

BidWatch

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BidWatch can log you in automatically so it can work in the background constantly. To check how prices are moving, unroll it and look. It picks up on your normal Trade Me activity so if you go to the Trade Me Web site and bid on an auction, BidWatch will include that activity in its display.

As auctions close, BidWatch drops them.



BidWatch rolls up out of the way until you're tempted to check prices again.

Download BidWatch free

From Yahoo Widgets site:

widgets.yahoo.com/gallery/view.php?widget=40433

From Netco's BidWatch site

www.netco.co.nz/bidwatch

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Aussie Scammers

The New Zealand Domain Names Commissioner has jumped quickly on the Aussie scammer who tried to trick holders of New Zealand domain names into paying about 5 times the going rate for domains. The DNC obtained an interium injunction against NZ Domain Registration Ltd. and has also had the court seize all money sent to NZDR's Auckland Post Office box.

The problem with the Australian scam is that paying its backers \$225 for the domain didn't stop anyone else registering in the meantime, through an authorised registrar. The Australians have no registrar rights in New Zealand. New Zealand domains are sold on a first-come, first-served basis. Chasing the Australians for a refund would certainly have cost more than the initial loss and still not secured rights to the the domain.

We reiterate our e-mail warning sent on the day the scam began, bin the pro forma invoice and cancel any cheques you may have sent. Ω

In the year to June 2006, 43,225 new domain names were registered under the New Zealand naming system (.nz). This brought the total to 235,196 .nz domains. The Domain Name Commissioner says in June 1994 there were just 357 .nz domains.

The first domain name registered was symbolics.com, on March 15 1985. A very plain Web site is still running on it.

The maximum allowable length of a New Zealand domain name is 255 characters, including the dots.

Current extensions (called 2nd level domains) supported are: .ac.nz, .co.nz, .cri.nz, .geek.nz, .gen.nz, .govt.nz, .iwi.nz, .maori.nz, .mil.nz, .net.nz, .org.nz and .school.nz. There should be something amongst that lot to suit most uses.

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NetCo

Design, build, maintain

update

Dodging spammers

This issue *you can run and you can hide*

Dodging spammers

Print your e-mail for all you're worth on business cards, magazine and newspaper advertisements, even on the back of your work van.

Stay in touch with text

Spammers deal in e-mail addresses by the millions; few are looking at the printed page or cruising motorways and laboriously typing all addresses they see into their databases. Instead they start an e-mail harvesting computer program and go home to bed, waking in the morning to count how many hundreds of thousands of new address they snared overnight.

Password posers

You can fight this by obfuscating your mail's appearance in the code that makes up your Web site, fooling their harvesting programmes into ignoring the e-mail tags.

Spam filtering

Suppose this was a sentence on your Web page: "Please email bob@thefactory.co.nz for more details". While it's not simple, it certainly is convenient for a harvester to write an automated program to scan Web pages by the tens of thousands to capture this line of text (which is all your e-mail address looks like in this plain form) and sell it on to a spammer.

Netco Search

Recent sites

To overcome this you can disguise the e-mail link thus: "Please [e-mail](mailto:bob@thefactory.co.nz); for more details." But, life's not meant to be that easy and hiding e-mail addresses isn't either. In the HTML code that makes up the page your e-mail is still plain for all harvesters to see:

"Please e-mail for more details.

There are so many unguarded e-mails on Web pages that it's worth confusing the bots that come harvesting. If they can't see yours easily, they'll carry on and get the easy pickings elsewhere. At Netco we've developed an e-mail obfuscator that scrambles your e-mail details, putting them back into usable code only when a visitor clicks on the link to use it.

For example, bob@thefactory.co.nz when obfuscated, looks like this to a harvesting bot:

E-mail bo˜@tĄefacĖrġFcđ.ĐĢ for more details.

Remember, the harvesting bot doesn't sit there admiring your Web pages as a human might, it just dives into the HTML tags that instruct the page how to behave. It ignores the squiggles that disguise the e-mail links in your page's HTML. When your visitors view the page, the " Please [e-mail](mailto:bob@thefactory.co.nz)," looks perfectly functional and works that way too.

For the inquisitive, we mangle the mail into random hexadecimal and ASCII characters and the fortunate part is that it involves no JavaScript so it's perfect for Web sites that need to comply with government Web guidelines.Ω



TeamTxt New service

It wasn't that many years ago that cell phones were status symbols, yuppie toys and amazing inventions. It's likely now that many of your competitors are using them just as everyday work tools. Here's your chance.

Netco has released TeamTxt, a suite of tools to make cellphones become more useful than expensive thumb cripplers:

TeamTXT uses simple ways to link your computer to the cellular network. TeamTXT allows you to send e-mails as cell phone texts so all your contacts and mail groups may receive text messages when they're out an about. They can reply into your e-mail too from their cell phone. In short, use your computer to send and receive texts just like any old e-mail. Use it to contact staff, to alert customers, sports teams and family.

TeamTXT consists of three levels of text tools:

Text Widget sits on your desktop and sends your text messages. It's easy to use and adapts Yahoo's Widget engine to allow you to flick messages out to customers and staff alike. It's a New Zealand first.

Set-up fee:	none
Monthly fee (charged in 3-mth blocks):	\$10 ex G.S.T.
Charge per text message sent:	17.5c ex G.S.T.

E-mail2TXT lets any e-mail client send and receive SMS text messages. Enter your contact's cell phone number where you would otherwise put his or her e-mail address and that's about how difficult it gets. Use your e-mail client to group recipients, for example, all sales staff, all customers or contacts. Cell phones text directly back into your e-mail.

Set-up fee:	\$50 ex G.S.T.
Monthly fee (charged in 3-mth blocks):	\$10 ex G.S.T.
Charge per text message sent:	17.5c ex G.S.T.

Web2TXT is for corporate and high-use texting. An admin Web sites lets you set up users amongst your staff, control their sending privileges and view reports on their activity. Set up your groups and assign individuals their own admin account to run their own team's texts. [Ω](#)

Set-up fee:	\$75 ex G.S.T.
Monthly fee:	\$50 ex G.S.T.
Charge per text message sent:	17.5c ex G.S.T.



The Netco text widget sits ready to send SMS messages to your contacts' cell phones. Import your address book from Outlook (or any e-mail program)



The Web2TXT admin page where you set up groups and compose messages to send out to the group or individuals on your contact list.

BidWatch - never miss a Trade Me auction again

Keep Track of your Trade Me auctions and bids with a new, free program that updates and reports prices to you automatically.

Netco staff (OK, so Daniel was the brains behind it) developed the desktop tool to track your Trade Me activity. Instead of opening a Web page to view the progress of auctions you can see it update automatically using what we call **BidWatch**.

It logs you in, updates in the background and unrolls with a click to provide up-to-date progress. The program is distributed free using Yahoo!'s widget engine and will be supported by advertising.



We've also put in a "boss" key to let you hide it instantly should you not wish to advertise your Trade Me addiction.

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Mass mailing messages made simple

If you send bulk emails to your customers or organisation members, try a list serve to take over the tedium. The list serve lets members join and resign and it also takes care of emails that bounce or which are deleted. The list admin sends a single email to the list to publish and the list serve takes over. Run properly, it can remove hours of work a month to stay in touch with those who matter to your business. [Ω](#)

Netco Search

Netco search has developed into an efficient and useful web site search engine. BidWatch and TeamTxt pushed it out this month but we'll run a feature next month. It catalogues your site and searches by date, relevance, phrase and single word.

Netco search has good reporting tools to let you know what visitors to your site were hoping to find. This new version's faster than the previous one and we can upgrade existing users to the new version economically. Netco search is advertising-free so no one clutters your results with their marketing [Ω](#)