



## Get a Free Domain Name, Plant a Sprout

New

Sprout Hosting has announced that not only are they providing a free .com domain with each new web hosting and .au domain package, they have also recently formalised the use of GreenPower and their support of Carbon Neutral.

As a

further sign of their commitment to both helping you grow your online business and to helping the environment you can expect a real live shrub sprout to be delivered to your door once you become their client!

New

Sprout Hosting are one of the most exciting companies to enter the Australian web hosting scene in the last few years. Although a relative newcomer to the Australian web hosting industry they have been operating for 3 years now - their founders have been operating in the industry since 1996 and they pride themselves in being a premier web hosting provider.

Aside

from the typical web hosting, email and domain registration services offered by most web hosts, New Sprout has lots more to offer.

New

Sprout Hosting, General Manager, Gavin Payne, says While our primary focus up until now has been the shared hosting space, where we have built our success on our over the top customer support, over delivering on our promises, we can now offer tailored dedicated services too, and just about anything else, hosting related.

Payne

has been a firm believer of targeting Australian businesses with Australian clientele who currently host their sites overseas. There are still a massive percentage of these potential clients overseas, many of which aren't even aware their sites aren't hosted in Australia.

Many

business owners not wanting to get caught up in the specifics of hosting, and in many cases not actually understanding what hosting really is. And rightly so, why should they!

They

have a successful business, they want a domain name, they want a website, they want email and most importantly they want a service they can rely on, however they don't want to have to (or need to) worry about the technical aspects of making sure their site is available or their email is working, says Payne. This trust has often landed them indifferently and unknowingly with overseas hosting, either through letting their web designer look after it for them or using a consultant, who are often led to believe US hosts are

better value.

However

the reality is, they are left with a slower site, limited support, as well as their sites search engine visibility being affected, all for a very similar price to hosting in Australia, and a negligible price at that. Speaking from experience, New Sprout can offer US based hosting too, however this should only be considered if your target market is the American market.

Something

only recently formalised has been New Sprouts use of GreenPower as well as supporting Carbon Neutral. They can proudly say they have made the best choice for the environment by offsetting their carbon emissions. This is done by using renewable energy as far as possible, which is generated from sources like mini hydro, wind power and biomass. These sources produce no net greenhouse gas emissions.

Payne,

comments We have been sending new clients real shrubs in the post (for them to plant and grow) ever since our inception, which is a small gesture of appreciation to our clients for their support and at the same time extending our support for the environment.

Its

impossible to use GreenPower for every aspect of our business, its still a relatively new technology, so for all the other emissions generated by New Sprout, they support Carbon Neutral by making a donation for the tonnes of emissions they generate, which begins the process of offsetting carbon pollution, combating salinity, preventing soil erosion, restoring biodiversity, revegetating degraded land and providing much needed habitat for wildlife.

It is

by no means a quick fix, but a long process taking 30 or 40 years to remove the majority of emissions, and 70 to 100 years to fully offset the emissions, which is something positive to leave generations to come, rather than leaving them pollution.

Gavin

Payne is the managing director of NewSprout Hosting and he has been involved in the Hosting industry for over 8 years working with many global companies including Bidvest, Telstra, AVIS, AT&T, VISA, Peugeot, BMW, Motorola and many others. NewSprout is an environmentally conscious Australian company offering website hosting, email services and domain name registrations to business and personal clients. For more information visit [www.newsprout.com.au/web-hosting-australia.php](http://www.newsprout.com.au/web-hosting-australia.php).