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[Catalog](#) | [New Books](#)

Search... for keyword(s)

in Page Titles

Our Bookstore
is [OPEN](#)

[Mothership](#) -> [Ufomind Mailing List](#) -> [1999](#) -> [Jan](#) -> Here

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New Year's Resolutions for Website

From: campbell@ufomind.com (Glenn Campbell, Las Vegas)
Date: Fri, 1 Jan 1999 10:01:25 -0800

UFOMIND NEW YEAR'S RESOLUTIONS

Below are some of my goals and wishes for the Ufomind website in 1999....

1) HARDWARE

In the early part of the year, we expect to upgrade to a dedicated web server from our current shared server. The user won't see any obvious difference -- All of our URLs will remain the same. -- but we'll have many times more disk space and computing power at our disposal. Response times may be faster, and we'll have the capacity to offer more services, such as archiving more mailing lists.

Our site is now receiving between 45,000 and 70,000 hits a day (about one every second), peaking at about 100,000 hits on some days. In 1998, the site received a total of 21,050,532 hits (that's right, twenty-one million), averaging 57,672 hits a day. With the new hardware, we should be able to handle several times that volume.

Our provider will continue to be Pair (www.pair.com). We highly recommend them to all webmasters.

2) QUALITY CONTROL

The high number of dead links on our site continues to embarrass us. In 1999, we hope to improve our technology to remove or repair the links that no longer work.

Quality Control will continue to be a never-ending battle in 1999. We'll do our best to make sure everything works, but as the site continues to grow, the time we can spend maintaining each page will shrink. The key to coping with the growth is new programming to better automate our work, and I will continue to work on this throughout the year.

3) NEW SERVICES

In 1999, we will continue to offer new services and innovations on our website, all of which will be free of charge. One project in the works is a "Spam-Free Message System," which will allow you to send brief messages to any of the hundreds of researchers listed in our People section.

We have been reluctant to publish personal email addresses on our people pages because they would be collected by spammers and used for unsolicited mailings. In the new system, we still will not tell you email addresses, but we will let you send a brief message to them through our server. There will be strict limits

on how many messages can be sent by one person, and whether the recipient replies is strictly up to them. For hints on how the system will work, click on the partial email address on my own page at <http://www.ufomind.com/people/c/campbell/>

4) Y2K COMPLIANCE

Some correspondents have asked for our "Year 2000 Compliance Plan," so here it is:

- A) Wait for the year 2000 to arrive, then
- B) Fix any software problems when they happen to come up.

5) BOOKSTORE

The Ufomind Bookstore will continue to expand at a quickening pace. We recognize the threat posed by Amazon and the other mega booksellers and will be more effectively countering it in 1999. In our catalog, we will be highlighting the many instances where our prices and service are better than Amazon's. We will also be aggressively adding more items that Amazon does not carry, including used and out-of-print books, foreign publications and research documents without ISBNs.

See "Ufomind vs. Amazon" at <http://www.ufomind.com/catalog/philosophy/amazon/>

45,000 to 70,000 hits a day does not translate into a lot of paying business. At present, the number of orders is just enough to keep us going, so we've got to hustle in 1999 if we hope to stay alive. Since the Ufomind Bookstore provides the sole financial support for our website (and our two full-time staff members), it must remain our first priority. If orders are weak, then we must devote more time to the catalog; if orders are strong, then we can relax a bit and spend more time on the rest of the website.

6) WRITING PROJECT

People keep asking me what happened to the Desert Rat and whether a new writing project will replace it. It happens that I am working on a new on-line periodical which will make no mention of Area 51 or UFOs but that I hope will satisfy most Desert Rat readers. (Rest assured, there will be aliens.) Watch for the first installment in the early part of the year, with notices distributed on this mailing list.

7) MAILING LIST

This mailing list will continue in 1999 as it has in 1998, with periods of moderate activity interspersed with unpredictable periods of silence. I will continue to be highly selective about what I release to the mailing list, focussing on my main criteria: Is it interesting?

Glenn

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|                UFOMIND MAILING LIST                |
| Supporting the World's Largest Paranormal Website   |
| www.ufomind.com           Moderator: Glenn Campbell |
| Archived at: http://www.ufomind.com/misc/ |
| Submissions to: ufomind@lists.best.com             |
| "unsubscribe" (in body) to: ufomind-request@lists.best.com |
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RELEVANCE OF THIS MESSAGE: Ufomind

Index: [Area 51 Research Center](#) (#10)

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| U F O M I N D Paranormal Research Index           |
| "World's Largest and Best Organized UFO Website"   |
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[Mothership](#) -> [Ufomind Mailing List](#) -> [1999](#) -> [Jan](#) -> [Here](#)

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PO Box 30303, Las Vegas, NV 89173 Glenn Campbell, Webmaster & Moderator

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