

Online Email Services

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Using an online destination mailbox can be detrimental to the health of your business!



First I will define 'destination mailbox.' That is the mailbox at which you check your email. For many of you, that is something like silverstar.com, aol.com or yahoo.com. Mine is carrollswb.com. That's where I go to pick up my email and has been my destination mailbox for many years.

Those of you with an aol.com or yahoo.com (or any other online email service, gmail.com being a current fave) have a different email experience than the rest of us when it comes to email that's been forwarded from your website. (See previous article: Using Your Web Email Address) Bottom line is, you don't receive all of it! The junk filters of the online systems all seem to work in overkill mode. This, in itself, wouldn't be so bad because you could at least retrieve it from your filtered mail list. The real problem is that they filter out your mail and don't tell you they've done it! It's as though it never arrived, and this can be bothersome if it's an inquiry or an order from your website!

Over the past couple of years, every one of our clients that used an online email service had this problem. The solution is pretty simple, and there is usually no extra cost to do what's required. It's just a matter of doing it, a bit of time and a phone call to your ISP. The problem was fixed in 100% of the cases when the solution was implemented.



Your ISP is the company that provides you with Internet connection, also known as your Internet Service Provider. This is usually your phone company, but not always. Included in your Internet package should be some email addresses (usually 3-5). For example, you could become glorieb@silverstar.com or skshannon@carrollswb.com. It doesn't matter what you choose because no one will ever see it. They will see mail@yourdomain.com or skshannon@smokingdragon.com, and that's how it will always be so long as you have your website.

You will then have to set up your computer's email software. On a PC I use *Outlook Express* and on my Mac I use either *Mail* or *Thunderbird*, depending on my mood! All of these pieces of software can be set up to receive your email from your ISP email address and sort it to as many mailboxes as you need. The default set up is similar to what you're used to with your online service, so even if you never use any of the customizing possibilities, you won't be missing anything.

And you also won't be missing your mail! You will receive the inquiries, comments, orders and/or reservations that come from your site. That's what it's there for ... to help people find you and send their business your way. If you don't receive their inquiry, then that function isn't be served ... and it's your online email service that's making the decision as to whether or not you need to see that piece of mail! And I have found that those decisions are not necessarily made with your best interest in mind ... or cyber-mind as the case may be!

Sure they're free and easy to use, but not if they're costing you business! Using your ISP email address is free also, and just as easy to use once it's set up. And you CAN check your email from anywhere in the world; you just have to go to your ISP's website rather than go to AOL or Yahoo or

Google! It's there. I've checked my email while in Thailand, Costa Rica, Mexico, Britain, and many places in the US. It is never a problem and my business gets taken care of no matter where in the world I happen to be.

This is just to let you know that there are free* alternatives to having a yahoo.com email address (or any of the others). Most of you have made the change because you had the problem and wanted it fixed! There are still a whole lot of people out there who don't know about this yet, who might be thinking that their website is a dud ... or their webmaster isn't doing as good a job as she/he could be doing. If they're a friend of yours, you can now clue them in and let them know that it's that yahoo.com or aol.com email address that's the real culprit.



It doesn't cost anything but a few minutes and can make all the difference in the world with your email experience. If you're still not sure, drop us a line and we'll answer your questions if we can. Email can be a perplexing thing when you don't know the ins & outs. We do ... and we'd like very much to share our knowledge with you so you too can be more savvy to how it all works and what's the best set up.

That way, although you'll never hear "You've Got Mail!" again, you'll know that when you do have mail, you've received all of it.

*You must have an ISP account in order to qualify for one of their mailboxes.