

**Quote:** You are surrounded by simple, obvious solutions that can dramatically increase your income, power, influence and success. The problem is, you just don't see them. Jay Abraham



From The Desk Of  
Aaron Dwyer (owner)

Welcome to the Christmas edition of the newsletter. I had a good November growing my mustache for [Movember.com](http://Movember.com) spreading awareness and raising some money at the same time for prostate cancer. Next year I'll get even more involved.

You can see from the photo I just had a simple Mo, but there were many men I noticed that were sporting very tricky Mo's. I just don't have the time for intricate personal grooming, so the simple Mo was good enough for me.

The election build up was again in full flight during November and as an avid student of business and marketing, watching the marketing wheels of each party turning was very interesting. I just look locally at what marketing I received from the candidates for our voting area, and I was wholehearted dissapointed yet again.

It never ceases to amaze me that someone can run for a position and never once send out a letter or flyer to their potential constituents introducing themselves and what they bring to the table. I received 4 separate pieces of written material from Labour and nothing from anyone else. But what takes the cake is that on the day the candidates expect you to vote for them even though you have no idea who they are and the first you've seen of them is there name on the ballot paper. It's crazy. If we ran our businesses like this we'd be broke.

You have to let people know who you are and get out there. Simple letter mail outs (and it doesn't have to be glossy - or cost a lot) with a photo attached and in a sequence of 3 or 4 letters would have done wonders for increasing the non-major party candidates chances of securing a seat.

I recall back a few years now that a candidate came to the house and introduced himself going door-to-door

through the whole area. We had a quick chit chat and he gave me a flyer. Then followed up with a couple of flyers in the mail closer to the election keeping in peoples minds. Now that's out of the ordinary these days and guess what - surprise surprise, he got in.

Now what's also important to note and think about is how Rudd used the internet in this election. He used it better than anyone else. He was all over it. Myspace, Facebook, Blogs, YouTube, the list goes on. If you don't know about any of those terms then you best start reading my backissues and stick with this newsletter so you're better informed. Of course he didn't personally set any of it up, but his people are very smart marketers and used every avenue they could to get his brand out there. Video was used extensively. This is not an accident, and online video has been building like crazy over the last 3 years. You will be seeing much more online video from me in 2008 giving you presentations and great content and maybe even a weekly video blog that you can learn from and take action on to boost your website sales potential.

I'm very proud of being able to advise you in this area and will continue the charge even more in 2008.

Well it's been a huge 2007 and I'd like to thank all of you for sharing it with me, and allowing me to look after your online web and email presence for another year. I trust that I've imparted some of my web knowledge and experiences through my newsletters and you have gained from that. As I was once told by Martin Stennett (one of my first web hosting clients) that I actually care more about your website than you do. And that's exactly right and how it should be.

Enjoy your Christmas holidays and your new year celebrations, and I'll speak with you in the new year.



## Internet Use In Australia - 2006 ABS

Check out these stats, and tell me that you are in the right business having a website. With the government now pushing for wider broadband takeup, you will want to make sure you not only have a website but that it's actually performing and earning you money in one way or another. Reading this newsletter if that's all you do will set you in the right direction.

"Internet access to Australian homes has grown twofold in the past six years", the Australian Bureau of Statistics (ABS) says.

The ABS said that in 2001, just over a third (35 per cent) of homes had internet access.

By 2006, that figure had grown to nearly two-

thirds (63 per cent).

The internet-access figure was higher for city homes, at 66 per cent, compared to just 42 per cent for very remote Australia.

The ACT had the highest connection rate, with three-quarters of all homes connected and more than half of those on broadband.

Similar rates were reported in NSW (63 per cent and 42 per cent broadband), Victoria (63 per cent and 42 per cent), Queensland (64 per cent and 41 per cent) and Western Australia (65 per cent and 41 per cent).

The lowest connection rate was in Tasmania where 55 per cent were connected and 28 per cent were on broadband.

## Search Engine TIP #05

Just a quick tip but very important none the less. How many words do you have on your homepage.? Are they relevant to your topic / website.? Search engines like you to have at least 150-250 words on your homepage. And not in images, I'm talking about text. Here's an easy way to work out how much text is actually on a webpage. Try to highlight (like you do in word by selecting the text with the mouse) the whole webpage. If you can't highlight it, then a search engine can't read it. You can of course have more than 250 but I wouldn't have less than 150 including your keyword phrases you are optimising for, which you should have got from last months keyword tool I mentioned.

## Web Smart Central News Bulletin

It's finally happened, and we've moved over to the new name - Netrospect. Now don't be freaked out by our name change, everything else remains the same. After about 6 months of wanting to trade with a new name, we finally made the switch over at the end of November.

Web Smart Central Pty Ltd, is now the parent company of Netrospect - nothing else has changed, just the name. So the only place you will see Web Smart Central will be somewhere on your invoices in small print.

Netrospect - which is a play on words between the internet and retrospect

I'm sure you're the same, but I know I always find myself saying, if only I knew what I know now, back then...

And hearing people say "In retrospect we should always have hosted our website and emails with you guys"

There are still some minor name changes to the stationary to go, but it's business as usual.

The idea is now in December to finish the move off with rolling in the [wscsupport.com](http://wscsupport.com) support website into the new [netrospect.com.au](http://netrospect.com.au) website and just have the one site for everything. This will reduce some confusion with new members.

On another note. I wrote a software module in November to enhance the billing system (Clientexec) that we use to keep track of all our members. My module saves us heaps of time moving accounts between clients and before I could even start heavily promoting it, Clientexec approached me to buy it off me. I got a total of 5 orders for it, before I sold it to them.

Oh well, I wrote it for myself anyway so anything extra is a bonus. Needless to say I struck a good deal with them.

## New Inner Circle Members

Welcome to our newest members that join our inner circle web hosting family.

Bruce Irwin - [bellhome.net](http://bellhome.net)

Perry Mallet - [malletcustomart.com](http://malletcustomart.com)

Also welcome back to a previous member that has returned and bringing with him about 20 new members that will now enjoy the benefits of hosting through us.

Michael Dooley - [deepblueearth.com](http://deepblueearth.com)

## Member of the Month

This month I'd like to show you an interesting on-line business run by Mathew Coombes about military books and minatures - [battlescape.com.au](http://battlescape.com.au)

This is what the internet is all about. Servicing a niche area with people that are passionate about that niche. Only people interested in military books and minatures are going to get involved in Mathew's website. But that's perfect because those that are have an instant affinity for it, can appreciate it and most likely become instant members.

**Do you service a niche space like this?** You should think about it. Well done Mathew. Mathew has been a member since Feb 2006.

## Competition of the Month

Last months competition winner is Peter Wallmer of [brisbanehomes.com.au](http://brisbanehomes.com.au) The answer was **Netrospect**.

Each month we give away 1 month free web hosting credit to a lucky member that wins the competition. The winner will be randomly selected from the entrants at the end of the month. This one is easy.

**How many times does the word Netrospect appear in this newsletter?**

Go here and submit your entry for December.

<http://netrospect.com.au/comp>

## Don't Forget About Your Referral Bonuses

Thank you to our loyal members that continue to refer new business each month. Don't forget that every time you refer a new member to us, we will credit your account with 3 months free web hosting.

## Testimonial of the Month

"First class hosting service Aaron, which I would recommend to anyone. You provide an efficient flexible service at a very competitive price, but the most important is the support. Any problems are treated in a courteous manner, and followed through until the solution is found. Well done!"

Judy Smith - [jwsmith.com.au](http://jwsmith.com.au)

## ARE YOU ON THE MOVE?

Don't forget to contact the office if you are moving to a new address or changing your email address,. This is very important, since if there is an issue with your account and we can't contact you, then your website and emails will be suspended until we can.

## Joke

Provided by my children  
Declan (7) and Bianca (5) and Finn (1)

What is Santa's dog called?

Santa Paws!