From The Desk Of
Aaron Dwyer (owner)

Yes it's February already and you all know what that means. It's Valentines day this month, so guys here's your chance to get into the good books with your loved ones, and ladies don't let them forget it. Let's face it Valentines day is a great day for merchandisers and the romance industry in general. Who says it has to stop there.

As my way of looking for any excuse to give you even more to build your online business presence, I've decided to have a Valentines special of my own. See the Netrospect News section for more information.

Thank you for those people that responded to my New Years gift that I sent to you. For those that still haven't checked your mail for last months newsletter with which I included a Scratch It ticket, you may be sitting on $25,000. There were a lot of $2 winners, which is all I ever win as well. I'm glad you liked them. I hope it also made you think about what you could be doing for your customers that is out of the box and unexpected, which will brighten their day.

More and more I'm convinced using online video is becoming a major factor in growing your online business. Video is hear to stay and like it or not, if you use video the right way on your website, your business will benefit.

You don't have to personally get in front of the camera to have a video on your site. I'm also confident that I could look at your business and recommend a simple video that could be put together to boost response or showcase a major product or benefit that you offer.

So what's so good about video? Video builds credibility and trust, which on the web is difficult to do at the best of times. So if you can convey your credibility and trust to your prospects in any industry then they will be more inclined to act on what you want them to act on. Build traffic to your website, join your newsletter list, pick up the phone, place an order, etc.

These days it really is easy to get video onto your website, you do need to use some tools of course to make it all happen, but you can certainly get into video very cheaply these days, basically just the cost of either a webcam or normal digital camera with video features.

If you are concerned that video will use all your accounts harddrive space and bandwidth, then just upload your videos onto youTube and then embed the youTube videos on your site. All the space and bandwidth goes to youTube but you get the benefit of video on your website for free. There really is nothing stopping you from using video on your website.

Just on the topic of video and to make my point, you will have to have been living under a rock to not see that complete moron Corey Delaney - the 16 year old from Melbourne that had a party last month in Melbourne after mentioning it on the internet and 500 people showed up and trashed his parents house and surrounds.

Now this happens all the time (maybe not to that extent), even I held a party or two while the folks were away in my teenage years. But through the power of video this kid became an instant celebrity. After being on the news for 3 days straight and with the help of youTube showing his videos of the "best street party ever" sitting at over 650,000 views, he's even received job offers from party promoters.

I'll give you a warning about video though. Don't just have a dancing bear for the sake of having a dancing bear on your website, it will distract your visitors. Think about what you want your visitor to do while they are on your website, and then think about how video can compliment it.

As always I walk the talk, and am doing major work in the area of online video, so expect me to continue to talk about the benefits of using video, plus I'll show you some direct examples.

Web Site TIP #07 (previously SEO TIPS)

Optimise your images for faster page loads. I see this all over the internet. Websites that aren't optimised for fast performance and increased speed for your visitors. Visitors landing on your webpage take on average 8 seconds to work out of your site is what they are after. So if your page is taking that long or more to load then you are already behind and not giving yourself any advantage to impress your visitors.

You don't need to put print quality images in your website, you can save them in a lower quality format

which means less size, which means faster downloads and page loads. I always recommend having thumbnails which are smaller versions of the images and if someone wants to see a larger more quality version then they can click on the image and the high quality one will load for them. No sense putting everyone else through waiting for large images to download.

I use Adobe Photoshop for most of my image manipulation, but for those that want a free option I recommend GIMP for Windows. I'm going to get technical now for those that can't handle it look away. 72DPI is usually enough for the web compared to 300DPI for images used for printing. Keep your images to as small a file size as possible without losing quality on the screen. You should experiment a bit, and your webpage will be optimised and your visitors more inclined to take action as you want them to.

Netrospect News Bulletin

Still working on the Netrospect website enhancements, so no change there, this month will see some changes take place. During Feb, there will be an upgrade to the Mercury webserver in Sydney which is our last webserver that is running PHP4. PHP5 and mySQL5 will be installed.

Since PHP4 support is being phased out this move is now a must have. Those on this server will be notified via email 5 days prior to the upgrade. Should you be running PHP4 applications then you will need to check that they still operate correctly after the upgrade.

So here's my Valentines day special that just happens to last the whole month. Refer a new member that joins us on a yearly plan and I'll give you 6 months hosting credit instead of our normal 3 months for referrals.

Spread the word and get your friends, family or collegues website(s) looked after as good as yours is, and you receive half a year of hosting for free. Get it while you can.

Member of the Month

This month I'd like to showcase Kerry Neighbour from http://securedoc.com.au

Secure Doc specialise in records management and offsite data and document storage around Australia. Check out their website, and see that they are doing many things that I teach and recommend.

Free trial software is a must - well done, lots of great content to educate the visitor and attract the search engines (looks like 2nd place in Google), simple and easy to navigate website.

Kerry has been a valued member since Nov 2005.

Competition of the Month

Congratulations to last months competition winner which was Susane Arcane - arcanepublishing.com

The answer was - we now have '4 servers'.

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.

Here's this months question -

What's the name of the webserver that is being upgraded this month.? (hint the answer is in this newsletter)

Go here and submit your entry for Febuary. 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. Every time you refer a new member to us, we will credit your account with 3 months free web hosting. So simple it just works.

Maria Pesavento - pesavento.biz
Rex Manderson - chaotech.com.au

New Inner Circle Members

Welcome to our newest members to enjoy the benefits of becoming a part of our inner circle.

Anthony Templeton - automationit.com
Dave Parsons - jesterscourt.com.au
Janet Murray - svaroopa.com.au
Mark Cuttleton - birdsofprey.com.au

Testimonial of the Month

"Netrospect has been a godsend to me. I know enough about computing to make me dangerous, but not enough to do what I want to do. The support I have received has been great - even late on New Years Eve - How good's that?"
Garry Watson - knightslaundry.com.au

I'm always on the lookout for more testimonials so please send them in to me, and you'll get up on the website and in this newsletter.

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)

Why was the broom late?   It over swept!