

Quote: Leaders ARE Readers. It's the principle of the slight edge, of continual self-improvement.
This is where the money is. - Pete Godfrey (petegodfrey.com)

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From The Desk Of
Aaron Dwyer (owner)

Welcome to another edition of the Netrospect Inner Circle membership newsletter. This edition is actually very overdue. I'm actually embarrassed that three months have passed since the last newsletter, and getting an info packed newsletter out each month is back on my priority list.

To recap on the events that I've missed reporting on. Easter, Anzac Day, Labour Day, Queen's Birthday. Happy belated all of those days everyone, including Australia Day which I failed to mention in earlier newsletters this year. I trust that your BBQ was sizzling with your favourite BBQ foods, mine was. I'm very proud to be an Australian. Pride in your work is important as well. I take great pride in being able to operate a business just for Australians.

Yes I have other income streams that are international thanks to the power of the internet, however my passion is helping Australian businesses succeed with their web presence.

Nearly forgot to make mention of Mothers day, which is also a big day in our household. The kids really get involved giving mum her much needed gifts and acknowledgment that mum's do play a big part in our lives. Ashame we don't celebrate what mum's do for us more often.

Some of you might remember that I was doing the Worlds Greatest Shave in March. I haven't been able to show you any pictures as yet, since this is the first newsletter since then. You can see some photos on my personal blog at aaronrdwyer.com. Next year I'll be getting the support of all of my members to sponsor me, rather than just a few friends. All in all it was good to do, raised some funds and awareness. Look forward to next year.

Also attended the World Internet Summit conference held in Sydney during March. It was a very good event, and I met and networked with quite a few big players in the internet marketing space as well as a few up and coming internet entrepreneurs. I learned much at this event that I've already started to apply

across my sites to increase sales and build even more rapport with my members.

I was mostly surprised at the amount of newbies (people that are new to the internet) that were in attendance and buying up as many of the speakers extended learning packages that they offered.

I totally understand the need for guidance and hand holding when you are entering an area that you are not experienced in, but I'm still bewildered as to why they would purchase multiple training programs for \$4,000 to \$5,000 a piece.

I'd like to know how they intend on implementing all of that knowledge and education they just acquired. For those newbies I fear it will be information overload and nothing will eventuate for it.

There however is a FREE internet marketing training course that I've been learning from over the past 3 years since it's inception and it's called the 30 Day Challenge.

The training is online video based and starts in August, however there is preseason training happening right now. So if you want to start earning passive income from the internet, then you should go here netrospect.com.au/recommends/30dc and have a look at it. It's a great starting point, and the guys that run it are cutting edge.

You want to have multiple income streams, and the internet is a great second income stream. For some it has become their major income stream. I'll actually doing this years [30 Day Challenge](http://netrospect.com.au/recommends/30dc) from scratch and learning lots of new skills along the way, so I'll keep you posted.

I have some real treats that I'm cooking up for you that will assist you with enhancing your website. Namely getting your website producing more leads and sales for you. More on that next month.

As most of you know I usually send my newsletters to you printed and in the mail. I even just had new envelopes printed just for the newsletter. However some members wish to receive an online version only, so for those that wish to only receive a digital copy of the newsletter and have yet to tell me so, then send me an email.

Member of the Month

Another long time member showcased this month. irrigationdesignaustralia.com.au with Darren Rowlatt provides an irrigation consulting service for the landscaping and irrigation industries. I knew they had a

hand in the Dreamworld - White Water World irrigation design, but looking at their current projects page on the website, looks like they have been busy indeed.

I guess when you think about it, every single site, residential or business, needs water. Darren has been a valued member since Sep 2005.

Competition of the Month

How we go from many entries each month to just one in March is a complete mystery?.

Anthony Templeton - automationit.com was the only contender and as such took the prize. The answer was four 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 month's question - **When did Netrospect then Web Smart Central start trading?** (hint the answer is somewhere on the netrospect.com.au website)

Go here and submit your entry for July.

netrospect.com.au/comp

Web Site TIP #09

Stop Google Images From Stealing Your Bandwidth

I've noticed that a few members were having their bandwidth stolen by having their images listed in Google Images. Basically Google crawl the web and list nice images in their image database. Internet surfers look for images using Google to find images they need to use, find your site and either download and steal your images, or worse link directly to your images and use up your precious bandwidth that you pay for, not them.

Most of people looking for images that might be on your website are not going to be interested in your products or services, they just want the image. As far as I'm concerned having your images in Google images isn't all it's touted to be, but of course if you are monetising the traffic that Google Images brings your way then that's different.

If you find this leeching of your images happening to you and you wish to stop it or avoid it from happening then here's what you need to do...

Using Notepad in Windows, create a simple text file and name it robots.txt

Put this text below into it, then save it

User-agent: Googlebot-Image

Disallow: /

Upload it to your website using an FTP program of your choice (I recommend FileZilla) and put it in your /public_html directory. This little robots.txt file holds information that search engines use to see if they are allowed to crawl through your site. You can restrict certain areas of your website from the search engines as well, however in this example we are telling Google Images search to not search any of your website at all. Google Images only will see this code and stop crawling your site, the normal Google search spider will not be affected.

Netrospect News Bulletin

Business as usual over the last couple of months. The large web development and engineering contracts that have consumed us over the last year are winding down

now, and we will be able to concentrate our efforts onto building the hosting side of the business.

We now have a SSL secure certificate on netrospect.com.au since the old one was associated with websmartcentral.com. This helps build trust and makes our site seamless with Paypal that of course use their own secure certificate for processing credit card orders. Very Important!

If you collect customer details and have an online shop (even just routing people to a secured 3rd party payment processor like Paypal) I highly recommend getting a secure certificate. They are really cheap these days, basically all done and installed for less than \$100/YR. Give me a call if you want to discuss your options. That will probably be the cover article for next month's newsletter.

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. Spread the word and save on hosting.

Rob Thwaites - robthwaites.com

Stuart McGregor - golfclub.com.au

Michael Dooley - deepblueearth.com

Ferdinand Meneguzzo - advertisignworks.com.au

Joe Podosky - nvpone.com.au

Bruce Irwin - bellhome.net

Susan Arcane - arcanepublishing.com

New Inner Circle Members

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

Ben Chandler - bensphotographic.com

Richard Philips - zipzap.com.au

Michael Ryle - bongolf.com.au

Don Simonetta - worldsisolutions.com

Ian Day - bowralgolfclub.com.au

Michael Davis - cookingwithsteam.com

Wendy McCosker - yepoongolf.com.au

Rachel McBride - zenzenzo.com

Paul Grainger - leisurestrategies.com.au

Peter Cuttle - tuesdane.com

Natalia Ladyko - natalialadyko.com

Graham Wise - queanbeyangolf.com.au

James Woodward - incontrol.biz

Dennis Cheshire - ceta.org.au

Mark Bowden - windarraliving.com.au

Tickie Spencer - emblazzongreatdanes.com

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 (8) and Bianca (6) and Finn (2)

What has a bottom at the top? You don't know?

Your legs!