netrospect
growing your business online

Inner Circle Members Resource Letter
How-to internet business strategies, thoughts, news & opinions.
In-fact it's just like a workshop in every issue!

Issue #16 – Oct 2010

Boo, it's Halloween this month, and it's time for a scare or two. First I'll start with a photo of me from a Halloween costume party we hosted back in 2006. Yes I did my own makeup which is why it looks so bad. But it was a fun night. Second how is your business fairing online these days. Do you even know? Do you check your traffic logs and track your conversions? If you don't, you are leaving money on the table, I guarantee it. Give yourself a fright and go and look at your website logs to see what you are missing.

From The Desk Of
Aaron Dwyer (owner)

tree free™

This newsletter is delivered digitally to help the environment

Too often I hear from businesses that their websites aren't helping them win more business or make more money. Well that just get's my blood boiling. What drivel and rot to blame the website! It's most likely because they haven't put the time into making it work for them, or they have fallen victim to web designers that couldn't market their way out of a paper bag, let alone produce a website that converts.

Sure maybe they have a glossy site (maybe even built all in Flash – big mistake), but it's not enough to have a pretty website. It's got to have a business driven function to achieve, and something that can be measured. It's got to be search engine friendly and user friendly as well.

As soon as someone even mentions they are upset with their website performance to me, my first question is, "What are your stats, how many unique visitors, how many pageviews?" 90% of the time the answer is, "what stats?". They have never been shown or even know there is detailed information on their visitors at their fingertips. Every single web host will give you access to this vital information.

I take it to the extreme and actually visually record what my visitors do when they are on my sites, just like recording a show on TV with your video recorder. It's some awesome technology – something that is not part of your standard web hosting account. I then play a visitor session back later and I can see exactly what they look at, what they click on, where they go. Just as if I'd been sitting behind them while they were on the website.

Can you see the power in that information? I do. With this information I identify trouble spots, and bottlenecks. Places where I can and do improve, looking for even the slightest increase in conversion. Even a 0.5% increase in conversion can mean huge improvements to your bottom line profits.

I have mentioned something like this in my past videos using heatmaps of where people click on your site, but this is the *Pièce de résistance* of visitor stats. I'll do a video on how I use this new technology and post it to the Web Smart Central blog.

For those that are new to Netrospect Web Hosting. Web Smart Central is it's parent company that focuses on internet marketing and software for online business. So for more general internet marketing information that I produce, it gets presented at www.websmartcentral.com/blog.

Have a good October and don't be scared of learning more about your website. If you follow good advice (i.e mine and others like me) your website will reward you.

That's my rant for this month. Aaron

Web Site Tip #11- Website Speed Is Important

This month let's talk about website speed – how fast your website loads, or more importantly how long does it take your site to show visitors what they are after. Google has placed a great deal of emphasis on speed for the last year or two, offering numerous tools and resources aimed at speeding things up. In fact, Google has even attempted to speed up the search engine itself with Google Instant. I'll cover Google Instant next month.

The speed theme continues as Google has introduced a new image format from the web, aimed at speeding up load times. It's called WebP. Image formats used on the web today were established over a decade ago and are based on technology from that time. Google engineers decided to see if they could make images on the web load faster by making them smaller in size without losing quality.

Not surprisingly images on the web make up 65% of the data transmitted per web page today. Reducing your image footprint is a big deal since Google will take it into account along with around 200 other factors when ranking your website in the search listings.

Will WebP take off? Yes, I think it will, once the internet browsers such as Internet Explorer, Firefox, Chrome build in support for it. And that will happen, sooner than you think.

Until then what can you do with your images to speed up your website load times?

You need to make sure that you (or your web designer) has optimised all your images to reduce the file size as much as possible without losing the quality. If you have a JPG image save it as 50% quality instead of 100% and the file size will be reduced dramatically, hence speeding up load times. Or just reduce the physical size of it, instead of 1000px wide, make it 600px wide or the exact size that you need.

If you don't know how, ask. I'll be happy to do up a video tutorial on the blog for you. If you have a web person you deal with, ask them if your site images are optimised for the web. If they can't give you a straight answer, might be time to think about finding a new web person.

Offer of the Month

Here's a new segment to this newsletter. For those members that are quick to read the newsletter I'll have a special offer each month for different services. You never know. It may just be the right timing for you to pick up a deal. If not there is always next month.

I have one left over package from last month's special. <mark>So for just **one (1) inner circle member**, I'll do **½ price on 6 months SEO**, on either weekly or fortnightly plans.</mark> You have just 7 days to redeem until 10th Oct 2010. First in, best dressed. See the packages here http://netrospect.com.au/seo. Just send me an email to redeem.

Member Showcase of the Month

This month I'd like to showcase Nigel Tucker and Biotropica. www.biotropica.com.au has been a member since Mar 2006. They specialise in management of wet and dry tropical ecosystems, with a major focus on linear infrastructure and particularly energy infrastructure, in these settings.

Don't Forget About Your Referral Bonuses

Every time you refer a new member to us, we will credit your account with **THREE (3) months free web hosting**. So simple it just works. Spread the word. A new member can leave your name in the signup form so you get credit for the referral.

Thank you to our loyal members that continue to refer new businesses to us...

Maria Pesavento – www.pesavento.biz

New Inner Circle Members

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

Alf Hohmann – www.ormondscientific.com.au
Debbie Kropp – www.genesisdirectioninternational.com
Colin Valverde – www.aquaverde.com.au

Testimonial of the Month

"I have been using Netrospect as my host for 4 years now. I am a web designer, and Netrospect is always my first choice for finding a host for my clients, as I know I am leaving them in safe hands. Aaron and his team are the only people who have given me on-the-day support by email or otherwise until any problems are solved, and for a very reasonable price. Being able to get Aaron on the phone has often been a great relief and it is a weight off your mind to have a personal connection with your web host. Go Netrospect!"
Rob Thwaites – www.robertthwaites.com

I'm always looking for great testimonials, so if we have helped you in any way that has impressed you and made you think "I'm glad I have Netrospect looking after my website and emails", I'd really appreciate it if you could send me an email about it. A couple of sentences is all it takes.

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 may be suspended until we can.

Lucky Member of the Month

Member Name : Jonny Tempelhagen
Website : www.esandjt.com
If this is you, you've won **THREE months of web hosting. (value $30 if you are on the Bronze plan)**. To claim your prize, you must contact us by email before Oct 31st.

Quote of the Month

Children are natural mimics who act like their parents despite
every effort to teach them good manners. Anon

Geek Joke of the Month (sorry)

Ascii stupid question, get a stupid Ansi!