

Well it's November and the year is drawing to a close. That doesn't mean it's time to slow down. I'm looking to make this Netrospect's best year to date. I must confess that I am glad I am writing monthly newsletters again. It's too easy to lose touch with your client base, and keeping in contact is the main objective of this newsletter. As well as to impart knowledge and cutting edge news that will benefit your business online.



From The Desk Of
Aaron Dwyer (owner)

On the internet things move at a very fast pace. I like to think of it similar to dog years just not the same 1:7 ratio. 1 year in internet business is like 5 years in the offline world. Every month there is something new.



This newsletter is
delivered digitally to
help the environment

The trick of course is to not get distracted by the new shiny object being dangled in your face. Fundamentals are still fundamentals and always will be. That's why they are fundamentals. Being sidetracked by social media, Facebook, Twitter, Youtube, Digg, the list goes on, unless you've got your fundamentals right, will only hurt your business not help it.

So what fundamentals I hear you ask. It's a magnificent symphony of four parts as one of my mentors Ed Dale likes to phrase it. These are not just for online business, but offline as well.

#1 – Market Research, #2 – Traffic, #3 – Conversion, #4 – Product

I'm constantly surprised how often I see mistakes in the order of this, which makes me cringe. Most people start by making the product and then get out in the marketplace only to find no one is interested or looking for it. Makes for a real tough road.

If you have your fundamentals right, then you can start to branch out and investigate what new tactics you might employ to boost any of the fundamentals.

So before you jump in with the new shiny object that pops up on your radar, ask yourself if is this going to help you with one of the four fundamentals of your business that is lagging at the moment.

For e.g if you aren't getting much traffic then that should be your focus, or perhaps you have some visitors to your business but not enough are taking action, then you need to look at conversions.

Keep that in mind when something new pops up on your radar, and you'll stay focused.

On a similar note I've been doing a LOT of video reviews for business websites over the last month, and will continue to do so. It's proved to be a great way to introduce people to Netrospect. The one aspect that I'm noticing the most of is a lack of focus with their websites with no specific call to action.

What's the point of driving traffic, doing search engine optimisation to get better rankings, paying for traffic with banners and pay per click ads if at the website all your visitors are falling out of the bottom of the bucket with no action taking place. Total waste of time.

Make sure you have a defined goal for your business website. Guide people to what you want them to do. Tell them and make it obvious and don't put up roadblocks in their way.

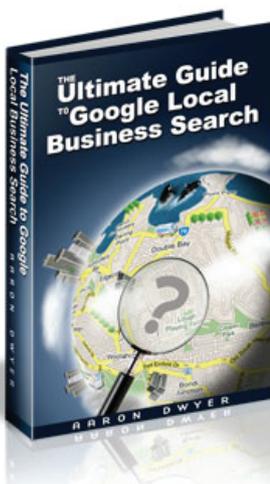
The other major issue I've noticed is that businesses have paid good money \$5,000+ to have their websites done for them and they aren't even coming up in the search engines. The reason is because the web designers have botched up the site and made it very search engine unfriendly. Effectively making the website repelled from the search engines like superman is to kryptonite. An absolute disgrace. And I always feel bad telling them that fact. But the truth is sometimes ugly.

That's my rant for this month. Aaron

Web Site Tip #12 – Going Local

OMG the changes happening at Google this month! In the last 2 weeks, the roll out of local search integrated into the standard search results is a monumental change in the way of finding businesses on the web. You will notice the changes by seeing larger business listings now showing up mixed in with normal search engine results for local searches with the map box fixed on the right hand side of the screen above the Google advertising.

Why would Google do this? Simple 25-30% of all searches online are local in nature. That means people type in a search looking for a local business. Their objective has always been to give searchers the most relevant results. So they integrated their Google Maps into the search results. If you aren't in Google Maps with your business then you are missing out.



I've been harping on at members for ages about getting a local business listing. So much so, I wrote the book over a year ago called "The Ultimate Guide to Google Local Business Search". I use it as a lead generator for Netrospect.

I'm in the middle of revising it to include the new features that Google have added and then it will be published and going into Amazon for sale in print and Kindle versions.

Make sure that you do a local search for your business and see if you are already in the listings. For e.g Brisbane Mechanic, or Accountant Sydney

If you aren't in the top 5 of the Google maps listings then you won't be on

the front page of Google. You can type your business name into <http://maps.google.com.au> to see if you are in the listings at all. Either way if you aren't in the top 5 or even the top 10 spots then you can get my book or watch my videos. <http://netrospect.com.au/562> and <http://netrospect.com.au/591>

Offer of the Month

For those members that are quick to read the newsletter there is a special limited offer each month for different services we offer. You never know. It may just be the right timing for you to pick up a deal. If not there is always next month.

November is usually a quiet month, so bring us in some business with a referral and you'll be rewarded.

1 year FREE hosting for any referral that invests in any hosting, design or web marketing package.

You might be familiar with our standard 3 months web hosting credit for each referral, so this is quite an offer. Doesn't matter what plan you are on, you'll get one year extra FREE.

Make sure that the new member that signs up mentions your name in the sign up form so you get the credit. It's that easy. So get active with your business contacts and tell them to switch their website and email hosting over to us. We'll do the whole transfer for them. You know you'll be doing them a favour and getting something special in return.

I was going to cap this to an amount but let's be generous and make it any amount of referrals, however I'm going to put a time limit on it. **You have until 15th Nov (just 10 days) to persuade your business friends to take action and do business with us.** After that, referrals go back to 3 months credit. So get cracking and you if get 3 referrals that's 3 years hosting for free on whatever plan you are on.

Let's see how much business we can generate from good old word of mouth.

Member Showcase of the Month

This month I'd like to showcase Greg Beer and Ashgrove Golf Club. www.ashgrovegolf.com.au has been a member since Oct 2006. Ashgrove Golf Club is located just 8kms from the city heart and is nestled in the picturesque Taylor Range. With an abundance of native flora and fauna the golf course creates the perfect atmosphere for a relaxed social or corporate gathering. The club welcomes new members, visitors, social players and is ideal for corporate days or non golf functions.



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...

Joe Podosky – www.advertisingworks.com.au

Testimonial of the Month

“We have been using Netrospect for over a year and the service is knockout! We had a server IP black listed and Aaron sorted out a solution and we were back in business within 24 hours. Our last ISP took over a week just to confirm there was a problem.

Best move we have ever made was to move to Netrospect.”

Dennis Cheshire – www.ceta.org.au

I'm always looking for more 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. **Anyone that sends me a testimonial will get 1 month FREE web hosting credit.**

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 : Rex Manderson

Website : www.chaotech.com.au

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 Nov 30.

Quote of the Month

In business, I've discovered that my purpose is to do my best to my utmost ability every day. That's my standard. I learned early in my life that I had high standards. Donald Trump

Chuckle of the Month

