

Ho ho ho, and seasons' greetings to you. I can't believe another year is almost behind us. I'm usually so busy building Netrospect and my other business ventures that I don't stop to look at what's been achieved. When I do allow myself 5 minutes to contemplate on how we've grown this year, I'm quite chuffed.

I have brought on permanent staff to handle the extra work load, and contracted out to others for select jobs. We have turned away work, which years ago I wouldn't have dreamed of being in a position to do. However if I feel the work isn't a good fit, or the client isn't the right type of client that I like to work with, then I won't take them onboard.

I'm sure by now if you've watched any bit of TV you'll know the massive success of the iPhone / iPad and mobile smart phone market. Applications and websites designed for these smart phones could be something that you might embrace in your business.

I actually forgot to mention in past newsletters that I have had an iPhone application developed for a niche market that I'm in. It's called iAllergens, and it's a Food Allergy related application. A very niche market, but solves a need and has been well received by the community. I won't make a million dollars with this application like others have, that the news loves to report on, but it was very worthwhile.



You can see it in the iTunes store here <http://itunes.apple.com/app/iallergens/id390157829?mt=8>

This was a quite a process to get this application to market. Starting with finding a programmer that you can trust to turn your idea into reality without ripping you off, stealing your idea and running with it themselves is very important. I used a Brisbane based company called AppFission <http://appfission.com>. If you have an idea for a mobile application, make sure to give Alan a call. He doesn't know I'm promoting him, so tell him I sent you.

Then actually getting your product into the Apple iTunes store was another exercise in patience and perseverance. It's worth it, but it's not easy. If you use a company like AppFission they will help you with that.

As far as websites go, having your website accessible on a mobile phone or smart phone is something that you can look into immediately. So how does your site display on a small mobile phone screen? In the case of the new smart phones, they render websites usually exactly as they appear to a normal web browser on a computer. Truly amazing, since this wasn't the case a few years ago.

However depending on your site layout they can be quite difficult to navigate and use. In general you really need a separate website that is displayed if a mobile visitor comes to your website. For those people



From The Desk Of
Aaron Dwyer (owner)



This newsletter is
delivered digitally to
help the environment

that use Wordpress, this is as simple as installing a plugin called [WPTouch](#). Yet another reason to use [Wordpress](#) as a content management system (CMS) for your website.

I knew Wordpress was fantastic the first moment I laid eyes on it back in 2005. Which is why since then I've been developing websites in Wordpress in favour of any other CMS. My next CMS after Wordpress is Joomla (which is usually for bigger sites with more pages and need for multi user logins etc). But Wordpress is catching up to Joomla with what it can do.

Downside. There is always a downside isn't there. This is not specific to Wordpress either. This applies to every single content management system out there. If your website uses a database then you open yourself up to website hackers and attack through insecure programming by the developers of the CMS software. Wordpress is so widely used and supported, that when someone notices a problem, they are alerted very quickly and get a patch out quickly to clean up their software.

But just because they've released a fix for the problem doesn't mean that it's automatically applied to your website. You have to manually upgrade your website. Wordpress makes it easier with a semi automated system, just click a few buttons, but other CMS systems aren't so lucky.

What happens is that you don't upgrade because it has the potential to break your website, and for non technical folk it's usually a daunting task. The hackers can tell what version of software your website is running fairly easily. From there it's only a matter of time before your account may be hacked and hijacked.

Why do hackers attack websites? Well once a hacker gains access to your web hosting account, they could setup a phishing scam (to trick visitors with webpages they insert into your account that look just like a bank website, to collect their login details). Or just send out massive amounts of spam. Or inject malicious code into your webpages to defame or take over your website.



I have had my fair share of wars with hackers over the years causing trouble with servers, but over the last few weeks I was subjected to the most malicious and devious form of attack I've seen to date. All of my personal websites on one server were delisted from Google. They just fell out of the search results one day, and since I'm fanatical with my site analytics, I noticed the drop off in traffic straight away.

This might not sound like much, but visitors clicking on Google search results account for a large portion of my income, as it does for most online businesses, make no mistake. So it was of utmost importance that I get my sites re-listed with Google. I won't bore you with the details of how I fixed the problem other than to say after 3 weeks of little to no Google traffic on some of websites, they are now being re-listed by Google, and the traffic is coming back.

I was targeted specifically by one of my competitors within one of my information product niches and this hacker injected hidden spam links into my sites. Google of course didn't like that as it's against their

terms of service to have hidden links on your site and promptly de-listed my sites from the search results. Dropping from being ranked #1 to ranked #500 is not good.!

I still firmly believe that Google were at fault as well with this hack, but in the end, they have in their great wisdom, and due my persistence and perseverance (nearly 5 days straight doing nothing else but work on this issue) re-listed my websites.

There are lessons to be learned from this...

- 1) Make sure you **keep your website software up to date** as security fixes are released regularly for whatever software you are using. Joomla / Wordpress / phpBB3 forums, etc. If you think your software is out of date, then contact us, and we'll check it out for you. I'll have one of my developers upgrade it for you at mates rate. Depending on how out of date it is of course. It's in both our best interests to keep everything secure.
- 2) Keep **track of your statistics**. Watch your website analytics and know when something appears out of the ordinary. This might be a huge spike in traffic, or a reduction in traffic. There are reasons for everything. You have inbuilt stats called Awstats in your hosting control panel. Or you can install Google Analytics, which I use on all my sites. If you would like us to install Google Analytics for you then just contact us. If you want a professional opinion with interpreting your stats, which can sometimes be confusing until you know what you are looking at, then just contact us.
- 3) **Don't put all your eggs in one basket**. I'm sure you've heard that before. What I'm referring to here is your traffic generation shouldn't just rely on Google search. Or just on PPC (pay per click advertising). Or just on any one form of traffic. You have to diversify. Most of my sites get traffic from multiple sources, so if one is removed for any reason then there are others to fall back on. But I'll confess that on one of my information product websites, it gets 95% of its traffic from Google search. Not good.

I could go on, but that's my big rant for this month. Enjoy the holiday season with whatever you get up to and I'll speak with you next year. (Look out for my holiday video just before Christmas) Aaron



Web Site Tip #13 – Where's Your Content??

Last month we covered Local search. This month let's talk content! So how big is your website?

5 pages, 10 pages, 20 pages. How long has it been since you updated your website or added more content.? Doesn't matter what kind of content. HTML (text webpages), images, video, PDFs.

The internet is for delivering content, Google and the other search engines want content. It's what drives the system.

The basic rule of thumb is to **add some new content every single month**. More is better of course but at least 12 times a year, your website will be bigger than most in your marketplaces I'm sure. This not only grows your website which is your valuable business asset, but shows the search engines and your visitors that you are an authority in your marketplace / niche. You will be rewarded.

Always think of your website as an asset that you are growing, perhaps for a possible sale later down the track. You will always achieve more money for a site that has more valid content.

So what do you write about, how do you do this?

- 1) You need a content management system (CMS), so that you can add new content yourself, just like editing a Word document. No sense running off to your web tech person every time you need a page updated. Those days are over. You add a page and it automatically adds it to the site menu and does all the hard work for you. No coding, just content.
- 2) You simply write a small 500 word article each month on any topic as it relates to your marketplace or niche. It doesn't matter how insignificant you might think the topic of the article is.
- 3) Use a blog for your extra content. So you start off with as many fixed pages on your website as you need. Homepage, Contact, About, Services, Products, etc. Then use the blog to build out your content. They are designed for exactly this purpose. **You can add on a blog to ANY website.** Contact us if you would like us to set one up for you.
- 4) If you don't have the time to write then get someone else to do it. I'm sure you can brainstorm 12 topics for articles to talk about. And find someone to put them together on www.odesk.com. Usually \$10 - \$15 per article to have someone research and write the article from overseas or even locally, you'll be surprised. I have writers that can help with this as well.
- 5) You can even simply write about your current business achievements and news items that pertain to your business.

Let's take this newsletter for example. It's a PDF monthly publication and I make sure it gets added to my website via my blog. I write a small blog post and attach the PDF to it. Search engines can read PDFs. It's a win - win.

The more content you have on your site, the more authority your website will have, and the search engines will have more opportunity to show you in the search results using all your new content.



Offer of the Month

We'll **setup or optimise your Google Places / Maps listing** to get into the top 7 of the local Google Places results for **½ price**. Instead of the current price \$300 (which I'll be raising soon), you can **invest just \$150**. You've got to be quick. **I won't limit the amount but the offer expires on 15th Dec 2010**.

Here's what we do with Google Places listings ...

- A. Create or optimise the current listing, remove any duplicate listings. [requires your Google login credentials]
- B. Check for existence of and / or create local business listings in Australian online business directories (up to 10 that you don't already have), includes citations for those directories that don't allow links. [may require any existing business listing login credentials]
- C. Optimise your website (or advise on changes required) to make sure congruency exists with local listing data. [may require login details to website or FTP]
- D. Consult on getting citations on other websites that are currently being used for SEO ranking purposes. E.g youtube, web 2.0 sites
- E. Consult on generating continuous reviews for the Google places listing.

Member Showcase of the Month

This month I'd like to showcase Renee Jansen and Hands 4 Health Remedial Massage.

www.hands4health.com.au has been a member since Jan 2009. Hands 4 Health is located in Norman Park, Brisbane. They specialise in remedial, relaxation, lymphatic drainage massage. Check out their online booking system, it's very well done.



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...

Jim Basedow – www.malaysiaholidays.com.au

Testimonial of the Month

*“I am a small business owner in Sydney who has had the run around by so many so-called Internet **Marketing** companies out there. I have tried so many of the big companies here in Australia and also the ones from overseas. None of them were able to give the advice and get the results I was after like Aaron from Netrospect. Aaron has done a great job with sorting out my google maps listing. He is now my Google Guru. I would strongly recommend his services to anyone out there wanting results from a very knowledgeable guy.”* Rajaa Karaje – www.adamscarpetcleaning.com.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 : Jason Rhodes
 Website : www.affordablecarscommercials.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 Dec 31.

Quote of the Month

There are a lot of things that go into creating success. I don't like to do just the things I like to do. I like to do things that cause the company to succeed. I don't spend a lot of time doing my favorite activities.

Michael Dell (Dell Computers)

Chuckle of the Month

