

Mothers day has come and gone again this year. Happy belated mothers day to all the mums reading this. And I'm also late with this newsletter for May. It's been real busy at Netrospect this month. I'm just putting the finishing touches on a new software application called "[Local Rank Tracker](#)" that internet marketers / business owners can use to track their Google Places listings. I'll talk more about that next month after it's been released.



From The Desk Of  
Aaron Dwyer (owner)

My other new venture that I started a couple of months ago is an offline business repairing iPhone / iPod / iPads. It's called the [iPhone Repair Doctor](#), and I teamed up with a long time friend who is an electronics technician who has a workshop at



This newsletter is  
delivered digitally to  
help the environment

Annerley in Brisbane. I do what I do best and look after the website and the marketing and Nick does what he does best and repairs the broken devices. The website is a fantastic lead generator. So much so, that I already have repair agents in other cities around Australia that I send leads onto to get there devices fixed locally. The iPhone Repair Doctor network is growing.

Onto Netrospect matters. There were a lot of network issues at the datacenter in Sydney last month with denial of service attacks against one of the servers. In the end the decision was made to move out of that datacenter. 70% of accounts have been moved to a new server in a different datacenter. The other 30% will be moved in the coming fortnight. This is an internal move and as such there will be is no downtime associated with the move.

And remember, as Netrospect Inner Circle Members you can always give me a call to discuss your website. No question is too small or too large. I'm here for you.

Aaron

## Web Site Tip #18 – SEO vs Adwords?



This month I'll share a recent seminar that I organised to discuss [SEO and Adwords](#). SEO is search engine optimisation and is required to get your website ranked highly in the search engines for your money related keywords. Google Adwords is a paid advertising model offered by Google to allow your website to be shown in an advert on the search results page when someone enters a keyword you are targeting. While SEO does cost money to setup

/ maintain if you engage the services of a professional, once you are ranking highly in the natural search results (no cost), you won't have to spend money on advertising.

[Click this link to watch the video.](#) It's 1 hour long so grab a drink first.

So my recommendation to you is that you should always split your marketing budget. Make sure you invest in SEO for your website since the return on investment far outways any you would get with advertising.

If you are interested in either SEO or Adwords make sure to get in contact with us, and we'll advise you on the best way forward.

## Testimonials

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.**

## Offer of the Month

**Get your Brisbane business in the news!** Your business can be promoted on [News In Brisbane](#), a Brisbane internet news website, that I've setup with Ray Playle. Every business owner knows you have to promote your business and that news worthy information always out-performs display advertising.

Here's your chance to get a fresh news story for exposure of your business. **66% off price @ \$50** (normally \$150). Only valid for **one (1)** business, until the 17<sup>th</sup> Apr 2011. Be quick, first in, best dressed. Send an email to [editor@newsinbrisbane.com.au](mailto:editor@newsinbrisbane.com.au) if you are interested in this offer.

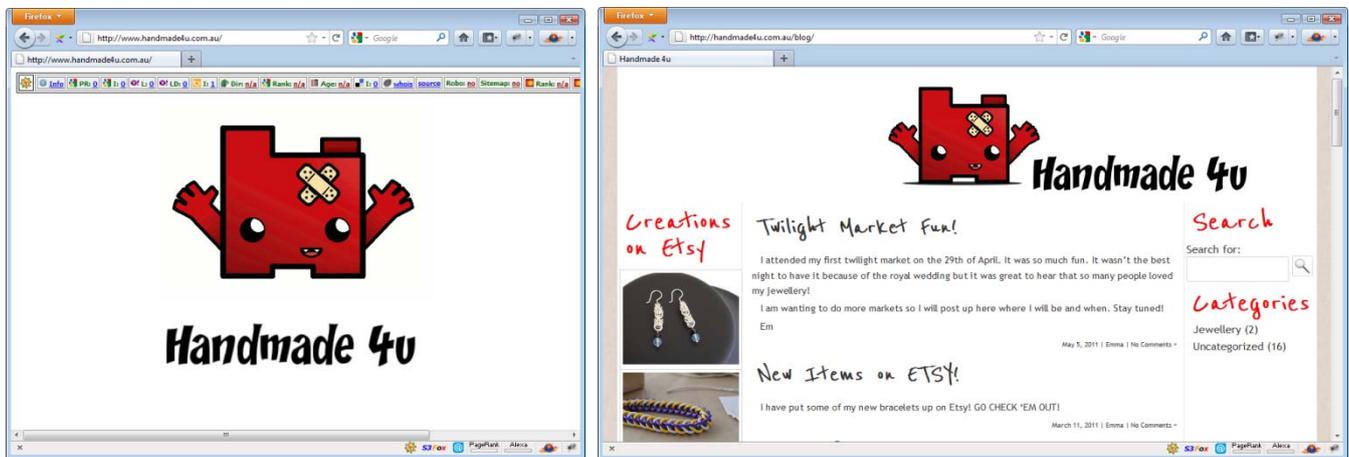
We'll include 2 photos and 2 links back to your website in the story. The best part is the press release that we create for you will be sent out to online press release sites. Giving you true value, and the possibility for other news outlets both online and traditional print media to pick up your story. The backlinks across [www.newsinbrisbane.com.au](http://www.newsinbrisbane.com.au) and the online press release sites that will be created to increase your search engine rankings are also a major benefit.



## Member Showcase of the Month

This month I'd like to showcase Emma Hill of <http://handmade4u.com.au> Emma has been a member since Dec 2008. Handmade 4u is a startup jewellery business in Brisbane. The image on the left is the homepage. It's just a placeholder where if you click the image it takes you to the website. It would be best if the homepage jumped straight to the main page which is a blog, there is no need for a placeholder page on any website. I included this since it's a common mistake.

What's great about Emma's blog is that it's being used to promote her jewellery on Etsy (which is an online merchant for handmade items). The Handmade 4U blog has 78 pages in Google. That's a lot more than most websites. That's the power of a blog. Every business should have one. Call it news, call it blog, it's all the same, and it's a great way of communicating with your visitors.



## 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.malandaembroidery.com.au](http://www.malandaembroidery.com.au)

## New Inner Circle Members

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

Ed Dennis – [www.odonnellsonline.com.au](http://www.odonnellsonline.com.au)

Rajaa Karaje – [www.adamscarpetcleaning.com.au](http://www.adamscarpetcleaning.com.au)

## 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 : Graham Wise

Website : [www.queanbeyangolf.com.au](http://www.queanbeyangolf.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 Apr 30.

### Quote of the Month

We go to school to learn to work hard for money. I write books and create products that teach people how to have money work hard for them.

**Robert Kiyosaki**

### Chuckle of the Month



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