

Happy EOFYS everyone. Do you remember those annoying TV ads about EOFYS (end of financial year sales) from Foxtel. As annoying as they were, I still remember them so I guess they had some impression on me. They didn't make me run out and spend my money, just because it was the end of the financial year. However it's as good a reason as any to have a sale though.



That's something that I don't have much of around here. Sales. I only put my software up for sale on the rarest of occasions, usually around Halloween for some reason. The web hosting, design and web marketing so rarely I can't even remember when I last had one. But since I'm reintroducing offer of the month this month to the newsletter, see below for an irresistible offer. It is EOFYS after all!



From the desk of
Aaron Dwyer (owner)



This newsletter is
delivered digitally to help
the environment

We've had a jam packed year so far and more to come with lots of new online business building ideas to roll out to you throughout the rest of the year. I hope you are enjoying the video series of business building methods I've been recording and putting online over the past year. I'm enjoying getting guest speakers in to present at the Brisbane Internet Business Meetup group which I co-organise. One night a month the group gathers and we cover a specific topic about online business. This is a great method of getting quality content for your website and at the same time get to meet others in the niche you are in. Potential vendors, potential clients. Video is a very powerful medium.

Before we get onto the main topic for this month, I'd like to introduce you to our new ascension ladder. It's the Netrospect Ladder of Online Success. AKA a nice way of letting you know everything that we offer, and where it fits in the scheme of your online business. Starting at the bottom of the ladder with robust web hosting which forms the foundation of your online business. Then comes website maintenance, a monthly retainer to keep us on hand for changes. Web design is next, using a solid open source CMS (content management system). SEO (search engine optimisation) done the right way so your site doesn't get penalised, and finally web marketing (hand held personal 6 months of conversion driven online marketing). Each builds on each other, and each rung on the ladder includes the features of the rungs before it. A better description of each level and layout will be in next month's newsletter.



Netrospect Ladder of Online Success

Website Marketing
SEO
Website Design
Website Maintenance
Website Hosting

Here's some news about business names that I have to share since it's good news. A new national business names registration system commenced on 28 May. Currently, business names are registered in the state or territory where the business is located and each state and territory keeps its own register. The national register of business names will replace the existing state and territory registers.

The main purpose of business name registration is to protect consumers, by allowing them to identify the people or companies behind a business name (or trading name).

The Australian Securities and Investments Commission (ASIC) will administer the new national business names register.



Let's get onto the topic for the month. Which is "[how to legally protect your online business](#)". I invited Kay Lam-Macleod a local Brisbane IT Lawyer from [IdeaLaw](#) to speak at a recent [Brisbane Internet Business meetup](#) to discuss this very topic. Kay covered a lot of ground and the presentation was recorded for your educational pleasure. Grab a drink and [watch this video](#) and make sure you get up to speed with protecting your online business.

Next month we'll cover a paid traffic sources, such as paid search via Google, Yahoo, Facebook, media buys. It's very important to get a measureable traffic source to your website. Don't rely or wait for SEO, paid traffic is the only real way to have a measureable ROI (return on investment), and consistent reliable source of traffic - if you do it right.

Aaron

Technical News

After more server upgrades already carried out this month, all servers are now running the most recent stable releases of cPanel. So you may notice some changes to your cPanel environment. This is a major step forward from cPanel, and the next releases are set to be even better. We'll advise when we will upgrade to those next month.

It's important to stay up to date with software on the servers. Security is our top priority. This includes the operating system / Apache / Emails / FTP and PHP. PHP 5.3 is now the standard PHP that is on all newer servers. This has affected a few hosting accounts that run software that was not up to date. Joomla / Wordpress / and other PHP applications must be kept up to date for security patches and software updates. We have been working with anyone that has been affected by these changes.

And for the longest decommissioning of a server in history (10 months so far since for announcement and counting). We've had to push back the decommissioning of the Mercury server still running PHP 5.2 in Sydney until the 15th July 2012. This only affects a few remaining accounts that are still on this server. They will be migrated during June onto newer machines.

Make sure you [contact support](#) from the website or support@netrospect.com.au or phone if you notice anything amiss with your account.

Domain Name Renewal Letter / Invoice Scams

This is an important standing insert in these newsletters.

If you receive any notices that look like invoices for your domain name in the mail, they are not real and are scams.

Why these companies are still allowed to continue with this misleading advertising is amazing. ACCC?

All domain renewals from your registrar will come via email, not normal postal mail.

WARNING: Please make sure that the domain renewal email is coming from the same registrar that you purchased the domain name from. Phishing emails exist for domain name renewals.



What Is Your Biggest Online Business Problem?

Do you have an online business problem that is keeping you awake at night, tossing and turning in bed, eyes wide open staring at the ceiling? We can help you solve almost any online business problem during a FREE 20 minute strategy session. This \$117 value is yet another benefit of your Netrospect Membership, but these FREE strategy sessions are limited to only two each month and booked on a first-come, first served basis. To reserve your time, call 1300 799 085 (Mon - Fri, from 9am - 6pm EST) or email in to

support@netrospect.com.au



Offer of the month

This month we bring back offer of the month. Let's keep it simple.

First member that contacts the office before 15/6/12 either via email to support@netrospect.com.au or phone gets a mobile version of their website built for them for \$100 instead of \$250. If you don't know you need a mobile friendly version of your website, then this offer is not for you. For \$100 you get 3 mobile friendly pages built for you. We'll work out together what the 3 pages should be for your business.



Testimonials

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”, we’d really appreciate it if you could send us an email about it. A couple of sentences is all it takes. **Anyone that sends in a testimonial will get 1 month FREE web hosting credit.**

Don’t Forget About Your Referral Bonuses

Every time you refer a new web hosting member to us, we will credit your account with **THREE (3) months free web hosting**. If you refer a new web marketing member to us, we’ll credit your account with **TWELVE (12) months free web hosting**. It’s so simple, and it just works. Spread the word. A new member can leave your name in the sign-up form so you get credit for the referral.

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

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

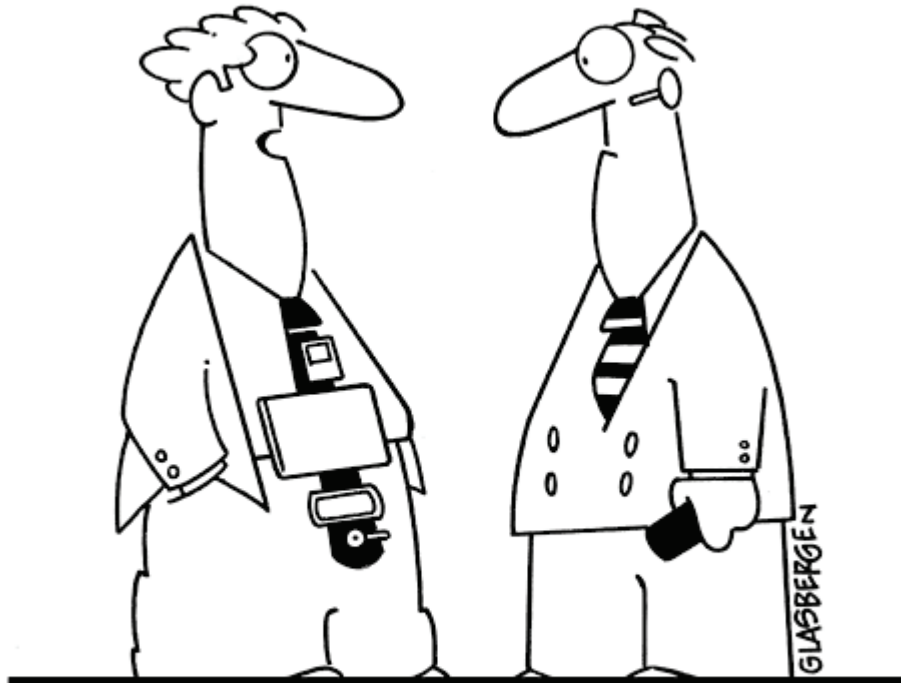
Member Name : Renee Jansen

Website : www.hands4health.com.au (member since Jan 2009)

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 30/6/2012

Chuckle of the Month

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**“It recharges my phone, iPod, netbook,
and bluetooth headset — it’s a power tie.”**

Source: www.glasbergen.com