

Happy belated Father's Day to all the dads out there. I hope your families spoiled you and you get the recognition you deserve and take your rightful place at the bottom of the food chain in the household. A sad state of affairs I know, but you have to know your place. Everyone including household pets usually take a front seat with the dads last. Or maybe that's just the case in my little universe.



This month it's been business as usual. i.e getting more business and looking after existing clients. The waiting list for new web development work is still around 6 months, however we've been fitting in lots of small maintenance jobs and upgrades to old software versions that clients have let stagnate.



From the desk of  
Aaron Dwyer (owner)



This newsletter is now  
distributed digitally to help  
the environment

It really is important to keep the software scripts that you have installed in your website up-to-date. There isn't a month that goes by that at least one poor unsuspecting client gets the hosting account hacked from the backdoor entry of insecure PHP scripts. 95% of the time it's old software that's the culprit. The other 5% the hackers found out the clients password from an infected PC that they had.

It's a savage world on the internet, and when you get mauled it's not a pleasant experience. You really do feel violated, angry, upset, and helpless all at the same time. The trouble is that most clients are not tech savvy so you have the problem of not being able to actually do anything about it as well.

Fortunately if you have a great hosting provider, like us, we'll take care of it quickly, and explain what's going on in normal language. The idea is for us to work quickly with you to change passwords, and more importantly find the problem and even more essential is to stop it from happening again. That may mean a software upgrade of the scripts that are running on the website. It might be Wordpress, Joomla (content management systems), PHPBB (forum software), or any other PHP script that is in the hosting account.

Don't be surprised if you aren't keeping your software up-to-date, if one day you get an email / or call from us telling you that you have been hacked. If you are unsure what software you are running on your hosting account and want to know, please contact the office and we'll have a look in your account and advise you.

At the very least, even if you don't know how to use it, or you get someone else to do your website technical work, you really should know what you are using to run your online business.

Now let's move onto a lighter topic. Mobile phone technology is moving at an alarming pace as you would know. The mobile phone companies and the Telco's are making it easier and easier to stay connected and be online 24/7. Whether you think this is a good thing or a bad thing, I'll let you decide, however in my opinion I think you can have a healthy usage and balanced approach. That's not what I see however with some teenagers and 20 somethings that I know, where the mobile phone is now their lifeline to reality. I fear it's only going to get worse, but you can't stop progress.



In order to get the most out of mobile phones in your business you need to know how. I asked Tam Ho from [www.7dcinteractive.com.au](http://www.7dcinteractive.com.au) to speak at a recent Brisbane Internet Business meetup about [using mobiles for growing business](#) and the presentation was very well received. I urge you to [watch this video](#) and see what aspects of mobile technology you can use to grow your business.

Until next month

Aaron

## Technical News

Warning: PHP 4 is being phased out, so if you have any scripts still running PHP 4 only code, you'll need to upgrade them to PHP 5.3 compliant code. If you are unsure contact the office on [support@netrospect.com.au](mailto:support@netrospect.com.au)

And for the longest decommissioning of a server in history (11 months so far since the announcement and counting). We've had to push back the decommissioning of the Mercury server still running PHP 4 in Sydney until the 15<sup>th</sup> Nov 2012. This only affects a few remaining accounts that are still on this server. They will be migrated during Oct onto newer machines.

Make sure you [contact support](#) from the website or [support@netrospect.com.au](mailto: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, email in to [support@netrospect.com.au](mailto:support@netrospect.com.au)

## Offer of the Month

Setup or fix your Google Plus Places local business page. \$50 (normally \$150). If you don't know the value in this or that even need a Google Places page then this offer is not for you.

Limited to only the first member that contacts the office before 15/10/12 via email to [support@netrospect.com.au](mailto:support@netrospect.com.au)



## 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 signup 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.

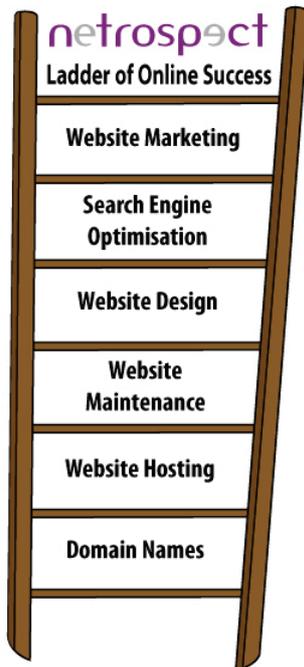


### Lucky Member of the Month

Member Name : Dennis Dionyssiou  
Website : [www.romani.com.au](http://www.romani.com.au) (member since Sep 2005)

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 15/10/2012



**Website Marketing Benefits** | to upgrade [contact us](#)

This is the whole enchilada, which includes analysis of needs, increase your traffic and / or conversions, change content, design, layout, mobile readiness, local business map listings. From consulting or full done for you service and includes all of the below benefits.

**Search Engine Optimisation Benefits** | to upgrade [contact us](#)

Rank your website higher in the search results the right way. Following Googles SEO guidelines, and our methods won't damage your website reputation in the search engines or have negative effects in the future.

From consulting to full done for you service.

**Website Design Benefits** | to upgrade [contact us](#)

Full website design or re-design using the most up-to-date web technology and open source content management systems, such as Wordpress and Joomla. From small websites to online commerce.

**Website Maintenance Benefits** | to upgrade [contact us](#)

There is always something to keep up-to-date on your website, content, web software such as Wordpress / Joomla.

Monthly plans starting at \$20 / month

**Website Hosting Benefits** | <http://netrospect.com.au/shared>

Business web and email hosting plans to suit all small to medium businesses. Redundant email servers to keep your email delivery safe, and backed up servers to keep your website safe. Local Australian support and service. Starting from \$100 / yr

**Domain Name Benefits** | visit <http://domains.netrospect.com.au>

Simple to use management interface, domain privacy available  
.com.au, .net.au \$74.95 / 2yrs  
.com, .net, .org \$17.95 / yr

## Chuckle of the Month



Source: [www.sangrea.net](http://www.sangrea.net)