

The end of the year is fast approaching. Time to finish organising your Christmas gifts before the mad rush in December. I'm partial to Instant Scratch-Its (wink wink). I can recall a few years ago when I sent every client a New Years Instant Scratch-It just for something different. Might have to do that again. Hope your address contact details are up-to-date, if not you won't get any impromptu gifts.

Many advances in the internet have happened this year. It seems like every month these days there is something new. Some other trick or tactic to do to keep on top of your internet business.

However it's all a bed of quicksand. I've seen online fads come and go, some last longer than others, as you would expect. Initially I thought Facebook and Twitter were just fads, but they have become ingrained in our society. But you never know.

I've been in the online marketplace for a long time now since the mid 1990's. Netrospect alone is coming up to 8 years young in May next year. I'm not much into making future predictions, but I can look back and see what has worked.

I have the privilege of looking after hundreds of websites. And as such am able to get a small snapshot into what continues to work. Both in the way of generating traffic and converting that traffic into business.

The end result of all of it, is content. Not just any content. But quality content. Not just quality content but **consistent quality content**. Produced in your voice for your market.

Sounds simple, but it really is Hard work with a capital H. It takes time and energy and persistence. Which is why so few have the stomach for it.

This segways us into the question, what does consistent quality content do for you online? Well in short it really is everything. From traffic attraction to conversions. So much so, that it can make or break your online business.

As seen this year with businesses being cut down left and right affected by the Google algorithm changes throughout this year for websites that very thin to no quality content, among other things. This directly affects the traffic side of the equation, with less visitors finding you in the search engines. Which of course, if you don't have traffic, you can't convert any of it into sales.

Let me include an article here that explains it better than I can and you need to read...

Reference: <http://www.webpronews.com/google-panda-update-advice-2011-05>



Google's Panda update left a slew of victims in the wake of its warpath (the war, of course being on shallow and low-quality content). While Google has dropped some hints here and there on its philosophies for what it considers to be low quality, the company has now been clearer than ever as to what it's looking at.

"Some publishers have fixated on our prior Panda algorithm change, but Panda was just one of roughly 500 search improvements we expect to roll out to search this year," [writes Google Fellow Amit Singhal](#) on the Google Webmaster Central blog. "In fact, since we launched Panda, we've rolled out over a dozen additional



From the desk of
Aaron Dwyer (owner)



This newsletter is now
distributed digitally to help
the environment

tweaks to our ranking algorithms, and some sites have incorrectly assumed that changes in their rankings were related to Panda. Search is a complicated and evolving art and science, so rather than focusing on specific algorithmic tweaks, we encourage you to focus on delivering the best possible experience for users.”

Google lists the following as “questions that one could use to assess the ‘quality’ of a page or an article”:

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?
- Would you be comfortable giving your credit card information to this site?
- Does this article have spelling, stylistic, or factual errors?
- Are the topics driven by genuine interests of readers of the site, or does the site generate content by attempting to guess what might rank well in search engines?
- Does the article provide original content or information, original reporting, original research, or original analysis?
- Does the page provide substantial value when compared to other pages in search results?
- How much quality control is done on content?
- Does the article describe both sides of a story?
- Is the site a recognized authority on its topic?
- Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don’t get as much attention or care?
- Was the article edited well, or does it appear sloppy or hastily produced?
- For a health related query, would you trust information from this site?
- Would you recognize this site as an authoritative source when mentioned by name?
- Does this article provide a complete or comprehensive description of the topic?
- Does this article contain insightful analysis or interesting information that is beyond obvious?
- Is this the sort of page you’d want to bookmark, share with a friend, or recommend?
- Does this article have an excessive amount of ads that distract from or interfere with the main content?
- Would you expect to see this article in a printed magazine, encyclopedia or book?
- Are the articles short, unsubstantial, or otherwise lacking in helpful specifics?
- Are the pages produced with great care and attention to detail vs. less attention to detail?
- Would users complain when they see pages from this site?

The company is careful to note that it’s not disclosing actual ranking signals used in its algorithms, but these questions will help you “step into Google’s mindset.” These questions are things that Google says it asks itself as it writes algorithms.

Singhal also reminds webmasters, “One other specific piece of guidance we’ve offered is that low-quality content on some parts of a website can impact the whole site’s rankings, and thus removing low quality pages, merging or improving the content of individual shallow pages into more useful pages, or moving low quality pages to a different domain could eventually help the rankings of your higher-quality content.”



Chris Crum has been a part of the [WebProNews](#) team and the [iEntry Network](#) of B2B Publications since 2003. Follow Chris [on Twitter](#), [on StumbleUpon](#), [on Pinterest](#) and/or on Google: [+Chris Crum](#).

Until next month, where I’ll discuss getting your own book on Amazon Kindle. Everyone has a book in them.

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

And for the longest decommissioning of a server in history (12 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 15th Dec 2012. If your account is was moved from this web server, you may have to change your domain nameservers, however you will be notified if that is the case.

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, email in to 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 15/12/12 via email to 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 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.

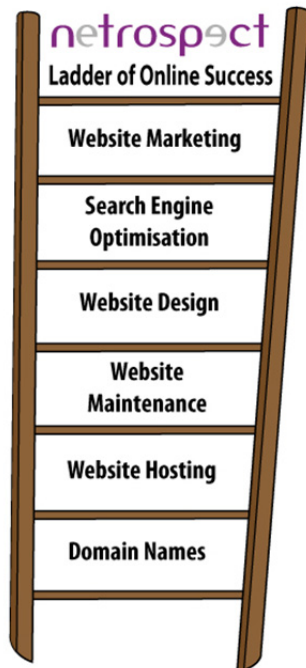
Lucky Member of the Month



Member Name : Matthew Button

Website : mebindustries.com (member since Apr 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 15/12/2012



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

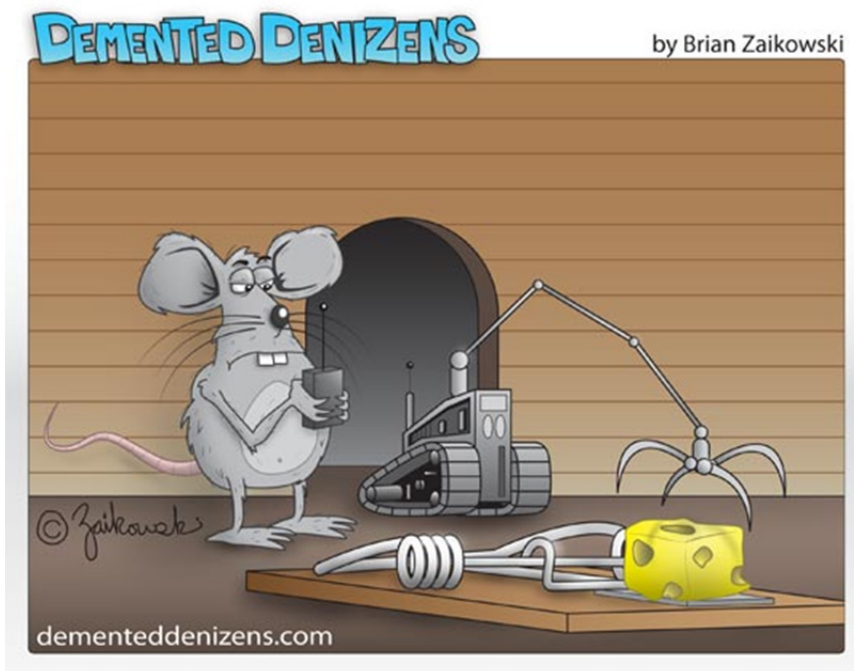
Website Hosting Benefits | <http://netrospect.com.au/shared>

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.dementeddenizens.com