

Web Smart Central Inner Circle Members Resource Letter

How-to internet business strategies, thoughts, news & opinions,
infact it's just like a workshop in every issue!

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From The Desk Of
Aaron Dwyer (owner)

Welcome Inner Circle members to my August edition. I trust you all received last months newsletter in the mail. I must say that going through the teething problems and logistics of getting this going gave me a few headaches. But it's been well worth it, since I can now communicate with you directly to your door each and every month.

So why am I doing all this and not just sending you an email (which I used to do and will still do as well). Using a print newsletter costs more, takes longer, requires more resource and processes over emailing you, but it's simple, I want you to actually read, consume, take action on, and appreciate what I write. Direct mail of letters have a higher readership rate to email. Period.

I am on a couple of your fellow WSC Inner Circle members newsletter lists, some only email (like Graeme Kitchen from brewerschoice.com.au), some do both email and snail mail (like Peter Wallmer from brisbanehomes.com.au). I always read my snail mail - the A pile (non junk addressed to me directly mail) anyway.

Domain Name Trap

I've been noticing more and more lately the rampant domain sniping that's now common place these days. What is domain sniping, well basically it's a term that means that if you let your domain name expire (even by accident) then someone else will snipe it, register it in their name, before you can re-register it.

These domain snatchers usually won't do anything with it, but just sit on it, and wait for you to realise that you actually still want the domain then charge you an arm and a leg for the same domain you bought for \$13.95. This really only applies to non country specific domains, like .com, .net etc.

The .com.au, .net.au are audited by our local governing body here in Australia so this sort of domain snatching doesn't really go on.

I strongly suggest that you check your contact details on all your domains, and especially make sure that your email address is valid on your domain. You don't want to miss out on your renewal

You would shudder to look in my email inbox at the volume of emails I get on a daily basis which go unopened. Of course my members emails always get read, but you have to cut through the massive clutter just to get read these days. So direct mailing gets my message to you every time (unless you move address on me). You can then read my newsletter anywhere not just in front of your computer.

I want to remind you also to keep your contact information with me valid. Not just to get my newsletters. But while you are hosted on my servers if there is any emergency with your account that I need to contact you and can't, then your account may be suspended.

It is a sad thing to have to suspend someone, but in the interests of keeping the shared servers running smoothly a tough stance is needed.

If you move address or change your contact numbers, or most importantly change your email address, either update your own details in the members area, or just send in an email. And keep your domain contact details up-to-date or risk losing that as well.

Enjoy the start of your new business year, let's make it a ripper!

notice.

If you let your domain name expire and it lapses back into the general public, then kiss it goodbye, cause you won't get a second chance at it, at least not at \$13.95 anyway.

Search Engine Tip 01 - What's in your Title?

Each month I've decided to put in a search engine optimisation tip, rather than overload you with information. I suggest that you take action on the tip and you should start to see your website rise in the search engine rankings.

The first tip is what is in your websites title. You can see the title information at the very top of your browser window.

The page title should include your main keywords you are targeting.

The least amount of words you can place in the title, the more weight Google will give to each of the keywords and the higher you will rank.

As an example say my keywords I'm targeting are

- weight loss story

- weight loss picture
- safe weight loss

When creating your page title, it should not look like this:

- Welcome to our website!

It should not even look like this, which does contain our main keywords, but contains an unnecessary number of words:

- weight loss story and weight loss picture and safe weight loss

Although that title isn't horrible and does contain all of your main keywords, you should do a couple of things to cut down on words used.

This would be a perfect title for your webpage:

- Weight Loss Story | Safe Weight Loss Picture
- Notice that I've:
- Taken out all of the "ands"
 - Replaced one of the "ands" with a "|" character
 - Combined the keywords "Safe Weight Loss" with "Weight Loss Picture"
 - Always Combine Your Keyword When Possible to cut down on the total number of words that are in your title!

Always Combine Your Keywords In The Page Title!

When Google looks at our title it will see all 3 of our keywords only. Combining keywords to cut down on the total number of keywords displayed in the title is a great way to boost the strength of each individual keyword, which will have an immediate impact on your ranking.

Web Smart Central News Bulletin

The website has been updated to reflect a more cleaner look and feel, ala Google style, check it out when you get a chance.

This didn't take very long to change, because I've built the site using cascading style sheets (CSS) and DHTML (dynamic HTML). I don't want to go all techie on you, but basically the raw content of the site is separated from the layout of the site.

So I simply changed one file that handles the layout / graphics, and every page on the whole site changes. This saved me hours of the same changes to lots of pages, and that means real dollars saved.!

I'll wager that you would cringe to think how long it would take and how much it would cost to give your site an overhaul.

Low and behold, I've actually taken on 2

website jobs this month (a hush please) - brewerschoice.com.au is getting a shop re-fitout and ptbrace.net is getting a whole brand new website. Web design is not something I do often these days, and only for hosting members.

Before I forget to mention it, there is a new web server online in the Pipe Brisbane datacentre in Creek St again. So that makes 4 servers, but I'm cutting one out and streamlining before expanding again.

I did mention in the last newsletter about a new business name, well I got cold feet over it, and am now searching for a different name. More hopefully on this next month.

I will be asking for testimonials shortly once I get an online evaluation form setup to collect your comments, expect an email mid August.

Special Offer of the month.

First 3 new signups will get **40% off** on any yearly plan, use this coupon code **40off** during signup form or over the phone.

Tell your friends, and get them to signup and you'll get 3 months credit on your hosting when they signup and tell me that you sent them.

Or if you do know someone that has a website and are a bit shy then tell me and I'll follow up with them and I'll give you 1 month extra credit on your hosting.

Member Profile

This months member profile, is Simone Dennis of Simone Dennis Designs' -

www.simonedennisdesigns.com.au

Simone specialises in kiln fired, handmade glass jewellery. They really are quite unique and I don't profess to know much about jewellery, but I do know what I like! Simone is based in NSW, and I think has some distributors in SE Queensland as well.

You can order directly from her website, which has many of her designs available all with photos. Simone has been a hosting member since Aug 2005. Thanks Simone.

Joke

Provided by my children

Declan (7) and Bianca (5) and Finn (1)

What yard will kids never play in?

A graveyard.

Why do skeletons hate winter?

The cold goes right through them.