

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)

Well it's September already and I hope all the dads reading my newsletter enjoyed their fathers day. I know I did, and the kids really put a lot of thought into their hand made gifts. I was very chuffed.

For those new members that don't know me yet, I'm a father of 3 young ones, and I have them chip in with this newsletter in the form a mothly joke. I really look forward to asking them what they are going to contribute, they seem to enjoy it as well.

I've got something special lined up for you this month since I've been busy and setup a survey that I'd like you to take. But I'll make it worth your while by giving you 1 month free hosting added onto your existing account.

Now straight up - I absolutely hate with a passion when someone asks me to do a survey and DOES NOT give me an incentive to do so, this is being so cheap, it's embarassing for them. I business bank with Westpac and those guys are no better or worse than any other bank, but they get a stack of money out of me every year and they just last week sent me a survey to do. No incentive, no nothing, did I do it, no way. Westpac says just do the

survey to help us out. How about a little incentive - even a tiny one like one month no fees or a small gift, it's not like they're not making a profit from me. So I wrote out 2 post-it notes since I had so much to write about my disgust at their cheapness and stuck them onto the survey with my contact details and instructions to call me, and posted it back not completed.

Will I hear from them ... I doubt it, but they would be wise to call me, since a bank is no different to any other business, and an angry customer left unchecked can cause a lot of damage. Look here, I've just revealed their cheapness in front of more than 150 people directly, not to mention the readers of my online version of this newsletter.

So if you do the survey - you get the free month, simple and no weasle clauses. See the back page for more details. I'll share with you the results next month.

Sidenote: It's my birthday at the end of the month so I'm looking forward to that, and hopefully couple that with a few days of rest with a short holiday to Hervey Bay.

Lots to cover as usual, so enough rambling from me, and let's get onto giving you some information you can use to grow your online business.

How To Be More Productive With Your Time Reading Emails?

Just how fast is this year going, I can't believe it. When you're busy the day certainly does go faster. With only a certain amount of hours in the day you have to search for ways to be as productive as you possibly can be.

In my case I have multiple websites across multiple niches (topics) which means a LOT of different email addresses. As you could imagine monitoring and handling all these email addresses takes a considerable amount of time, so I've had to search for a way to streamline this and save me bundles of time.

Enter Google. Is there anything they can't do? Did you know that Google does more than just offer a search engine? I could write a years worth of newsletters on Google applications and how they could benefit you, but I'll only ever discuss ones that I use.

I use GMAIL (gmail.google.com) which is Googles' webmail application to handle ALL my different emails in the one place. It is very mature now and one of the best on the market, and

1300 799 085

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it's of course FREE!

Basically I have setup Gmail to collect ALL of my emails from all my different addresses and have them come into the same screen at the same time. I've setup the emails to be clearly labelled as to which email account they have come from and then I'm able to respond to the emails I want very quickly.

Gmail keeps emails together in a thread, which means more time savings since it shows your responses together with the original email that was sent to you in the one spot. No more having to go to your sent folder and find what you replied with a couple of days before.

And the biggest benefit from using Gmail, is that all my emails are online so that I can access them from anywhere in the world from any computer. I frequently am out of the office in other peoples businesses and their computers on their internet connection where I can't use my laptop, so the need to be contactable and responsive to you is very important.

But there is a dark side to all of this beauty. What happens if Google delete your account or stop providing Gmail. Well you'd lose all your

emails. So to combat this I download (POP) all my emails from the Gmail server to my normal Mozilla Thunderbird mail program on my work PC. This is my backup and I'm totally safe.

However do you really think that Google will pull Gmail off the market. No way. It has a huge following and happily pays for itself via one single thin strip of text ads and news feeds that show and cycle as you are using Gmail.

Check Gmail out, you'll thank me.

Search Engine Tip 02 - How Do You Format?

Last month I mentioned you needed to look at your web page Title and make sure it's got the right information in it for your keywords you are targeting. Hope you implemented that into your website, if not then get to it. Traffic is everything and that's what the search engines are for.

Now I'll mention the next thing on your website to check and fix if needed. **Are you bolding or italicising or underlining your keywords on your page.?** Yes it's a simple thing, but are you doing it? Mix it up a bit, and bold some keywords phrases and underline others.

Web Smart Central News Bulletin

Big news this month for all of us, you will have received an email from me recently about bandwidth limits and the changes that it will bring. The free-for-all no limit to bandwidth is now over as of 26Aug when I switched all servers to strict bandwidth limiting. This means using your allocated bandwidth you have paid for.

Why have I done this. Very simple - bandwidth costs money ... if you use more (in some cases much more) than your plan allows for, then I end up paying for it. The way 99% of websites work is that if you build traffic in a natural way then you will be able to budget on your bandwidth, with upgrading to a higher plan as you grow. There is no need to pay extra over usage charges on bandwidth because if your site is doing well then you will be able to sustain that traffic being on the higher plan moving forward. The traffic normally won't just dry up.

When you reach 80% and above of your monthly bandwidth you will be emailed with a warning notice about it. If you don't contact the office to have your plan upgraded and you reach 100% bandwidth, your website will not be displayed and you will not receive emails. This is why you need to keep your contact details up-to-date.

It's fairly simple, and so much safer for you (no surprise overusage charges at the end of the month).

Another milestone, is that after one and half years of faithful service my US based server has been put out to pastures, and a new monster web server is in

it's place.

If you don't care about a small bit of lag (time delay) of your website loading for us Australians then you should be on this new US server. I've moved all my own personal non Australian specific websites over to it. What's the benefit for doing so, simple, much more bandwidth. US bandwidth is so much cheaper than Australian bandwidth, and I can offer much more of it for the same plan you are currently on.

Free Month of Hosting - Take The Survey

I mentioned last month that I'd have a survey out in August, but I thought I'd release the survey at the same time as this newsletter and offer you a nice incentive for you to help me out when you take the survey.

Take the survey and I'll give you 1 month free hosting added to your existing account.

It's 10 quick questions most multiple choice, that I've chosen to ask, which will guide me in giving you what you need and want from a web hosting service, and maybe even more - to help your online business grow.

Go here please <http://websmartcentral.com/survey>

Member Profile

This month I'd like to draw your attention to another valued members' business. Jungle Nook Studios @ <http://junglenook.com> with Jane and Andrew Jehne.

They are professional illustrators and just from looking at their website the quality of what they produce is fantastic. Illustrations surround us everyday, and I know that I tend to take them for granted, but somewhere, someone had to sit down and create it from scratch.

This is a talent that my technical type brain just can't produce, and for that I appreciate it even more. Have a look at the website because it's well put together and has a clear message of what Jane and Andrew are on about, with some great artwork on show.

As they say a picture speaks a thousand words. Jungle Nook has been a member since Dec 2006.

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 we can't contact you, your web hosting may be suspended until we can.

Joke

Provided by my children
Declan (7) and Bianca (5) and Finn (1)

Why was Dracula put in jail?

He tried to rob a blood bank.