



# 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)  
Hope you like this  
photo from last years  
halloween party!

BOO... It's my halloween themed newsletter this month. I've got a lot to cover as usual, so let me scare you straight away with a simple question. Are you asking to be SPAMMED.? You wouldn't of course deliberately ask to be spammed, but I bet that you are asking for it regardless.

Do you have an email address listed on your website? Well let me break it to you that you've just rolled out the

red carpet to the spam spiders that search the internet looking for email addresses to add to their lists, and when they see your email, it will be added to their databases, that then get onsold to scumbag spammers.

Of course I have a solution to stop this dreadful behaviour. You can encode your visible email address on your website so that your human site visitors see it and can click on it to open an email to you, but the spam spiders can't see it, since it's camouflaged and doesn't look like an email address anymore. Go here ...

<http://script-smart.com/resources/email-encoder>

As I mentioned in my last newsletter I took some time out for a short holiday at Hervey Bay. With the rest of the family (including the wife) worn out by swims and runs on the beach and getting to sleep at night earlier than usual, I couldn't help but nibble away at pulling this newsletter together for you.

If that's not scary enough that I'm doing a bit of work on my holiday, here's an even more sad state of events that I just have to relay to you, so that you may not go down this path and cause any self inflicted pain.

My family of 6 (3 adults, 3 kids) needs to have dinner after a big day enjoying ourselves, can't be bothered to cook, so the votes were cast and it was decided to get some KFC takeaway. Now since we holiday at Hervey

Bay all the time, we know the area fairly well. I head off to KFC, at which point on arriving find nothing but a fenced off construction site with the building that used to be KFC completely gone and some other new building half way finished.

No sign of where the KFC had relocated to anywhere in sight. Return back to the holiday home, jump on the internet, look up the KFC website, it still lists the old address, fine, so I'll call them to find out where they are. Phone the number for the store on the website and online whitepages.com.au is old, and not answering!!.

Also there are several bill boards with KFC on them around the streets that I looked at to get directions, and you got it, they hadn't been updated either, still pointing back to the now construction site. This change of address didn't just happen yesterday either, so they have really dropped the ball. In the end it was McDonalds that got the vote. If anyone knows where the KFC in Hervey Bay is please let me know, so I can send them a special thankyou letter for running me around...

So what's the moral of this story? Moving business happens all the time, but common sense dictates if you want the move to not damage your cash flow, then you make every effort to update your details on every piece of marketing material that you have, website, phone book, signs, etc.

The same applies to all of us in business. Don't forget to think as your customer would when you move. How are they going to find you? and have you made it easy for them to do so? Really scary simple stuff.

And remember that if you are moving your website, then please make sure you put in an autoredirector (small piece of web code) so that visitors coming to your old site are automatically jumped over to your new site. If you ever need it, I have software that can produce this web code for you so you don't need to think about it.

## Search Engine TIP #03

These SEO tips (when acted on of course) are to increase your websites ranking in the search engines which in turn brings you more traffic which you can then convert into more profit.

Last month I mentioned style formatting. This month it's META tags. What the ... are META tags. They are simply bits of code that go on your webpage, that have your keywords and website description in them. Search engines will look for this on your webpage and use what you put in the META tags when you show up on the search page. So what you put in here can make a **BIG** difference.

Here is an example from my website, note the format and how I've laid out the content parts. The description

tag will show in search engines so I suggest you spend some quality time describing your website knowing that's what people will see and decide if they want to click on your link. [HINT: Very Important Point just made]

```
<meta name="keywords" content="brisbane  
web hosting, brisbane hosting, brisbane website  
hosting, hosting brisbane, australian web hosting,  
australian website hosting, australian hosting,  
queensland web hosting, queensland website host-  
ing, queensland hosting">
```

```
<meta name="description" content="Australian  
Web Hosting and Small Business Specialists, help-  
ing you to grow your online business presence,  
starting with a solid web hosting foundation.
```

*Brisbane based, using Australian servers and 1300 local call phone support.”>*

To see this code from someones webpage you will need to “View the Source Code” (which is the information that makes your webpage look the way it does in the browser) from your browsers menu. In Internet Explorer menus it’s View, then Source. You will see the META information at the top of the page in between the <head> </head> tags.

Here’s a double tip for you (aren’t I generous this month), you can check out what your high ranking competition is using for their keywords by looking into the source code of their webpages. Look for the META tags which will be at the top of the source code. Since you know where they are ranked in the search engines (hopefully not above you) you can copy appropriate keywords to add to your collection.

I want to give an honorable mention to Dianne Simpson of [faktree.com](http://faktree.com) for implementing my tips that I give you. Dianne is now #2 in Google and #1 in Yahoo for her main keywords. Well done. Action will get you there. How are you going implementing my tips each month?

## Web Smart Central News Bulletin

During September I held my first online survey relating to my web hosting and some basic questions about what else I might offer you in the future as a way of growing the business.

Firstly I would like to thank each and everyone of you that took the 5 minutes to give me your feedback. Your gift for completing the survey was one month FREE credit on your hosting account, which was a pretty good incentive when most offer you nothing, as I mentioned last month.

40% of Inner Circle members responded. Of course I wanted 100%, but 40% is still a huge response for a survey, so I’m very fortunate to have such loyal and responsive members.

I won’t give you the full blow by blow, but I now have a direction to add an extra service to the business that will help a good portion of you interested in learning more about the internet and getting more involved with your sites.

I thought tele-seminars or web-inars would be suitable, but more people were interested in self paced learning via online video. Major topics of concern were SEO (and rightly so, it’s very important), blogs, PPC (pay per click advertising).

My backup software idea is going to go ahead. There are 2 competitors in this space already but they don’t cover what I think should be in a website backup tool, so I’ll have a developer start on this immediately, and those members that are interested can put their hand up (email me) to beta test it with me, and get a free copy.

The main lesson I learned from this survey is you have to ask questions from your members as

to what they want. Guessing or worse than that ... thinking you know, just isn’t good enough.

All in all it was a successful first survey and I’m very impressed with the open source survey software that I used. It’s called Lime Survey ([limesurvey.org](http://limesurvey.org)). It did take a little while to get to know the software, but that’s the same with all new software.

However, if you want a really simple survey tool, that you don’t have to install on your account, then you can’t go wrong with Survey Monkey ([survey-monkey.com](http://survey-monkey.com)) they offer a free 10 question survey to try them out. I actually mapped out the survey using their system and I would have used them, but they couldn’t handle a special question type that I was after. For general survey questions they have it more than covered.

## New Inner Circle Members

Here’s a new regular monthly feature. Why I haven’t been introducing my new Inner Circle members before this is beyond me. Congratulations, and Welcome.

Christian Loghem - [thechefsolution.com](http://thechefsolution.com)

Paul Gibson - [canbybands.com.au](http://canbybands.com.au)

Rod Maden - [cruzincave.com.au](http://cruzincave.com.au)

Allan Cooper - [adamos.com.au](http://adamos.com.au) and [medirec.com.au](http://medirec.com.au)

Stephen Crossley - [wayvista.com](http://wayvista.com)

Patrick Brophy - [puttingitright.com.au](http://puttingitright.com.au)

Amanda Klein - [kleincorporation.com](http://kleincorporation.com)

## Member of the Month

This month I’d like to introduce you to another long time member. Michael Colles setup and looks after a website for Maria Gonzales who runs a bridal gown service in Melbourne. Visit [mariagonzales.com.au](http://mariagonzales.com.au)

Maria designs and makes the gowns herself, and has got some wonderful photos for you to see on her website sent in from happy clients that had their dream dress become a reality. Go and have a look at the photos they really are nice dresses. But don’t take my word for it, judge for yourself, since I’ve been told many times that my dress sense is well below average.

Maria has been a member since Jul 2005.

## 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.

## SPECIAL HALLOWEEN OFFERS AND REFERRERS GIFTS INCLUDED IN SUPPLEMENT

### Joke

Provided by my children

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

What did one ghost say to the other ghost?

Do you believe in people?