

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!

Issue #8
Nov 2007



From The Desk Of
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Welcome to the November newsletter. I hope if you took a punt on the Melbourne cup that you had a win. Melanie put some money down on Purple Moon and got lucky with a place bet for 2nd, mainly because she liked the trainer after watching Darby Day. Whatever works I say.

It's been another busy month - when is it ever not! There are some cosmetic changes coming to Web Smart Central which I'll discuss more in the News section below. But since this my little space to rant I want to make a mention about customer service and a couple of lessons in it as well for all of us.

I use Westpac for my business banking as I've discussed before, however I'm reminded yet again that the bigger the company the dumber the company gets. I found a fault on their website where they were asking for credit card information without a secure certificate. Naughty, naughty. How do I know this, because the page didn't start with a <https://> The 's' means secure connection and also the little lock image that shows at the bottom of your browser when you access a secured page wasn't there.

VISA and Mastercard have very strict rules about their cards and the use of them by vendors on the internet and also very heavy fines that go along with not following their rules. So that's a warning to those that collect credit card information on their website. **Have you investigated if you are complying with VISA internet credit card rules?** Which is why I use Paypal, but I'll write an article piece about that in another future newsletter.

Lucky I found this glaring error and reported it, only to be told over the phone that there was no error, and that it was all ok. They didn't even want to know what the error was. They would not accept that a user could have found an issue with the website. A supervisor wouldn't even speak to me, and even their customer service people

refused to believe me. So I entered a support email using their online form which took 20 minutes because they restrict people from putting in apostrophes (') and quotes(") and other sentence building characters due to what they deem as being a security hazard. Most disappointing.

Any 3rd rate developer could filter out any characters from the online form they deemed to be a security risk and not stuff the end user around. **Please make sure to make it super easy for your customers to be able to reach you.** So on your site, give them direct email addresses as well as an online form, not just the online form. And make your form simple, maybe use a Captcha (human recognition) if you are worried about spammers using your form.

Do not put up road blocks like Westpac did here. Needless to say I gave them a good serve up of my thoughts on this which turned what would normally have been a simple 2 minute phone conversation into 35 minute saga, which I had to see through to the end on principle.

On the flip side of customer service, Melanie and I were at the Coffee Club at the new Mega Center in Slacks Creek, south of Brisbane and experienced what customer service should be like. Our meals took a long time to come to us for whatever reason so one of the staff asked if we would like two more drinks as compensation for waiting. So simple. Cost to them very little ... benefit, two very happy customers that will eat there again instead of two upset ones who wouldn't return.

I always give praise to those that show initiative and at the end of the meal told the staff member in charge so. Added bonus is that we tell people of our experience good and bad. Of course it's better to have people tell a good story about you than a bad one, but the bad ones travel further and faster. I've always said mistakes and errors happen all the time, but it's what we do when they do happen that makes all the difference. **What are you doing to impress your clients / customers / users / visitors?**

Search Engine TIP #04

I've covered the very basics in the last 3 tips. However I thought I'd mention the easiest technique to rank highly in the search engines and why you would want to do so.

Bottom line, your website needs visitors if you want more business, you either get it with free traffic (search engines, articles, etc) or you have to buy it (adsense, banner ads, etc) I'd rather get free targeted traffic thank you.

The best technique is to punch in your keywords into Google, Yahoo and MSN, and examine your competitors (which are the top 10 results that get returned). To get ahead of them in the search engine rankings you simply need to copy what they do and then do a little bit more.

Using tips like these and other information to guide you.

You should know what keywords you would like to target for your business but you don't necessarily want to target the most obvious phrases, since that's what everyone does. They end up getting nowhere against the established players in the market.

The key is to use a keyword tool to help you to identify other lower-hanging-fruit type search phrases you should target. There are plenty of tools out there, but to get you started, I recommend <http://www.goodkeywords.com> since it's free and simple to use. Download it and spend some time thinking about your keywords. You can then tailor your website to target those keywords using the

tips shown in this newsletter.

Web Smart Central News Bulletin

I have a new business name rolling out ASAP. Soon we will be known as Netrospect. Web Smart Central Pty Ltd will still remain as the underlying company but the front face will be all Netrospect.

<http://netrospect.com.au>

There will not be a .com it will be netrospect.com.au to reflect the truly Australian nature of the business. Australians looking after Australians.

So how does this affect you. It doesn't. You will see a new logo on the site, and the invoices and other correspondence will change. It's still all the same silver service you've become accustomed to.

A new support system will hopefully come online later this month, but further testing is required, so the old faithful system will continue to operate until then.

And a rather big announcement. No more design work for awhile. I am just finishing up on 3 web design jobs and then I'll take a break from designing websites, I'll update the website to reflect this. I need to concentrate my time on building the web hosting side of the business which has been growing nicely. I'll let you know when I open up my design arm again.

New Inner Circle Members

Welcome to our newest members that join our inner circle web hosting family.

David Martin - martinhenry.com.au

Angela Lewis - botanicadesign.com.au

Jillian Hellmuth - involveevolve.com

Dallas Watkins - riversidesanctuaryormeau.com.au

Leslie Tye-Parsons - athertonweddings.com.au

Emilio Pennini - securityadvisoryservice.com

Member of the Month

This month I thought I'd show off yet another long time member...

Roy Barnes from aussieswitchboards.com.au

Strangely enough as their domain name implies they specialise in electrical switchboards and gear. Which if you don't know what that is, it's basically industrial strength metal boxes to hold high voltage electrical devices. Roy has been a hosting member since Aug 2005.

Competition of the Month

Introducing a new section to the newsletter this month. Each month we'll give away 1 month free web hosting credit to a lucky member that wins the competition. The

winner will be randomly selected from the entrants at the end of the month. My kids love the Where's Wally books, so here is a simple spin on that.

What is the word in this newsletter that has it's letter 'e' reversed?

Go here and submit your entry for November.

<http://websmartcentral.com/comp>

Referrers of the Month

Thank you to our loyal members that continue to refer new business each month. Every time you refer a new member to us, we will credit your account with 3 months free web hosting. So simple it just works.

Maria Pesavento - pesavento.biz

Ferdinand Meneguzzo - advertisingworks.com.au

Simon Button - sibacom.com

Kylie Black - moodinteriors.com.au

Testimonial of the Month

The winners of the survey competition that I held in September with the surprise bonus of three months free web hosting were Martin Stennett and Carmel Baird. I asked for the most creative survey entry. These testimonial entries stood out to me.

"In business there are some things that just have to work - like the phone, the doorbell, the drinks fridge and the coffee maker. For us, our web hosting comes into the same category - IT JUST HAS TO WORK. I don't want excuses or maintenance issues as I just do not have the time. I can tell you now without a doubt that Websmartcentral provides a service that others should aspire to and most will never meet - and that's across all cost bands. Join up now unless you absolutely relish internet peril!"

Martin Stennett - offshore-technologies.com

"Aaron, your web hosting services are just great, whenever I've put a call out for help, you have always responded and normally go out of your way to fix my problems. It is comforting to know Web Smart Central is always there, like a well oiled machine, taking care of whatever I decide to do on the Internet and looking after everything so well. I thank you."

Carmel Baird - 123moreforu.com

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)

Doctor, Doctor I think I need glasses
You certainly do, Sir, this is a fish and chip shop!