

Welcome to the new look September edition of the Netrospect Inner Circle membership newsletter. Hope all the dads reading this had a great fathers' day last weekend. My my, haven't I neglected this newsletter. I haven't produced a printable newsletter like this since Sep 2008. Doesn't seem that long ago, but I've missed putting this newsletter together for you. Time to ramp it back up again. I've put it off long enough.



Aaron Dwyer (owner)

It's so easy to just rationalise that the time spent on the client newsletter isn't helping the bottom line. But that is the wrong type of thinking, and of course totally incorrect. I must confess that I always got great feedback from these newsletters, and it really does build up a rapport between us.



For those long time Netrospect members, you'll remember that I used to mail out printed versions of this newsletter. You do get better readership with printed newsletters. Full stop. But we live in times where there is a shift happening. Away from paper use. Even from using recycled paper.

Think about it. Humans have used paper for thousands of years. Then within the last few years everyone is expected to stop using paper. And you are looked down on if you do? It's crazy. So much for the paperless office we were promised with the computer age.

But change does happen with each person doing their bit. I often wonder what the real savings for the environment are by emailing a newsletter over printing and mailing one. It's a statistic that I'd like to promote and make a big deal out of. Let me know if you are aware of any stats about this.

In the end, a digital only newsletter is still 1000% times better than no newsletter. However I still do like to send the occasional gift out to my members so it's important you keep your address details up-to-date with us.

It's been awhile since our member list was checked for correct names / email address details, so that will be done this month. Expect to hear from us if we can't get an email to you. If we can't contact you then your account may be suspended.

So what's been happening over the last 2 years at Netrospect. Web hosting, web design, web marketing, and plenty of it. So much so that the web design waiting list is still out at 6 months. Some small jobs are squeezed in when needed, preference of course is given Netrospect Inner Circle members. That's you.

What's New

Over the last year, web marketing has become a great addition to what we offer at Netrospect. I have slowly built this up as an offering and am happy now to start helping more members in this space.

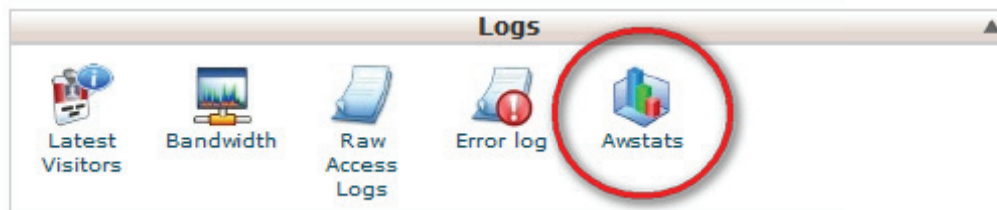
Want to know how to get your website to the top of the search engines. I reveal the answer at this page, and it may surprise you... <http://netrospect.com.au/seo>

I'll be adding more to that page including video in the near future before really pushing out to businesses that aren't within our Inner Circle family to get them onboard. However before doing that, I'd much rather help businesses that are already part of the Netrospect family. Here's an incentive for you. **As an introductory special, for just seven (7) days until 20th Sep 2010, and for only the first 3 businesses, I'll give you ½ price on 6 months SEO.** On either the monthly or fortnightly plans. If you are struggling to get your website ranked highly in the search engines for your business, then now is your chance, get in contact and I'll assess where you are at. Just so you know. I won't be repeating this low price ever again.

For web marketing, SEO (search engine optimisation) is a large part of it, but it goes a lot further than that. Web marketing is how you are positioning yourself for getting the most out of your website. Is it producing the outcomes that you want?

Your website might be focused on getting leads or making sales directly, or client retention, or a combination of those. Either way your website runs 24/7 and quite frankly should be paying it's way, and you should know that it's paying it's way. No guessing allowed.

If you aren't making direct sales, or collecting leads what do you measure? Your website statistics should be your guide. Your web hosting cPanel account has a wonderful statistics package called Awstats that tracks everything about your site visitors.



I urge you to become familiar with this. At the very least it will give you an insight into your visitors and what they get up to on your site. Here's a video tutorial on how to log into your cPanel.

<http://netrospect.com.au/702>

I'm slowly working through building up a fully comprehensive set of video tutorials for cPanel. Not just how to use the cPanel options, but why you would use them. You'll see them appear on the blog over time, and I'll include some of the more complex ones into the newsletters.

That's my rant for this month. Aaron

Member Showcase of the Month

This month I'd like to showcase Maria Pesavento's web design business – www.pesavento.biz (member since Jul 2006). Maria is an excellent web designer that I highly recommend.

Like most of us web designers these days, we prefer to setup sites that users can look after themselves using a content management system (CMS). A CMS that allows a blog of course to get the most out of your business website. **WordPress** is the free software of choice.

www.wordpress.org Make sure to ask for it if you are getting web work done.



Don't Forget About Your Referral Bonuses

Every time you refer a new member to us, we will credit your account with **THREE (3) months free web hosting**. So simple it just works. Spread the word.

Thank you to our loyal members that continue to refer new businesses to us...

Anthony Templeton – www.automationit.com

Robert Thwaites – www.robertthwaites.com

Andrew Matthews – www.hands4health.com.au

Tim Waggett – www.wagtec.com

Maria Pesavento – www.pesavento.biz

Testimonial of the Month

"I looked around the internet for somebody to do my Search Engine Optimisation, and was astounded by the number of people offering the service. Being a Professional Photographer, a number 1 ranking on Google is more competitive than the industry itself! As I have a love, hate relationship with all things computer, I really wanted somebody who was going to be patient and reliable to talk me through the process. I also wanted somebody who was in Brisbane, and who would return my calls promptly.

Aaron, from Netrospect came recommended to me though a colleague, and he fit all of the criteria. When we began our SEO, my website did not even rank on Google. A few weeks later, and we were already up to page 18! Now after 6 months I'm on the front page, each week, we get closer and closer to the prized spot – thanks Aaron."

Suzanne McCorkell – www.soulphotographics.com.au

I'm always looking for great testimonials, so 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", I'd really appreciate it if you could send me an email about it.

A couple of sentences is all it takes.

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 : Ben Chandler

Website : www.bensphotographic.com

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 Sep 30th.

Quote of the Month

A diamond is just a piece of coal that finished what it started! Anon