

We are flying through the year already. March is here and with it comes Autumn, not my favourite season (which is Spring), but it's the season associated with harvest. Not that the majority of folk these days work the land, but the meaning still holds true for country and city alike. There is no better time than right now to harvest with your business.



From The Desk Of
Aaron Dwyer (owner)

If you have been following my rants over the last year, I've been working closely with many businesses on their web marketing. I can tell you this. Those that are succeeding with their website are taking action, and being positive with their web marketing. Whether personally spending time on their business marketing it or finding someone (like us) to help them. What's important is spending time on it.



This newsletter is
delivered digitally to
help the environment

So what have you done lately with your website? If your answer is nothing, then that's not good enough, because I'm sure your competitors aren't just sitting around doing nothing with their websites. It's a cut-throat war on the internet today to get prime positioning and authority in your marketplace.

I understand that by the end of a hard day working in your business that you aren't interested in thinking about your website, but it's a prime business asset that the more you nurture and make it grow, the more business it will bring you, and add real bankable value to your business.

Just so I'm clear here and you don't think I'm asking too much of you. All it takes is one new piece of content per month (minimum) added to your site. Just 12 new pages per year, and you'll be doing more than 95% of your competitors. Your site will gain authority and the search engines will reward you with FREE business building targeted traffic! This is the power of using a content management system / blog with your website, where you can quickly do this yourself without relying on a web designer or technical person to get involved. I defy anyone to tell me that they don't have 1 hour to spend on web marketing their business per month. Everything's a choice.



On another topic. I've been busy in Feb, doing webinars on several different topics from using online video, to website backup solutions using my Backup Smart software, to Google Places Local Search, and getting my message out there. I have recordings of all of these, and will drip feed them onto the Netrospect and Web Smart Central blogs in the coming months. This is premium content that I could charge for, but will give away for free to build my authority in these spaces even more.

A highlight was being the guest speaker at the Brisbane

<http://netrospect.com.au/987>

Internet Business meetup where I spoke about using online video to grow your business website. I recorded this full presentation and it's available for you to watch online. <http://netrospect.com.au/987>

Make sure to get a drink first, since it is 52 minutes long but full of current information about getting video onto your business website. It really is easy, and I explain how in the video.

Until next month, I urge you to take action with your business website. Don't just let it sit there. Do something with it. And remember, as Netrospect Inner Circle Members you can always give me a call to discuss your website. No question is too small or too large. I'm here for you.

Aaron

Web Site Tip #16 – How are you tracking your website?

Bottom line, most business owners are oblivious to how their websites are doing. I want to make sure that every business that is a part of Netrospect knows what's going on with what I believe is a prime business asset (your website).

So how do you track your website progress, good, bad or otherwise? It depends on what you use it for, but at the very least you should be fluent in your website statistics. How many visitors (both unique and repeat), which pages did they visit the most, where did they come from, how long did they stay on your site, how many pages did they look at?

These are all questions you can get answers to and compare your progress month after month, year to year.

You can use your inbuilt AWSTATS package that comes with your website hosting, or I recommend a 3rd party tool from Google called Google Analytics.

I've created videos for both of course and you can watch and learn, and repeat the videos as many times until you have grasped this concept.



This month I'll teach you how to get the most out of your AWSTATS. Next month I'll cover Google Analytics. Check out the video online by clicking the image or the link below.

Seriously, I should be able to pick up the phone and ask, "so how many unique visitors did you get last month?" and you should be able to give me the answer.

<http://netrospect.com.au/993>

If you ran a bricks and mortar shop wouldn't you like to know how many people walked in the front door and how many people bought something. With your website it's all recorded for you.

This is how you measure your success and progress with your website. You can't enhance what you can't measure.

Testimonial of the Month

"I have been using Netrospect as my host for 4 years now. I am a web designer, and Netrospect is always my first choice for finding a host for my clients, as I know I am leaving them in safe hands. Aaron and his team are the only people who have given me on-the-day support by email or otherwise until any problems are solved, and for a very reasonable price. Being able to get Aaron on the phone has often been a great relief and it is a weight off your mind to have a personal connection with your web host. Go Netrospect!" **Rob Thwaites** – www.robertthwaites.com

I'm always looking for more 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. **Anyone that sends me a testimonial will get 1 month FREE web hosting credit.**

Offer of the Month

Get your Brisbane business in the news! Your business can be promoted on News In Brisbane, a Brisbane internet news website, that I've setup with Ray Playle. Every business owner knows you have to promote your business and that news worthy information always out-performs display advertising.

Here's your chance to get a fresh news story for exposure of your business. **66% off price @ \$100** (normally \$300). Only valid for **one (1)** business, until the 10th Mar 2011. Be quick, first in, best dressed. Send an email to editor@newsinbrisbane.com.au if you are interested in this offer.

We'll include 2 photos and 2 links back to your website in the story. The best part is the press release that we create for you will be sent out to online press release sites. Giving you true value, and the possibility for other news outlets both online and traditional print media to pick up your story. The backlinks across www.newsinbrisbane.com.au and the online press release sites that will be created to increase your search engine rankings are also a major benefit.



Member Showcase of the Month

This month I'd like to showcase Mary-Ann Vale and the staff at Zen Zen Zo Physical Theatre, Brisbane, QLD.

www.zenzenzo.com has been a member since May 2008.

Zen Zen Zo use Joomla as their content management system and have it packed to the rafters with information, and news about their business.

They use multimedia, and have the company news (AKA blog) as the homepage. Smart move. Zen Zen Zo also have a [YouTube channel](#) which I recommend every business has. But make sure to link your YouTube channel and every single video you have on YouTube to your website with a clickable link. People looking at your video in YouTube can then simply click a link to go to your website. Make it as easy as possible to get traffic to your site.



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. A new member can leave your name in the signup form so you get credit for the referral.

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

Maria Pesavento – www.dunkleysplace.com, www.gemseek.com.au

New Inner Circle Members

Welcome to our newest members enjoying the benefits of becoming a part of our inner circle.

Alan Broadhurst – www.gemseek.com.au

Wayne Dunkley – www.dunkleysplace.com

Greg Greenwood – www.grkplumbing.com.au

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 : Dr Peter McCombe

Website : www.bigspine.net

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 Mar 31.

Quote of the Month

Some say Google is God. Others say Google is Satan. But if they think Google is too powerful, remember that with search engines unlike other companies, all it takes is a single click to go to another search engine.

Sergey Brin – co founder of Google

Chuckle of the Month



Source: www.chrismadden.co.uk