

Easter is upon us. The house is filling with Easter related items. My family is big on celebrating all the holidays. Australia Day through to Halloween and all the big ones in between. To the point where the house has to be themed to suit the holiday. Makes for a lot of work, but it does make the house look different throughout the year.



From The Desk Of  
Aaron Dwyer (owner)

The same applies for your website. How many different looks do you give your website throughout the year? That's why I champion the blog so much. Every time you add new content it's a facelift for your website. It's something different. Why do you think Google rewards websites with **active** websites (those using a blog style feature) with higher authority? It's simply due to changing content, which puts you ahead of 90% of the websites that haven't touched their site in years.



This newsletter is  
delivered digitally to  
help the environment

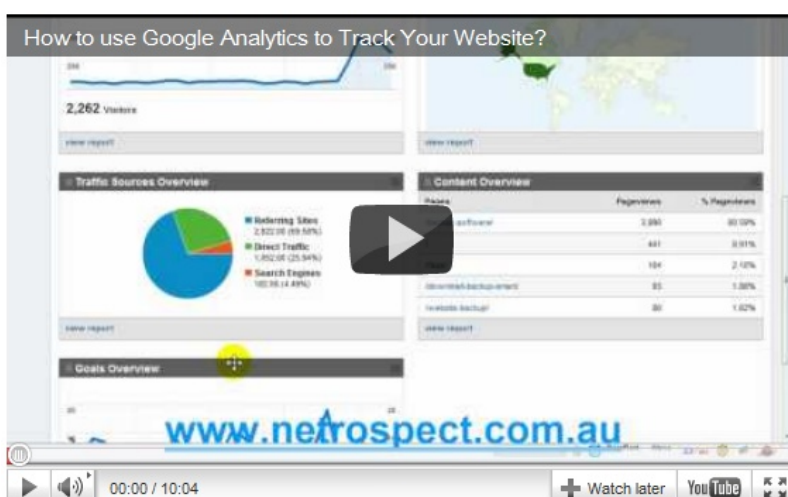
Writing this newsletter reminds me just how quickly time can get away from you, since it seems like only yesterday that I did the March newsletter. Probably because I have been very busy working with new web marketing clients and also starting another business. Which I will report on in next month's newsletter, but it's looking very promising.

Enjoy your holiday break (if you get one) this month.

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 #17 – How are you tracking your website? – Part 2



<http://netrospect.com.au/1008>

Following on last month with tracking your website progress using Awstats, your inbuilt hosting web stats package, this month I'll cover using Google Analytics.

Watch my video tutorial (click the link on the left) on [how to use Google Analytics](#). This is just the tip of the iceberg with Google Analytics since it's such a massive stats package. I could create a whole series on just using it, but for now this is all the essential information most businesses need to track their website progress.

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 very impressed by Aaron' s exceptional customer service. Aaron has been instrumental in making my business have a strong online presence. Without his insight and ideas I know that my business would not have attracted anywhere near the amount of traffic that Aaron has been able to generate. He has been efficient from day one and is in constant communication with me giving me frequent updates as to what is happening. The previous firm I used for my adwords management did not care where the money I invested was going to except to line their pockets. They did not communicate with me or take my concerns into consideration. With Aaron, he has been completely different and I put my complete trust in him to take care of my business internet requirements. I knew my website needed working on but just never got around to it even though I knew it was an important aspect of generating business, but Aaron just made the necessary and important changes happen so quickly and all for the better. I was referred to Aaron by a satisfied client of his for which I am grateful, and I would highly recommend Aaron to anyone as I am certain that they will see results and be satisfied with his work. Sonya” *Sonya Tran* – [www.bardonsmiles.com.au](http://www.bardonsmiles.com.au)

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](http://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 @ \$50** (normally \$150). Only valid for **one (1)** business, until the 17<sup>th</sup> Apr 2011. Be quick, first in, best dressed. Send an email to [editor@newsinbrisbane.com.au](mailto: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](http://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 Leslie Tye-Parsons of [Atherton Weddings](http://AthertonWeddings.com.au).

There are many lessons you can learn from Leslie and her website. I'm so impressed that I've included the full page to show you what you should be doing if you aren't currently...

- 1) Location based niche domain and business name
- 2) Simple and effective site design that works for the target market, with plenty of information on the homepage
- 3) Images and text
- 4) Video
- 5) Simple and easy to understand navigation
- 6) A blog to showcase work done and information for future prospects

The only enhancement I'd recommend is to use more video. Include a snippet of the weddings on the blog. Ask the happy couple to use a small snippet of their wedding videos. I'd even give the bride and groom a small discount for the ability to use their footage instead of you taking your own footage. Setup your own YouTube account with your business name, and include a link to your website from the YouTube video. Great work Leslie, and keep it up.

The screenshot shows the homepage of 'Atherton Weddings'. At the top, there's a navigation menu with links for 'Weddings', 'Ceremonies', 'About Leslie', 'Legals', 'Links', 'Contact', and 'Blog'. The main heading is 'Atherton Weddings' in a large, elegant cursive font. Below it, the tagline 'Tie the Knot Right' is written in a similar font. A photo of Leslie Tye-Parsons, a civil celebrant, is featured on the left. To the right of the photo, there's a testimonial from a couple: 'Congratulations! You've found your soulmate. You've popped the question, she (or maybe he) said yes - now it's time to be married. This is where I come in. My name is Leslie Tye-Parsons. For the past 22 years, I have been "tying the knot right" for countless couples from just about everywhere. I have learnt to improvise, to cope with the unexpected, to problem solve in an instant, and to create a relaxed atmosphere so that everyone is a part of and enjoys your wedding. There is no stress. I promise you the Wedding Ceremony of your dreams, designed with you and for you.' Below the testimonial, there's a section titled 'Weddings' with the sub-heading 'your Wedding Day ...the day of your dreams'. It describes the service as 'surrounded by family & friends, you'll feel and look like a princess with your knight by your side.' and lists several bullet points: '22 years experience & knowledge', 'local & well-known', 'full time civil celebrant', 'creative & personal ceremonies', 'friendly, relaxed consultations', 'no rush & no extra cost for additional time', and 'we want to get it just right!'. There's also a video player showing a snippet of a wedding. To the right of the video, there's a section titled 'What Happens Next' with contact information: 'To plan your dream: telephone me, talk to me, trust me. Popular dates are reserved a year in advance. To check availability, email - Email - or call Leslie 0740 916697 today.' At the bottom, there's a quote: 'Welcome to the best day of your life!' and a testimonial from Sarah-Kaye and her husband: 'Sarah-Kaye and I would like to extend our heartfelt thanks for helping to make our special day absolutely perfect. The way that you helped us from the first meeting was a godsend. You took away much of the stress and worry and gave us ideas and suggestions which we would never have come up with ourselves. Your help given us a wedding day beyond our wildest dreams.' (Wayne & Sarah-Kaye, Marreeba, Queensland). The footer mentions 'website by pesavento h2z 2007 - 2010'.

## 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.odonnellsonline.com.au](http://www.odonnellsonline.com.au)

Sonya Tran – [www.stepzfitness.com.au](http://www.stepzfitness.com.au)

## New Inner Circle Members

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

John Pearsall – [www.odonnellsonline.com.au](http://www.odonnellsonline.com.au)

Quang Tran – [www.stepzfitness.com.au](http://www.stepzfitness.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 : Amanda Klein

Website : [www.kleincorporation.com.au](http://www.kleincorporation.com.au)

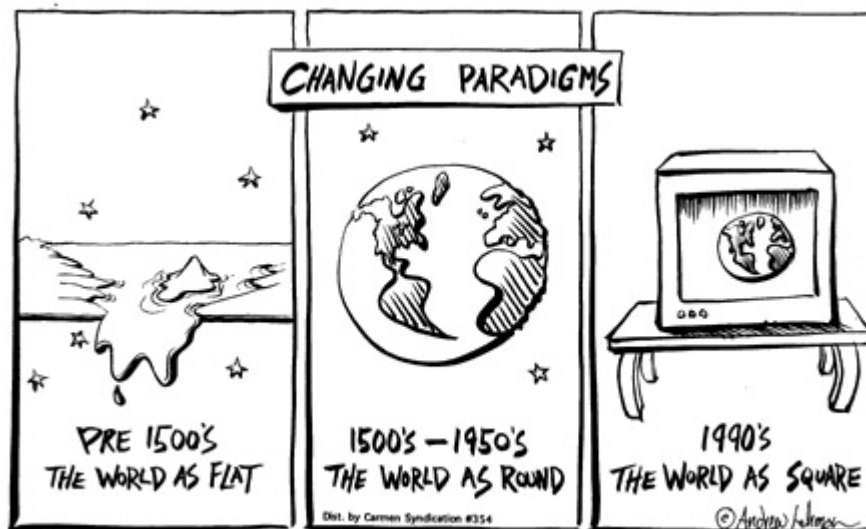
If this is you, you've won **THREE months of web hosting**. (value \$30 if you are on the **Bronze plan**). To claim your prize, you must contact us by email before Apr 30.

## Quote of the Month

I know that I have the ability to achieve the object of my Definite Purpose in life, therefore, I demand of myself persistent, continuous action toward its attainment, and I here and now promise to render such action.

**Napoleon Hill**

## Chuckle of the Month



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