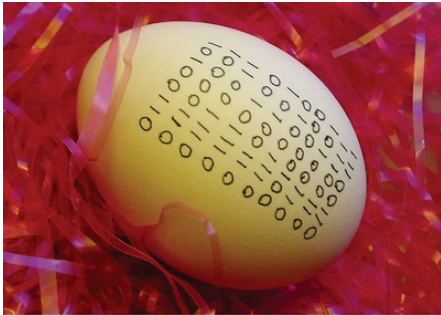


It's Easter time again. I always remember my wedding anniversary is around Easter time. It was on the Easter weekend 14 years ago. Trouble is Easter keeps moving and I can never remember the exact date. Not good for marital relations. I wish you all a safe and happy Easter period.



Binary to Text translation => Easter Egg



From the desk of
Aaron Dwyer (owner)

Let's get to work. This month I'd like to introduce you to Google Panda, don't worry if you haven't heard about it. But from the point of view of search engine optimisation it's a very big deal. Since everyone reading this has a website, you should pay attention to this.



This newsletter is
delivered digitally to help
the environment

Google's old algorithm of how they rank the websites in their search engine results change in small ways every month. But the latest large change (code named Google Panda) has shifted the goal posts again. This is great because Google is in the business of providing users quality websites in their search results. So if

you have a quality website you will be rewarded, if not, then you'll be demoted or removed from the Google index.

What constitutes quality? Follow this link to see [Google's Quality Guidelines](#)



Times are changing and SEO is forever changing. It's hard to keep on top of it. However the fundamentals still and always will remain true. Create quality content consistently and you will be rewarded. Social media and social indicators are now being used to rank your website in the search engines.

The old method of the amount of quality links pointing at your website is slowly morphing into how many social media links you have from high quality social circles.

If you haven't dipped your toe into the social media water yet, I urge you to have a look at it, or talk with me if you unsure how you would use social media in your business.

I use social media differently for my own businesses, there are no fixed rules. For example Netrospect uses YouTube and doesn't use Facebook or Twitter, and [Phone Repair Doctor](#) uses YouTube and Facebook, but doesn't use Twitter. I make sure I secure all my social media usernames (so others don't take them) across the main social platforms, but you'd don't necessarily have to use them. If you aren't going to engage with users on a social platform, then don't use that media.



Recently I invited Stephen Grealy from www.grealygoodseo.com to speak at one of the Brisbane Internet Business Meetups that I organize every month. Stephen covered Google Panda, and how to use social media to grow your business. I urge you to watch this [video of Stephen's presentation](#).

This really is a massive topic, and could have been broken down into 3 or 4 hour long sessions, but the information is gold. If you are interested in harnessing social media to grow your business, make sure you contact me for a chat about it.

Next month I'll cover mobile marketing and how to use it to grow your business.

My final thought for this month. I'm not affiliated with this store at all. But as you know I report on good things when I see them.

Look at how a small local fruit shop is using social media (Facebook) to grow it's business. A simple large sign in a nice holder out the front of the store. Outstanding! If a fruit shop in a local mall can do it, so can you. Here's how I would take this to the next level. I would add the direct Facebook link (or mobile QR code) onto the poster to make it easier for customers to find them. I would also add in customer fan gating giving an instant reward coupon for each new member, and incentives for checking in on Facebook while they are in the store, and a couple of other simple things to really gain traction with this media. Ashame they don't have a website to back up the good Facebook work. But you never know they may have a website on the way.



And remember, as Netrospect Inner Circle Members you can always give me a call or drop me an email to discuss your website. No question is too small or too large. I'm here for you.

Aaron

Domain Name Renewal Letter / Invoice Scams

This is an important standing insert in these newsletters.

If you receive any notices that look like invoices for your domain name in the mail, they are not real and are scams.

Why these companies are still allowed to continue with this misleading advertising is amazing. ACCC?

All domain renewals from all registrars will come via email, not normal postal mail.

Please make sure that the domain email is coming from the same registrar that you purchased the domain name from.



Technical News

It's important to stay up to date with software on the servers. Security is our top priority. This includes the operating system / Apache / Emails / FTP and PHP. PHP 5.3 is now the standard PHP that is on all newer servers. This has affected a few hosting accounts that run software that was not up to date. Joomla / Wordpress / and other PHP applications must be kept up to date for security patches and software updates. We have been working with anyone that has been affected by these changes.

We've had to push back the decommissioning of the Mercury server still running PHP 5.2 in Sydney until the 10th May 2012. This only affects a few remaining accounts that are still on this server. They will be migrated during April / May onto newer machines.

Make sure you [contact support](#) from the website or support@netrospect.com.au or phone if you notice anything amiss with your account.

Testimonials

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", we'd really appreciate it if you could send us an email about it. A couple of sentences is all it takes. **Anyone that sends in a testimonial will get 1 month FREE web hosting credit.**

Don't Forget About Your Referral Bonuses

Every time you refer a new web hosting member to us, we will credit your account with **THREE (3) months free web hosting**. If you refer a new web marketing member to us, we'll credit your account with **TWELVE (12) months free web hosting**. It's so simple, and 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.

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 : Wayne Spencer

Website : www.emblazzongreatdanes.com (member since Jul 2008)

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 30/4/2012

Chuckle of the Month

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www.glasbergen.com



"I keep our secure files in a coffee can buried behind the office. You can't hack into that with a computer!"

Source: www.glasbergen.com