

It's the start of a new financial year. How fast did that year go? Very fast indeed. And really when I think about it, the speed of how fast the internet changes is just as crazy. Every few months there is something new happening. Keeping your finger on the pulse is a full time job. Just take Google for example. Their algorithm for search results changes as often as the weather. I've noticed some massive changes in the search engine landscape in the last few months. My sites have been affected because they were too optimised for search engine rankings. This has involved much cleanup work and it's still going on 2 months after the recent Google changes. If you've noticed a drop off in traffic and want to fix it, get in contact and I'll have a look to see what the problem is and prescribe a solution for you.

Just to let everyone know we have a 6 months waiting list for SEO and depending on the job a 2 months waiting list for new web design. While this is a nice problem to have it's not ideal. I'm looking at bringing on another developer to assist. Hopefully more to report on that next month. If you have a small maintenance job that needs to be done, just contact and I'll see what can be done.

The Netrospect Ladder of Online Success was revealed last month and has been refined this month. Adding domain names to the bottom of the ladder. More info to come in the next couple of months.

With the Olympics around the corner I expect next month to be a large TV viewing month in our household and lots of discussions around the athletes and the games in general. I'll no doubt have some things to say about the games in next months newsletter.

I was going to cover paid search this month, but will postpone that until next month. I'm still generating the video from the seminar I hosted on this topic. It was fantastic event and can't wait to release it.



From the desk of
Aaron Dwyer (owner)



This newsletter is now
distributed digitally to help
the environment



For this month let me reveal another cPanel video tutorial that I've been asked many times about. This one is [how to setup an email forwarder](#) (click that link to take you to the video). Email forwarding simply means that one email address will send its mail onto another email address. Common uses of this are generic email addresses such as [info@domain.com](#) that forward to several different individuals email addresses. Or when someone's email address changes, and

they still want to receive emails from their old address. It can simply be forwarded to their new address. I always recommend that if you are using a forwarder then you shouldn't setup a fixed email account that you aren't going to connect to.

Technical News

After more server upgrades already carried out this month, all servers are now running the most recent stable releases of cPanel. So you may notice some changes to your cPanel environment. This is a major step forward from cPanel, and the next releases are set to be even better. We'll advise when we will upgrade to those next month.

PHP 4 is being phased out, so next month if you have any scripts still running PHP 4 only code, you'll need to upgrade them to PHP 5.3 compliant code. If you are unsure contact the office on support@netrospect.com.au

And for the longest decommissioning of a server in history (10 months so far since the announcement and counting). We've had to push back the decommissioning of the Mercury server still running PHP 5.2 in Sydney until the 15th Sep 2012. This only affects a few remaining accounts that are still on this server. They will be migrated during July / August 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.

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 your registrar will come via email, not normal postal mail.

WARNING: Please make sure that the domain renewal email is coming from the same registrar that you purchased the domain name from. Phishing emails exist for domain name renewals.



What Is Your Biggest Online Business Problem?

Do you have an online business problem that is keeping you awake at night, tossing and turning in bed, eyes wide open staring at the ceiling? We can help you solve almost any online business problem during a FREE 20 minute strategy session. This \$117 value is yet another benefit of your Netrospect Membership, but these FREE strategy sessions are limited to only two each month and booked on a first-come, first served basis. To reserve your time, email in to support@netrospect.com.au



Offer of the month

This month we bring back offer of the month. Let's keep it simple.

Any Wordpress upgrade (major or minor) to latest version for \$20 (save \$50), including plugins. First member that contacts the office before 31/7/12 via email to support@netrospect.com.au.



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?

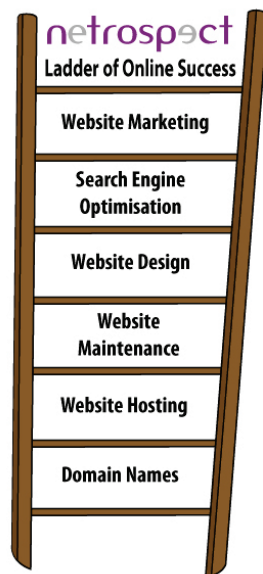
Don't forget to contact the office if you are moving to a new address or changing your email address. This is very important, since if there is an issue with your account and we can't contact you, then your website and emails may be suspended until we can.



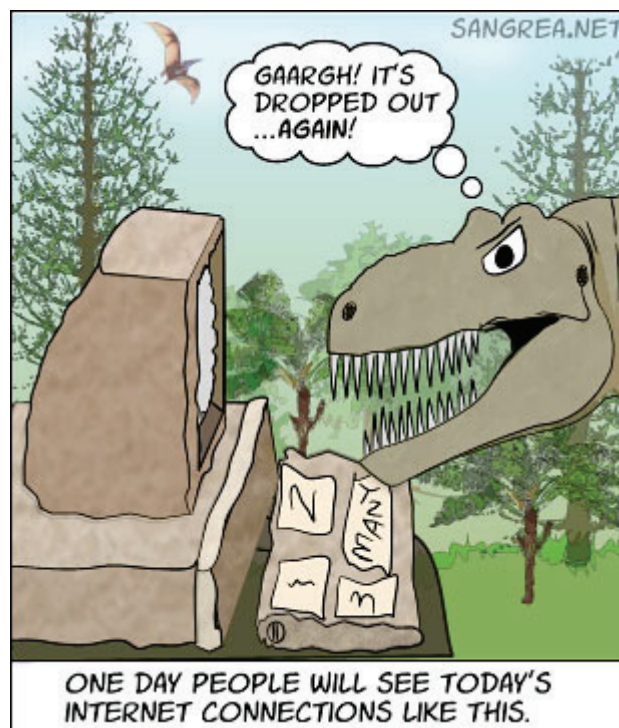
Lucky Member of the Month

Member Name : Catherine Lowe
Website : www.dietitiandiservicesqld.com.au (member since Nov 2009)

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 31/7/2012



Chuckle of the Month



Source: www.sangrea.net