

Boo! It's Halloween again. The photo of me on the right was taken at a Halloween party back in 2006, I really should get a more up-to-date one. I'm even scarier to look at now.

I'm going to keep this newsletter very short this month being that I'm releasing it in early Nov. Sorry about that.

There are so many scary aspects to having an internet business, it would take a year of newsletters just to cover them.

From Google penalties, to having your website hacked or spammed, to falling victim to unruly users bad mouthing your business on social media... I could go on and on.

However for this month let's focus a bit on social media. Last month I invited [Andrew Edwards](#) to speak at a [Brisbane Internet Business Meetup](#) about [how to track your social media ROI](#). A big topic, but for those that partake in social media for their online business, this is vital.



From the desk of
Aaron Dwyer (owner)



This newsletter is now
distributed digitally to help
the environment



Until next month, where I'll discuss the recent Google changes that may have affected your online business.

Aaron

Technical News

Warning: PHP 4 is being phased out, so 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 (12 months so far since the announcement and counting). We've had to push back the decommissioning of the Mercury server still running PHP 4 in Sydney until the 15th Dec 2012. The final 2 accounts will be migrated during Nov onto newer machines. If your account is was moved from this web server, you may have to change your domain nameservers, however you will be notified if that is the case.

In other news the Jupiter server requires a mySQL upgrade from 5.0.95 to 5.1.x, this will be actioned on **7 Nov 2012 at 10pm. This is a major upgrade and will affect your account if you use any databases.** There is no action required by account holders, a full backup of all databases will be taken just before the upgrade, however it's strongly recommended that you have your own backup of data as well.

Make sure you [contact support](mailto:support@netrospect.com.au) 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.

The screenshot shows a document titled "Domain Name Renewal Service" with a warning about domain renewal scams. It includes a table with domain names and renewal prices, and a section for "Other Available Domains".

Year	Period Covered	Price
1 year	1/01 - 31/12/12	AUD \$45.00
2 years	1/01 - 31/12/13	AUD \$75.00
5 years	1/01 - 31/12/17	AUD \$145.00 (save \$95)

Other Available Domains:

Domain Name	Period Covered	Price
comcastinternethome.net	2 years	\$45.00
comcastinternethome.org	2 years	\$45.00

Registration of the above domain names includes DNS, WHOIS, and Email Forwarding to a website and mailbox you designate.

Transfer and renew your domain name online at www.domainrenewalgroup.com 24 hours a day, 7 days a week or call our Customer Service Department at 1300 474 2012 to transfer and renew your domain name today.

Please read the rest of the invoice to help you pay your domain name renewal.

Current Domain Name: comcastinternethome.net

Year	Period Covered	Price
1 year	1/01 - 31/12/12	AUD \$45.00
2 years	1/01 - 31/12/13	AUD \$75.00
5 years	1/01 - 31/12/17	AUD \$145.00

Available Domain Names (optional):

Domain Name	Period Covered	Price
comcastinternethome.net	2 years	\$45.00
comcastinternethome.org	2 years	\$45.00

Please read the rest of the invoice to help you pay your domain name renewal.

Base invoice for payment address:

1300 474 2012

Please read the rest of the invoice to help you pay your domain name renewal.

Payment methods: Visa, Mastercard, American Express, PayPal, Bank Transfer.

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

Setup or fix your Google Plus Places local business page. \$50 (normally \$150). If you don't know the value in this or that even need a Google Places page then this offer is not for you.

Limited to only the first member that contacts the office before 15/11/12 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 sign up 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.



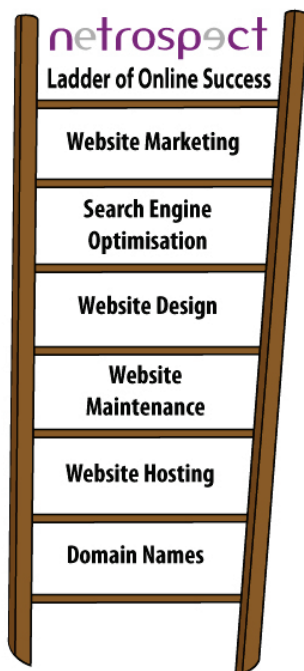
Lucky Member of the Month

Member Name : Leesa Collins

Website : www.funky-d-zines.com.au (member since Oct 2005)

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 15/11/2012



Website Marketing Benefits | to upgrade [contact us](#)

This is the whole enchilada, which includes analysis of needs, increase your traffic and / or conversions, change content, design, layout, mobile readiness, local business map listings. From consulting or full done for you service and includes all of the below benefits.

Search Engine Optimisation Benefits | to upgrade [contact us](#)

Rank your website higher in the search results the right way. Following Googles SEO guidelines, and our methods won't damage your website reputation in the search engines or have negative effects in the future.

From consulting to full done for you service.

Website Design Benefits | to upgrade [contact us](#)

Full website design or re-design using the most up-to-date web technology and open source content management systems, such as Wordpress and Joomla. From small websites to online commerce.

Website Maintenance Benefits | to upgrade [contact us](#)

There is always something to keep up-to-date on your website, content, web software such as Wordpress / Joomla.

Monthly plans starting at \$20 / month

Website Hosting Benefits | <http://netrospect.com.au/shared>

Business web and email hosting plans to suit all small to medium businesses. Redundant email servers to keep your email delivery safe, and backed up servers to keep your website safe. Local Australian support and service. Starting from \$100 / yr

Domain Name Benefits | visit <http://domains.netrospect.com.au>

Simple to use management interface, domain privacy available
 .com.au, .net.au \$74.95 / 2yrs
 .com, .net, .org \$17.95 / yr

Chuckle of the Month



Source: www.dementeddenizens.com