From The Desk Of
Aaron Dwyer (owner)

Welcome to the first printed version of the Web Smart Central Inner Circle Members Resource Letter. You are receiving this newsletter because you have your website and emails hosted on one of my servers.

The last newsletter I wrote was in January, where has the time gone!

Newsletters will now be monthly and coming straight to your door in the mail.

I've decided to mail out to you in the first week of every month, so keep an eye out for this letter around that time each month. As you might already know with my previous letters to you, I give you real content that you can use and implement right now to grow your online business.

I'm very excited to finally ramp up to bring this newsletter to you directly.

Lots of good work is being done here to benefit you and your web and email hosting at the moment and I'll talk more about that in the WSC News Bulletin on the back page.

I have so much built up content to bring to you that I've been building up since January that I could produce a newsletter each week, but you'll have to hold onto your hats, because this is a monthly publication.

The last newsletter I wrote about business blogging was well received, thank you to the members that gave me feedback.

I've been looking for a promotion to run in July and Melanie (my lovely better half) reminded me that I started Web Smart Central in July 2005 so that means that it's time for some birthday promotions. I can't think of a better reason to celebrate.
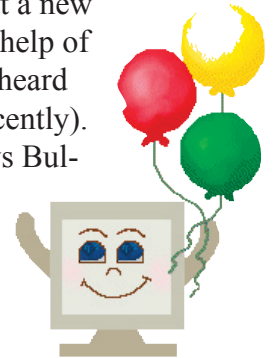
See the back page for the Special Hosting Deals section for details.

Year 3 in business for me is going to be very interesting because I'm rolling out a new complex marketing plan with the help of Ray Playle (whom you will have heard from either via phone or email recently). More about Ray in the WSC News Bulletin section.

I write this newsletter not just to keep you up-to-date, but to grow your knowledge about online business. I don't expect you to do the work yourself, or even get me involved to do the work for you. But you need to educate yourself on what is possible and once you know where you are leaving money on the table with your website, you can take action to fix it.

You already have a website. You are already paying for it to be online. You already have spent time and therefore money in developing a website. Why should it not turn a profit for you? Well it should.

Enjoy, and don't forget, if you ever need to have a chat about anything online then I am only an email, fax, snail mail or phone call away. I encourage you to ask me questions and if I don't know the answers then I'll get them for you. How many web hosting providers enable you to do that.? Just one, my friend. :)

Can Your Visitors Contact You?

I get to see a lot of websites being a web hosting provider, and nothing gets me hotter under the collar then not being able to find simple contact information on business websites.

And I'm not just talking about small business websites here, large corporations are just as bad.

You've most likely seen this yourself, you go to a website with the intent to find information. You like the information and wish to take the next step, and make contact, but you have to search to find how to do so, sometimes with several clicks.

Then when you do get there, all they have is either an email address or a simple web form.

If you aren't prominently displaying multiple forms of contact information then you are leaving money on the table. Simple as that.

If you have a business phone number, especially if you've invested in a 1300 or 1800 number then that should be on every page of your site and clearly visible.

Have your contact page only one click off your homepage and make the link easy to find.

I'm happy to report that most of my members do have multiple forms of contact on their sites.

However seriously think about putting your phone number on every page, it's not hard to do or have done.

You don't want your click happy surfing prospects to head over to a competitors site after being frustrated with your site.

It's good to list phone and fax numbers, mailing address, email address, and also provide a web form to collect their contact info.

This is a simple concept to show all your contact information, but I'm still amazed how many people get it wrong.

I refuse to buy anything off the internet if I don't have multiple forms of contact. It just makes sense to build trust with your prospects and make your website visitors life easier at the same time.

When they visit you don't want to let them pause on their path to doing whatever you want them to do while they are on your website.

Web Smart Central News Bulletin

Lots to mention here, so let's get straight into it.

New Starter

I have welcomed on board a new staff member. Ray Playle is his name, and you may have spoken with him or emailed with him recently. Ray is now looking after the new marketing campaign that is underway on top of running the day to day business operations.

Ray Playle

You will most likely see more and hear more from Ray in the coming months as we roll out and put new systems into place for building the business.

Be Gone Spam

Finally I've put a stopper in the dam wall to end the constant barrage of spam that was flooding into all our email inboxes.

You will notice a BIG difference in your inbox. Basically I wanted to bring in the best method possible to reduce spam, which is why this has taken so long. You never can eliminate it all, but the odd one or two I can live with.

The most important aspect to me, was to give you the choice of how to handle the spam. Some don't want to know about it and never want to see it - like ME. Others want control over the process and want to keep their spam in a separate folder. They can then check it in case an email was mistakenly identified as spam when it wasn't.

Personally I have every confidence in the software combination to combat the spam that I'm happy to never see it. But if you're a control freak like me, then I cater to that. Most providers that implement a server wide solution like this, you basically can suck a lemon if you want to have a different setup.

Next time you are in your hosting control panel, check out the new icon under "Email Management", called "Server-Wide Spam & Virus Protection"

You can adjust the settings from there (which for most of you, including ME, I recommend to NOT mess with it)

The SpamAssassin icon is now gone, you don't need it. SpamAssassin is still used coupled with a couple of other special software programs to really make it sizzle and fry that spam before it gets to you.

If you can't tell, I'm very excited about this, since I think we've all suffered from spam for to long.

If you want to know the nuts and bolts of the process I think I'll write it up on the blog, rather than bore the rest of you with it. Contact the office if you have any questions.

New Phone Number - 1300 799 085

Some may have noticed that there is a new phone number which is a local call from wherever you are in Australia. And since I have members in every state and teritory this is a major step forward in keeping in contact with you.

Coming Next Month

PHP5 is coming. PHP is a dynamic web programming language, and PHP4 is currently installed on all servers. PHP5 is the next generation of the language. I have decided to commission a new server which will provide PHP5 as default. Rather than retrofit existing servers and deal with existing website compatibility issues.

If you need PHP5 or have been thinking about getting into it then contact the office and we'll move you across to the new server.

PS. Also there is a new business name that will be unveiled later this month, and a new website to go along with it, but more on that in next months newsletter.

2nd Birthday Web Hosting Special Offers

Order any yearly package and use this coupon code to get 33% off (3 months FREE) for the first year. Why 33%, we'll I'm 33 so why not. I normally like to give bonuses rather than discounts, so this is only for 7 lucky people and only for July so move fast. Tell you friends. First in gets it!

Anyone, even current members can get the special offer. **Coupon code is 33off** - quote the code in the online signup form or over the phone.

Member Profile

This months member profile is Stuart McGregor of Golf Computer Systems - www.golfclub.com.au

Their offices are in Brisbane and they produce multiple software programs for the golfing industry. If you play golf then there is good chance that your name has passed through their software used by the golf clubs from online tee time management to handicapping and competition management.

Stuart has been a valued member since Oct 2005, and is also a constant referrer of new members. Thanks Stuart.

Joke

Provided by my children Declan (7) and Bianca (5)

How do you stop a dog from barking in the back seat of the car?

Have him sit in the front with you