



Succinct Update November 2007

Tales from the Trenches - Website calamities

This month I'm going to share with you some of the website calamities I've witnessed recently, and I hope this newsletter alerts you to avoid similar disasters.

Cheers
Peter Cornish

Where has my website gone ?

A frantic business owner contacted me when their website *disappeared!*

Like all good sales tools, their website was key to their business; and without it they were in danger of losing customers and sales as a result.

Avoid this potential disaster by simply ensuring that your **domain registrar** has your current email address.

Your **'Domain'** or internet address i.e. www.succinctideas.com.au is 'leased' and not owned by you. The domain registrar is the company that reserves your domain on your behalf.

If the domain registrar does not receive a renewal payment typically every 1 or 2 years, your domain will be decommissioned and your website will cease to operate. Worst case scenario is the domain is released to the public, and you risk losing it.

Risk mitigation strategy:

Ensure your current email address is in your domain record as the *administration contact* to ensure you receive renewal and other official notices.

Confirm this with a tool called 'WHOIS' accessible at Australian Domain Name Administrator www.auda.org.au

Where has my website gone ? (Case 2)

While your web host (the business that provides your web space on the internet) probably backs up their servers, that doesn't mean they can or will restore your website after a computing disaster.

Risk mitigation strategy:

Avoid having to pay for the unscheduled and hurried redevelopment of your website by keeping your own copy on CD-ROM

Ensure your web hosting agreement provides a backup service that meets your business needs.



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Are you an Aussie ?

When searching for an Australian business, many people will use the 'Pages from Australia' button on google.com.au.

Did you know that if your website is hosted off-shore, it is likely to be filtered out of these results and so many prospective Australian clients will not find your offerings ?

A number of smaller web hosting businesses resell hosting sourced from overseas hosting companies so you may inadvertently be using an overseas host without being aware of it.

Until recently this was a largely unsolvable issue, but late last month Google introduced a 'geographic targeting' feature for websites that enables your website to be explicitly associated with a country or region for Google searches.

This and other Google-specific website configuration is provided via the Google Webmasters facility; a tool we use to optimise Google performance for client's sites.

As over 90% of Australian searches are on Google, it is vital your site is optimised for Google if your target clients are in Australia.

Risk mitigation strategy:

Register your site on Google's Webmaster facility or have your internet professional arrange it for you.

Which keywords should you buy ?

'Paying for keywords' as part of a website search optimisation strategy is common practice as internet sales competition heats up in Australia.

Frequently we find Customers making poor keyword investments.

The Overture keyword database, the traditional free source for identifying keywords has been frozen, and although it is still produces output, the data is aging and becoming less relevant. Alternatives are expensive and until recently didn't provide keywords filtered to the Australian marketplace.

Risk mitigation strategy:

Ensure your SEO strategy is based on contemporary and relevant keyword information.

Digital Marketing Website Review wizard

Have you tried our new wizard to self-assess your website's sales effectiveness?
www.succinctideas.com.au/dmr/diy/

Interested in using the internet to generate sales? Contact me if you would like to explore how online marketing may be able to assist your business.



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If you think the information in this newsletter is useful, I encourage you to forward it to peers, business associates etc. Previous newsletters are available for download from the Succinct Ideas website www.succinctideas.com.au .

If you do decide to plagiarise my work, please acknowledge it with a link to my site **J**

Cheers

Peter Cornish

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