



Discover Australia Australia My Land Newsletter



January 1 2008

Hello Everyone,

Welcome to Australia My Land's first newsletter. I thought I would drop you all a line and say firstly to all our foundation members, thank you for your support and your e-Mails.

Special thanks go to those businesses that jumped on board right at the start and had the belief in our ability to turn the site into something special and of course *bring us all new trade*.

Remember it is,

“Your individual contribution that leads to AML overall success”



HAPPY NEW YEAR!

A whole full new year ahead of us, WOW! How great is that?

I am sure you will have your goals for the coming year well planned and Australia My Land is going to strive to help you achieve every single one.

We wish you a very happy and prosperous New Year.

Our plans for the coming year;

- It stands to reason, *that the more support/advertisers that take up advertising space on the site*, the more visitors we will receive and that in turn will increase the traffic flow *to all of your sites*. There are presently over 250 AML pages on line, approximately 40 pages in the works and dozens and dozens still to come.
- Some of you will not be aware that AML is a **BRAND NEW WEBSITE** and only went on line in June 2007, a few of months ago. It has taken a great deal of effort to place the site into a position where it gains the recognition it deserves. As a point of interest we have gone from *0 hits to over 40,000 a month*. While the result is excellent we still have a long way to go, BUT 40,000 is pretty good in such a short period of time and we are already well placed with some search key words and phrases, often on the first page out of thousands of entries, and we are number one on some!
- To those of you that have already referred AML to others we are very much appreciative, these people have been in touch, made inquiries and are taking up the opportunity to come on board.
- That's great! As I keep saying the more we have on the site, the more we have to offer the public and the more it will benefit you! Not only in this country but to attract guests from overseas as well.

AML Club Membership NOW open

Join the exclusive **AML Club Membership** and receive special access to the **Members Forum** and **Resources Library** where everyone will find something of interest and assistance.

NOTE:- Membership Newsletter, Forum and Resources Library operational January 2008

All sponsors and advertisers that are on the site now, are automatic members so if you are receiving this newsletter you are a member and will be receiving a password and membership number in the very near future.

Invite prospective members to go to the following link;

<http://www.australiamyland.com.au/pages11/members.html>

Member Suggestions/Ideas

- *Special offers - Giveaways and “Freebies”*
- A question that has been put forward -
- *“Will we be building a Special offers – Giveaway or Freebie page?”* I have been considering a few things and it is you and your business that we are promoting so you should have a say and be involved. Personally I do not like offering [giveaways -freebies](#) unless they ARE free! [That means an unqualified gift.](#) Special offers are something else. Therefore I am open to suggestions. We could certainly build a [Special Offers](#) introductory page and a new directory page to match, similar to the directories we have on the site at present.
- With our experience in building web pages for the internet, I know the [special offer](#) idea is very successful. There would be some logistics in working it out, but it can be done. Let us know your thoughts.
- We are working on a few things in the business section and that could be the ideal place for you to place special offers. Also as an AML member you can place information about your business or offers in the free member’s forum or place an advertisement in the news letter. I know some of you will find the forum a little daunting so there will be a page on line soon showing you how to use it.

Future Direction

- Our plans over the coming weeks are to continue to add new pages, revamp some of the existing pages, ensure all the links are operative and that everything on the site functions the way it should. I guess you are already thinking “how big is the site going to be?” Well quite frankly I don’t know? As you can imagine I have already been asked **“when will it end?”** just like they said to Leonardo Da’Vinci. In the beginning I had visions of 1000 pages on line, but now I really don’t know! There is so much to tell about Australia and I am starting to think I will be building this site forever! But that’s all good the more pages the more visitors and visitors = business for everyone.
- A number of you have already advised us that some of the links are not working and we thank you for that. Please understand the site is still in the embryonic stages so we are bound to have a few hick-ups, but don’t stop letting us know. It is great that you go to the trouble to bring these things to our attention and I very much enjoy receiving your positive emails.
- When you have time in the next few days please take a look at the site www.australiamyland.com.au
- In more recent times you will noticed a lot of new additions. Oh! By the way all ‘donations’ are very welcome, so talk to us about securing your permanent promotional space on AML!

- Some of you have asked for the current pricing structure. The positions on the site are well priced, where else could you advertise for \$2.20 a week? Or for that matter - \$0.85 a week? Our opportunities for promotion range from the locality directories to Special Features and even full page promotions. The Promotional Prices List is attached to this e-Mail and can be requested at any time direct from us at Aboutime Web Communications.

Unfortunately we cannot offer free space for ALL business directories, so just ask and we can help you choose the best options for YOUR budget, and you just MAY get a free listing as well.

Sumthin4nuthin

In keeping with our policy of providing assisting to all our members we are going to include a valuable website or marketing tip in each newsletter.

FREE advice from the experts - No. 1.

When you build a website it is so that prospective buyers or clients can find information and can contact you! Keep in mind that the web surfer is **very, very impatient** and will only remain at your site for a **few seconds**, no matter how pretty the site is, **and** if they cannot find what they are looking for quickly - **THEY ARE GONE!** Therefore look at your website **RIGHT NOW** and check how easy it is for people to find you. Ensure your contact phone numbers, business address and e-Mail address can be found quickly. I know many people no longer like to display their e-Mail address for fear of spam and use other means to have people contact them. It is always best to avoid putting **home addresses and home phone numbers** on the Internet **BUT** those contact details you **DO** put on **MUST** be clearly visible.

I would still rather display my email address and put up with a little spam than lose one client.

Remember to check out the member's resources library as soon as you receive your Membership I.D. and Password. There is an introductory essay on starting a Web – Based business.

I will continue to keep you up to date with progress and wish you all every success with your businesses, until next time, *'you be good'*.

Regards

Rob Wilson

REMEMBER!

We and our team at AML are in the business of building web pages for the internet and as such, we are happy to receive referrals to pages that need work completed, updated or overall advice on improving the performance of a site.

If you are considering building a new website or wish to ask a question on how you can improve your site please e mail us at enquiries@australiamyland.com.au

Visit our Web Development Site at www.aboutimeweb.com/splash/index.html

“Working together to achieve a common goal for all your businesses”

PS: DON'T FORGET TO CHECK THE ATTACHMENT!!!