



**August 14th 2008**

**Hello Everyone,**

**August already! Crikey!** The year is flying – **JUST LIKE US!!! Yeay!!** So much has happened over the past few weeks.

**I would like to take this opportunity to reflect on where we have come from in just 12 months.**

**Many of our newer members may be wondering what AML is all about! Well here is an explanation.**

**In late July 2007 AML went online** after nearly 7 months of development. The site is meant to help people from overseas, as well as even within our country, to get to know more about Australia as a place to visit.

**In November the idea was proposed** that we should have a **Free Membership Club** so that we can send our Members out information in the form of a newsletter and businesses who become Members can tell others about their services and products. This started off very well and we soon had a number of businesses and Members on our list.

**The membership is now growing and people are joining from everywhere (see below)**

We are super pleased with our first year on line. Our **total visitors for our first 12 months to Australia My Land came to 17,018 visitors and 787962 hits.** Our average is **327 visitors weekly** and 15153 hit per week - **FANTASTIC!**

**But we wanted to do MORE for the businesses that came on board!**

So in the new year we came up with a great affiliate programme idea that will give something to ALL our Members and will help our businesses grow as well.

**What is the difference between a FREE Membership Club and an Affiliate Programme?**

**We can give a lot of things away in a FREE Club** but nobody really wins except people get to know the businesses exist, but receive no real rewards for using them, and we prattle on about Australia and pretend to be important.

**With the Affiliate Programme everyone has a reason** to get excited because everyone **WINS, EVEN FREE Members can earn bonuses and rewards.**

**And Businesses who come on board** receive real promotion whereby Members are given rewards for going to their websites. People therefore get to know exactly what the business offers and receive Member Discounts for using them, oh and **MORE Rewards** when they do!

**Upgrading to a Key Membership or to a Corporate Membership**

**grants the opportunity to receive even MORE bonuses and rewards.**

**HOWEVER, we are still developing this programme** so we are not yet ready to really launch it on a full scale yet. **We only put the final touches to the idea in early April** so we have done pretty well to get so far so quickly.

**Nevertheless we are building the web pages** and the next step is linking them all to a database so that we do not have to add Membership details manually. This should not take long then we go onto programming the Bonuses and Rewards part of the programme.

**Moreover, some Members** have already **earned some Bonuses and have been paid** these starting in July and more have been paid in August.

### **So where to now?**

**We are manually setting up replicated websites for our Key and Corporate Members** so that they can have somewhere to send prospective Members.

**We have one Member who has nearly 50 people in her downline**, nearly a quarter are from overseas, so we welcome all our international 'visitors' and certainly hope you benefit from being a Member of Australia My Land Affiliate Membership (AML-AM).

### **"How can I help?"**

***Maybe you or someone you KNOW wants to fill in a few hours a day and pick up a little extra money or for that matter a lot of extra money!***

- 1. The first Step is to get someone you know, a relative, friend or acquaintance, to join AML-AM as a FREE Member!**
- 2. Take them to the following link and be sure to tell them to place your name down as their referrer!**

**<http://join.australiamyland.com.au/join.html>**

(Copy and paste links to your browser if you problems)

- 3. If you are, or you know of, a business that should be on our site tell them to join AML-AM, at LEAST as a FREE Member so that they can get to know what we are about, OR better still, as a Key or Corporate Member so that they can have their Full Page Profile online STRAIGHT AWAY.**

**See more in Australia My Land TODAY section below.**

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### **[Australia My Land Today!](#)**

#### **- The latest news of OUR website -**

**Our Business profiles are starting to take shape** - you can surf the profiles from the link below - and any of our **FREE Business Members** can upgrade to **Key** or **Corporate Membership** and not only gain the Rewards and Bonuses of being an upgraded Member but we will set up YOUR **Full Page Profile** for our Members to Surf. Our Programme will include earning rewards for Surfing these Profiles (coming soon) so there is a double-reward for upgrading.

**Surf the Business Profiles:-**

**[http://supplier.australiamyland.com.au/pro\\_internet\\_aboutime.html](http://supplier.australiamyland.com.au/pro_internet_aboutime.html)**

**The BIG news for Businesses** is that we now have ALSO 'married' the advertising options on the **Australia My Land.com.au** website to the **Affiliate Programme**, so when you advertise on AML you AUTOMATICALLY become a Member of AML-AM. Download the new **Promotions Catalogue** from the website (or click on the link below) where you will find a complete explanation of the advertising opportunities.

<http://www.australiamyland.com.au/images/amlpricing.pdf>

**We have also developed the replicated sites** for promoting AML-AM and are now setting these up for our **Key** and **Corporate Members**. Meanwhile the new generic link for new Members to sign up with is the following: -

<http://join.australiamyland.com.au/join.html>

If you are still a FREE Member and you send someone to our site to become a Member **remind them to put YOUR name in the 'Referrer' text box on the form.**

If you upgrade to **Key** or **Corporate Membership** you will receive a replicated website like the following: -

<http://lastrade.amlam.com.au/>

Once we get our programming finished ALL Members will have a site similar to this so we will be busy getting them ready for you all. **You will be able to promote your own favourite or 'preferred suppliers'** and tell us a little about yourself as well as have links to your 'back office' where you will be able to keep a track on your progress in the programme.

***"Is there a topic that you would like to see on the Australia My Land website?"***

**We would like to hear from you if you have an idea.** If you submit an idea and we take it up. You will receive \$100 bonus credit docket and your name would be mentioned in the credits for that page. (NOTE: Credit Dockets Launching **SOON!**)

### **The Tally Board:**

**Pages online:- Over 400 WOW!**

**Visitors 30<sup>th</sup> July 2008: 3028**

**Total hits this month to date: 127097**

### **Welcome to our latest 12 NEW members:**

1. Sally Nelson, Morwell, VIC, AUST
2. Mohammed Lakhili Fes, Fes/Boulma, Morocco
3. John Harris AUST
4. Dave Lakat Valdosta, GA, USA
5. David Lykens Shillington, PA, USA
6. Madern Gorem Kuching, Sarawak, Malaysia
7. Ted Roebuck Windsor, QLD, AUST
8. Igor Obreza Avoca Beach, NSW, AUST
9. Rana Hourany Smithfield, NSW, AUST
10. Henry Jeanes Lynwood, WA, AUST
11. Don McCallum Richmond Hill, NSW, AUST
12. Phillip Bryant-Smith Mount Riverview, NSW, AUST

**A special welcome** goes out to those of you that have just joined us; we wish you every success with your life and business and look forward to a long and prosperous relationship. With us all working together **we will generate more possibilities for everyone.**

*“It is YOUR individual contribution that leads to AML overall success and we thank you”*

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## **Members Contribution: Aussie Holidays**

### **- Special Offers**

### ***This months special offer!!***

**This months Aussie Holiday Offer comes from Aussie offRoad Experience - telephone Gaby or Dave 02 9542 1355 for details.**

Australia's biggest attraction is its natural beauty. The landscape varies from endless sunbaked horizons and dense tropical rainforest to chilly southern beaches. **Give Gaby or Dave a call or visit their website at <http://www.aussieoffroad.com.au>**

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## **Sumthin4nuthin**

### **FREE advice from the experts**

**In order for your web site to be found and accessed** by future clients and your **target market**, it needs to be made very visible on the internet through various web promotion strategies. We have mentioned this to you a number of times in the past; the need for **CONTENT** and **KEY-WORDS**.

**UPDATING** your sites content is also very important. **Search Engines** will come back to your site more regularly if they realise that you change things around a little or add something to your site. Every time a Search Engine Spider checks your site **they ADD** something to their directories about your site, maybe extra key-words or search phrases, and they may list you higher if they are happy with what they find. More Search Engines now are also manually checked (by a real person ... ) to provide more service to the searching internet surfer. There is a lot of competition now amongst Search Engines and it is **BIG BUSINESS**, so **THEY** have to get better at what **THEY** do to keep in front. **Google** has cleaned up its pages for a start. Before it was likely that the same website might have a dozen listings in the first 30 or 40, however now when you go to **Google**, **EACH** listing is for a different site. This makes for **FEWER listings** that are **more specific** and therefore the surfer finds what they want more easily. **Better Service** means **MORE** people using **THAT** Search Engine. Therefore as the owner of a website, **YOU** have to keep up with what the search engines are doing; **HEY**, it is not easy! We are having trouble ourselves, **LOL** (laugh out loud) Changing content or moving things around a little helps! One should also make efforts to **UPDATE THEIR WEBSITE EVERY 3 MONTHS at the LATEST!** Some websites are programmed to be changed **EVERY HOUR!** So you need to try and find a happy medium where you can make changes as well. Of course if you are **PAYING** someone to edit your website when you want something done you need to budget for that as well. **All this helps bridge the gap** between you and the target customers though, so it is important if you want to get the best out of your website.

**LINKS** are another important area - **reciprocal link exchange**. The higher the profile of your 'linked exchange website' the better. **HOWEVER**, these links should be '**text links**'. **Search Engines do not read JAVASCRIPT** therefore a graphic flashing banner does not necessarily mean a helpful link. You **MUST** have text 'anchors' as hyperlinks. This used to be okay as simple 'alt' tags for your graphics, however **Google** appears now to be by-passing 'alt' tags as text content, so you need to revert to **actual text links** and **text content** for Search Engine activity. On most of the sites built by **Aboutime Web Communications** you will find **Aboutime Ads**, these are textual links between all our websites and there is evidence that these are providing both cross referencing by internet surfers and Search Engine activity. **To learn more simply e-Mail us.**

**It is the visibility of your business name or brand on the internet that largely determines the frequency of hits on your website, thereby promoting business.**

If you feel that your website is not performing in spite of good design and HTML content, you need to do something about it. E-Mail us if you have any queries about your website.

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## **[New Corporate Business Members](#)**

A special welcome goes out to all the latest Businesses to join as Corporate Members, here is a selection:-

### **Ken from Silver Cloud Wedding Cars**

Check out his site in the [Aussie Businesses Wedding Cars Directory](#):-

<http://www.australiamyland.com.au/pages07/busiwedcars07.html>

Check out his [Full Page Profile](#):-

[http://supplier.australiamyland.com.au/pro\\_weddings\\_silvercloud.html](http://supplier.australiamyland.com.au/pro_weddings_silvercloud.html)

### **Lance from Aussie Speedway**

Check out his entry in the [Speedway Directory](#):-

<http://www.australiamyland.com.au/pages07/speedway07.html>

Check out his [Full Page Profile](#):-

[http://supplier.australiamyland.com.au/pro\\_auto\\_speedway.html](http://supplier.australiamyland.com.au/pro_auto_speedway.html)

### **Col from Cols Bi-tron Auto Products**

Check out his entry in the [Speedway Directory](#):-

<http://www.australiamyland.com.au/pages07/speedway07.html>

Check out his [Full Page Profile](#):-

[http://supplier.australiamyland.com.au/pro\\_auto\\_brennan.html](http://supplier.australiamyland.com.au/pro_auto_brennan.html)

Our [Corporate Business Members](#) can be selected as [Preferred Suppliers](#) by Members and listed on their replicated websites as they become available. [See the example](#):-

<http://protech.amlam.com.au/>

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## **[The Aussie Quiz](#)**

1. The **current Australian Prime Minister** is the Right Honourable Kevin Rudd. How many Prime Ministers have preceded him?  
**A] 20, B] 25 or C] 30**
2. **Aussie Koalas** live mainly on which coast of Australia?  
**A] North, B] South, C] West or D] East**
3. **Uluru** is a what?  
**A] An Aboriginal singer, B] a planet or C] a large rock**
4. The **distance across Australia** from east to west is?  
**A] 8,000km, B] 60,000km or C] 4,000km**
5. When a **kangaroo is born** it is as large as what?  
**A] An orange, B] a watermelon or C] a grape**

Check the next newsletter for the answers.

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*Good luck everyone - I wish you all every success with your businesses. Until next time,  
“you be good”*

*Regards*

*Rob Wilson*

**REMEMBER!**

Our team behind 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 the site.

If you are considering building a new website or wish to ask a question on how you can improve a site please let us know at [enquiries@australiamyland.com.au](mailto:enquiries@australiamyland.com.au)

***Check out our newest sites we have built:***

<http://www.aussiespeedway.com>

<http://www.sfakarate.com.au>

<http://www.aboutimeweb.com/monteray>

<http://www.bitron.ws>

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

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