

It's a... success!

Raise a business you can be proud of with these affordable online marketing tools...

EMAIL MARKETING

Reach thousands of customers with eDM or eNewsletters at the click of a mouse!

SEARCH ENGINE OPTIMISATION

Make sure your online content gets your site seen with top ranking results!

SEARCH ENGINE ADVERTISING

Target the right demographic for your business by associating your advertising with the right keywords and engine queries!

WEBSITE ANALYSIS

How well is your online campaign performing? Be certain with the right ROI tracking and analysis!

SEARCH ENGINE SUBMISSION

Don't wait for your site to be found by major search engines! Utilise our submission programme and hit those search engines up to 5 times faster!

*Australia's favourite
online business
specialists!*

WEB DESIGN

WEB HOSTING

DOMAIN REGISTRATION

ONLINE MARKETING

EMAIL SERVICES

ECOMMERCE

+ MORE!

**READY TO
PUSH OUT
YOUR NEW
BUSINESS
IDEA?**

 **netregistry**

Call 1800 78 80 82
or visit www.netregistry.com.au



Give your business idea the **best possible** start to life

Conceiving the business idea is the fun part. Then, the idea grows – and, pretty soon, you realise the idea actually has legs! So what are you waiting for? Let's get this idea out there!

But that's the hard part! If you've never done it before, you're probably a bit nervous. It's all been very exciting, up until this point – now, you take a deep breath, admit to yourself that you're more than a little nervous, and hope it goes as smoothly as you want it to.

It's not a process you can afford to take chances on, or do blindly; yet many people, out of apprehension (the fear that their business idea may fail), don't consider using external services to make sure that idea gets the best possible start to life, trying to save any penny they can.

Netregistry's driving vision is to bring business owners professional, uncompromised services without having to pay the ridiculous prices charged by most professional external marketing and design agencies. If you've got either a new business you

want to launch online, revamp an existing business, or market and launch a new product line, you can experience the kind of support that until now has been accessible only to heavily funded outfits with money to spare. And, let's face it - in the current climate, you want to make sure you've got a balance between the marketing services you need to turn profits, and a budget you need to keep an eye on. Many businesses are unable to find this balance, and cut marketing from their business plan, altogether – but the irony of this climate is that never before have consumers needed that extra persuasion. You can't afford to lose this from your business aspirations, or they will simply never be realised.

AdManager and **CampaignManager** are the perfect solutions to giving your business ideas an affordable, effective push into the world of online. You get to utilise our world-class online marketing team, who will work with you in a personalised, tailored programme. See what these innovative services can do for you!

NEED SOME MARKETING KNOW-HOW?

Don't waste money on unnecessary recruitment costs or agency fees! We've got the one-stop service for you...

Ad Manager

for only

\$299

per month

Features

- Visitors to your website from 15c each
- Only pay for the visits your website receives
- Personal Account Manager

Campaign Manager

for only

\$1250

per month

Features

- Fully integrated, outsourced online marketing campaign
- Search engine optimisation, advertising and email marketing included
- A complete marketing solution

With our one-on-one marketing programmes, your business will find a new world of customers in no time! Your **Ad Manager** will help you make the most of search engine advertising, in a specially developed pricing scheme that literally puts it money where its mouth is! While **Campaign Manager** gives you a complete campaign strategy and execution; utilising all of Netregistry's premier marketing tools, for half the price you'll pay those pretentious agencies! Visit www.netregistry.com for more information or speak to one of our marketing consultants on **1800 00 15 60!**

HOW BLIND ARE YOU?

Find out for free!

The *Web Ranking* tool checks the performance of your website against all the major search engines; Google, Yahoo, MSN and more. You'll be able to see which pages are performing well and which need some careful attention. It can even show how your competitors are doing, so you can plan your strategies accordingly.

In conjunction with one of our consultants, you will receive an accurate and detailed snapshot of your website's performance and suggestions on how it can be improved.

The stronger your website ranks in the search engines, the more traffic will discover your business. Can you afford to miss even one potential customer? Book your free Web Ranking Report on www.netregistry.com.au or call 1800 00 15 60.

This free offer is limited to one report per customer.



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CAN'T SEE YOURSELF ON GOOGLE?



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How can you see the *future* of your *online business*, if nobody else can?

Search Engine Blindness affects many online businesses. You start up a great business idea, you create the perfect website, you launch your site live into cyberspace, but the internet can be nothing more than an infinite darkness if your website isn't optimised for the search engines. You wouldn't open a shop in an underground basement nobody walks past. So why create a website that nobody can find?

The search engine is the core of any online marketing strategy. It's how the customers explore online and the avenue through which your website will receive the most visitors. This means that your business has to be the preferred answers for the questions users ask search engines, through "keywords" or "search terms". The trick is learning how to use keywords in your online content, and – with 80% of search engine users not looking beyond the first page – using these keyword combinations to make sure you're as close to the top of a search return as you can be. Plus, you need to use them in a way that targets the right people – would you rather 10,000 visitors, with only 1000 of those interested in your product; or 3,000 visitors who are all ready to buy? This is the basis of search engine optimisation.

Effective SEO is a delicate balance of all these aspects – and more. You can't afford not to address it, or not to use the right people and tools to search-optimise your online content. Luckily, we've got the packages to launch your business high into those top Google and Yahoo ranks!

SEO FACTS:

- 1 **80% to 90%** of ALL website traffic originates from a search engine such as Google, Yahoo, MSN
- 2 **70% to 80%** of people using search engines **Do not** go past the 1st page of results (top 10)
- 3 A 1st page position on Google will generate thousands of unique visitors to your website
- 4 'Natural' Search Engine results are twice as effective as Search Engine Advertising

Is your website Search Engine Optimised?

Get seen with one of our affordable SEO solutions

Traffic Accelerator

for only

\$165

per month

Features

- Top of the search results
- Personal Account Manager
- Monthly reporting

Traffic Accelerator Pro

for only

\$499

per month

Features

- Website Assessment
- Dedicated Account Manager
- Detailed keyword Research

Experience Australia's leading SEO program!

The Traffic Accelerator is Australia's leading Search Engine Optimisation (SEO) service, offering a 12 month structured program. The service is designed to firstly optimise your website for keywords important to your business, followed by a campaign of building up the number of websites that recommend your business through appropriate links.

Search Engine Optimisation vastly improves a website's search engine ranking on the three most visited search engines Google, Yahoo and MSN. Starting at just \$165 per month, the Traffic Accelerator offers unbeatable value with proven results.

THE SCIENCE OF KEEPING YOU UP

Netregistry's world-class IT team have developed a unique system to keep your business and data up longer than any other webhost can provide!

It works via a five-layered system...

- 1 **Storage area layer:** IBM fibre channel RAID 5 storage device, running a shared file system (developed to support supercomputing applications).
- 2 **File system layer:** IBM Servers presenting the Storage Area Network (SAN) via multiple Direct Attach Nodes, which deliver large files from the SAN in parallel. Nodes are in active-active configuration, providing redundancy and failover.
- 3 **Parallel data path layer** via our gigabit switching infrastructure. Redundant with active-passive failover.
- 4 **Cluster layer:** Available for your dedicated clustered application servers (www/ASP)
- 5 **Routing, firewall and load balancing layer:** Redundant router in active-passive failover configuration with full BGP redundancy drawing IP connectivity from 2 Tier 1 providers (Optus/Telstra) and 1 neutral Tier 2 peer exchange (PIPE Networks). Load balancers have redundancy and active-active failover configuration.



Australia's favourite online business specialists!

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WANT LONGER LASTING UP-TIME?



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With **99.99% SLA**, Netregistry can keep your online business delivering!

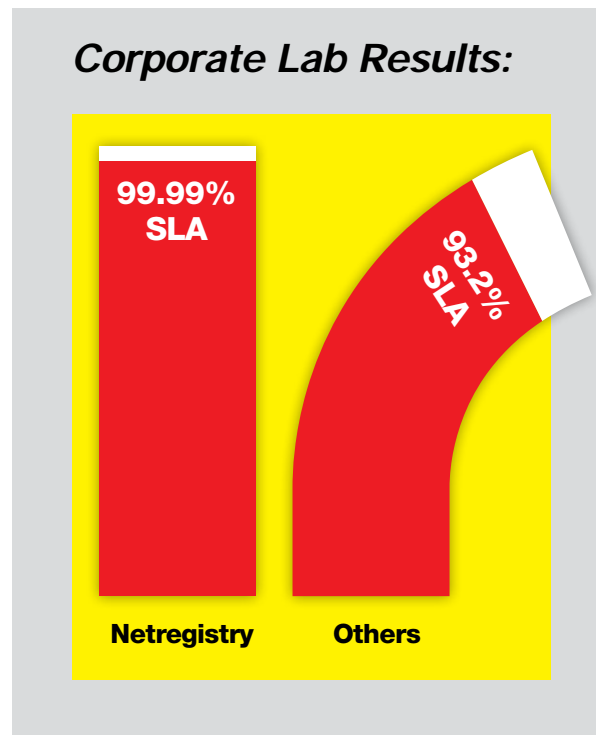
*"It's not you...
it's my server."*

These are words we'd rather never have to say. Server downtime can often ruin the party, right when you need it the most. It's inefficient, it's unprofessional, and, frankly, it's downright embarrassing.

Netregistry privately surveyed over 100 of the country's leading IT managers and online business owners, who identified the failure of their server to maintain uptime as one of their biggest concerns. Sadly, many thought there was nothing they could do about this problem, while others were simply too afraid to speak to their host about fixing it. Mind you, if their host isn't Netregistry, then it's highly unlikely they'd get an answer, even if they did.

"Can anything be done?"

Yes! Netregistry has boldly stood up to tackle the nation's very best in hardware and communications; developing a clustered sandbox system that is rivalled by none, in conjunction with the world's most formidable name in data storage. The results speak for themselves...



So, what are you waiting for? Call **1800 70 80 82** today, and get ready to give your users the very best you have to offer... all day, and all night, long!

*"My, what a
big business
you've got!"*

Keep your online business up and at 'em, with these affordable web-hosting packages...

Economy Hosting

for only
\$15.95
per month

Features

- 100Mb space / 5Gb transfer
- +20 100Mb mail accounts
- Web statistics

Business Hosting

for only
\$29.95
per month

Features

- 200Mb space / 10Gb transfer
- +100 100Mb mail accounts
- Scripting & database support

Premium Hosting

for only
\$99.95
per month

Features

- 2Gb space / 20Gb transfer
- Advanced statistics
- Scripting & database support

Mission Critical

for only
\$299.95
per month

Features

- 24 x 7 x 365 full support
- Service Level Agreement
- Guaranteed 99.99% uptime

Co-location Hosting

**Call us for
a quote**

Features

- Telstra, Optus, PIPE peering
- 99.99% Network SLA
- Tailored rack solutions

*If only we lived in a world where **how we looked** didn't matter...*

Nice idea. But the fact of the matter is that we don't live in such a world. Human beings care very much about how things appear, on very superficial levels. We make very quick judgments, every day - we have to - and as modern life speeds up every facet of our existence, we have increasingly less time to make important decisions. We look for shortcuts - and aesthetics, like it or not, become integral factors to the paths we choose.

There is no greater bombardment of choice (an overload of information that must be engaged or discarded), then in the online world. Here, the modern consumer moves at lightning speed. Research shows that online users spend less and less time on in-depth searching, engaging content and, ultimately, making decisions - decisions that put money into the pockets of some, and deny it from others. The visual design of a website is the first impression your business and brand will make upon a potential customer, and it holds the key to how you are perceived.

So what does a good looking website mean to a consumer?

CREATE TRUST

Online, trust is huge. All those dodgy deals and shonky companies mean customers won't give their money to just anyone. Winning the trust of your visitors is paramount.

An attractive website says you're a successful business that puts effort into every facet. You wouldn't date someone in thongs, with dirty jeans and B.O; you'd choose the attractive stunner with the flash hair and white teeth. Web design is no different!

STAND OUT

Will your site be competitive when standing next to your online competitors? Because people can browse a vast range of websites easily, the design of your site should catch attention and convey the right message to prompt a sale.

Customers are superficial. When it comes to acquisition, look your best.

Is your website a beauty queen or a horror show?
Call the Netregistry Design Doctors on **1800 78 80 82** for a free consultation, and step out onto the catwalk!

*Smarten your website from as little as **\$199!***

Incredible new custom website packages, offering:

- Personal Account Manager!
- Easy content management!
- A range of features and add-ons!
- Many styles and templates!

How does it work?

1 Talk to us!

Call **1800 78 80 82** and speak to one of our friendly Account Managers.

2 Put us to work!

We tailor a design to suit your specifications.

3 Hello, cyberspace!

Once approved, your new website can go live onto the web, ready to blow away your admirers.

Call **1800 78 80 82** to talk to one of our friendly sales staff about how you can have the website you never knew you could afford!