

Recent work



Agenda TV and Front Page

Agenda TV broadcasts a weekly political interview program on TV One on Sunday morning. Its parent, Front Page, also produces corporate videos for significant New Zealand Corporations. Netco designed and built the content-managed site using E-xpert's MoST editor.

www.agendatv.co.nz



Look, Learn, Invest

A web site established by the Securities Commission to help people make wise choices when they entrust their money to financial investors. No Netco design this time but we coded and assembled the site.

www.looklearninvest.org.nz



No Spam, please

Netco has published newsletters on behalf of communicator, John Bishop for some years. Now, we've automated the process to allow a one-step process for publishing to his subscribers and his web site. John's taken the new anti-Spam law to heart. See how he's adapted to it.

www.johnbishop.co.nz/opt-in.php



Pretty, but private

Intranets make good use of web pages to publish internal documents, manuals and news to staff. Netco has recently completed coding such a site for the Collections division of the Ministry of Justice.



Freelance journalism marketing

Freelance journalists and newspaper and magazine editors can trade in this new, Netco-built site. Editors select freelance articles to publish in return for a fee. Netco built the content management system, the membership manager and incorporated RSS feeds.

www.freelancemarket.co.nz



A weekend in the Wairarapa

Martinborough has changed in recent years from a sleepy country town to a centre of wine, food and a weekend getaway for Wellingtonians. Sheehan's on Dublin is just the place for that relaxing weekend. A rural outlook, welcoming air and a nice wee web site courtesy of Netco design and build.

www.sheehan.co.nz

While house prices continue their crazy climb, web ratings company, Nielsen, claims 86% of New Zealanders prefer the web to search for a house. Reading newspapers or using agents, it seems, is old hat. The top site for searches, by far, is Trademe. With hindsight, the Trademe sale might have been a snip for Fairfax at \$700m.

All readers may not be aware but fully half of the recent sites featured to the left involve Netco builds for former Television New Zealand employees. The writer also spent his youth and part of his middle age in the service of the state-run goggle box. It begs the question, why does TVNZ let this talent slip through its fingers? Are there any old reporters left?

Want to see a stunning satellite photo of New Zealand? NASA has just the picture for you:

http://visibleearth.nasa.gov/view_rec.php?id=4860

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NetCo
Design, build, maintain

update

Put your name on the map

This issue

(how to bring business right to your front door)

Mapping

For a while, on-going royalty fees made dynamic location maps expensive, which is why most sites that Netco designed and built used a static graphic map to show their physical address.

Stemming the spam flood

Google has come to the rescue. It has allowed developers, such as Netco and by default, its customers, to use its extensive street and satellite maps free. Now we can place a street map on your web site that visitors can scroll around, zoom into, zoom out of and receive street directions in text and graphics. They can also see your address marked on a street map, a satellite image or both.

Use Google to keep tabs on your competitors

To its credit, Google hasn't plastered the maps with advertising other than its own logo and a copyright notice.

Latest work

The maps should be a boon for associations, to list the physical location of each member, and for individual businesses who accept visits from customers such as shops, bed and breakfasts, hotels and markets.

IE 7 takes over



The only costs involved in having these location maps installed on your site are for Netco's time to write the code that highlights and centres the map's focus on your business. Google charges no initial or on-going fee.

For associations with many members, we can implement a version of the map that allows each member to have his or her business mapped when a visitor searches for individuals by location or

name. For bed and breakfasts, the maps allow an efficient way of letting first-time guests find you because they can zoom out to find your region and then zoom in and scroll, noting main roads and side streets to reach you.

Because a picture is worth a thousand words we've set up a display map at:

www.netco.co.nz/maps

We can install these maps on any site for any region of New Zealand (or anywhere in the world, for that matter).

Should these interest you, please enquire about the type of map and we'll gladly quote to install them on your site. Ω



Googling your competitors

How to spy on the competition

In only 8 or so years, Google came from nowhere to be the Internet search tool of choice. It's big, comprehensive and has vast buildings full of geeks who spend their conscious hours devising more ways for their employer to become more irresistible and powerful.

Much of what motivates Google is money and staying popular and in those pursuits it's introduced many software programs that let you play with your web site to find out your own popularity and how to keep it high. Other Google programs let you keep tabs on your competitors.

Google alerts

Register your competitors' products, your own, your friends and even your own name and let Google send you an e-mail every time the words appear on a web page. Follow the antics of film stars and sports heroes but most of all, follow your own product names and trade marks and those of your competitors'.

www.google.com/alerts

Google search

Dig through the web to find out who links to your site and what they say about you. When you go to Google, enter this format for a search, substituting the name of your own site:

[link:http://www.netco.co.nz/](http://www.netco.co.nz/)

Don't put a space between the "link:" and the beginning of the web page address or it won't work.

If you make purple widgets and you want to know what your competitor has to say on the subject, use the format:

[Purple widgets site:www.your-competitor.co.nz](http://www.your-competitor.co.nz)

Google will search only in the specified site. Should you wish to learn about purple widgets on .co.nz sites only, use the format:

[Purple widgets site:.co.nz](http://www.your-competitor.co.nz)

Many sites use the HTML "Title" tags to give each page a title. It might be "about us", "Staff profiles" etc. To search page titles:

[News](#) [Scholar](#) [more »](#)

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)



[Intitle:purple widgets](#)

Google will find pages with 'purple' in the title and 'widgets' somewhere in the body of the page.

A slight twist on this is to use the format:

[Inurl:purple widgets](#)


This search looks for mention of 'purple' in the URL and 'widgets' in the page content. Remember, the URL is the fancy name for web address, the whatever.co.nz bit.

Google's advanced search page allows the refinement of searches. Look in the address bar of your browser after you hit enter and see how Google formats these searches. Then it's easy to learn how to bang out fast, refined searches instead of grab-alls that bury your target 590 screens deep amongst a load of irrelevant dross.

My own name's a good example. Spavin is a horse disease with several variants: bone, blood and bog, describing arthritis, varicose veins and haematomas in horses' legs! There's a dog show judge with the same surname in England who has her name mentioned at seemingly every dog show in Europe. If I Google my surname, I find hundreds of these irrelevant entries. Using Google's advanced search, I can cut out dogs, vets and horses.

A search on Spavin without the ponies or pooches cluttering the place up would look like this: spavin -horse -dog -vet -veterinarian -cure -blood -bog -bone

Hunt out your own name or product (or your competitors') by going to Google's advanced search and using the search box's inclusion and exclusion fields. Then refine your searches until extraneous hits are filtered out.

Searching on Spavin using exclusions returns 30,100 hits, searching on Spavin alone returns double that and they're probably all about horse disease or dog shows. Work on it more and you'll soon have an exact search you can run monthly to check your own information and snoop on your competitors'. 

Spam, spam, spam

Stemming the flood

Spam is swamping the Internet for both users and providers of e-mail and Web services.

OneSquared, Netco's provider, is no exception. All e-mail accounts we service now carry spam filtering.

You can resist it in other ways. If your e-mail account is a 'catch-all' you are probably copping an unfair volume of spam. A catch-all means your e-mail accepts anything as long as your domain name is addressed correctly. That is, bob@mycompany.co.nz is as good as deadhead@mycompany.co.nz. Instead of a catch-all, ask us to substitute aliases. You would have an e-mail account and up to 4 aliases, such as sales@, info@, enquiries@ etc. Your account would reject anything not specifically addressed to the main account or any of the aliases, bouncing it back to the sender.

A Netco customer recently had his e-mail address adopted by a Romanian spammer and when the spammer's list of recipients proved out-of-date, our customer received several thousand rejection messages each day in his in-box as the spam failed to find a legitimate address. Dropping the catch-all on his e-mail blocked and bounced virtually all of them.

The recently passed Unsolicited Electronic Messages Act 2007 aims to stop New Zealanders sending spam but probably 99% of it originates offshore.

If you send commercial e-mail newsletters you should be aware of the provisions of the new Act to ensure that all of your commercial e-mails are expected and legitimate.

Let your recipients "opt in" to your mailing list - don't subscribe them yourself. Let them "opt out" (unsubscribe themselves). Don't disguise your originating address.

We make web sites, we're not lawyers so seek legal advice if you think your e-mailing activities might brush up against the anti-spam law.

Here are reference sites to learn more:

<http://www.beehive.govt.nz/ViewDocument.aspx?DocumentID=27828>


IT Minister, David Cunliffe's second reading speech. It sets out the aims of the law and why it's considered necessary.

www.bellgully.com/newsletters/01Media/marketing_antiSpam.asp

Help yourself to some free advice from Advice from Bell Gully, lawyers

<http://www.antispam.govt.nz/>


Internal Affairs' advice site on spam.

Recent research suggests the United States is the biggest producer of spam with China and South Korea a distant second and third. 

Netco search upgrade

Our own site search engine has been improved with new features.

The latest addition to Netco search lets your web site visitors see their search terms highlighted throughout the web site. Say they search for "television" on Netco's site, and the first result is labelled 'How to write a press release'. Before, if they clicked the link they'd have seen the article, but wouldn't have known where "television" appeared in the text. With search term highlighting, they can quickly scroll the page and see each term lit up, making their hits obvious.

The highlighting goes a step further: it will highlight search terms in the plural, e.g. searching for "fox" will also highlight "foxes" in the hit pages. Try it out on the Netco web site and talk to us at info@netco.co.nz for your own. 



We wish all our customers a safe and enjoyable Christmas break.

If you are working right through, our sympathies.

If you need work done over the Christmas and New Year break please let us know and we will fix it. 