



Bruce's Business Tips: Does Your Website Actually Bring in New Customers?

Last month alone, more than five billion searches were run on Google. The Yellow Pages are dead. My 75-year-old mother doesn't even look in the Yellow Pages anymore. The issue now? How do you create and maintain a web presence that correctly markets your business? According to a recent Forrester study, if your website is over 36 months old, it is just as dead as the Yellow Pages. Wow. Just 36 short months.

In this article I am going to share with you two simple secrets you can do on your

own to revitalize your website.

The first thing you need to do is update your home page. Create and add a headline that grabs the potential customer's attention and holds them on your page long enough to stop surfing and read about what your business has to offer.

The headline should be simple and near the top so the visitor sees it without having to scroll down. As an example, on our

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Who is Dynamic Edge?

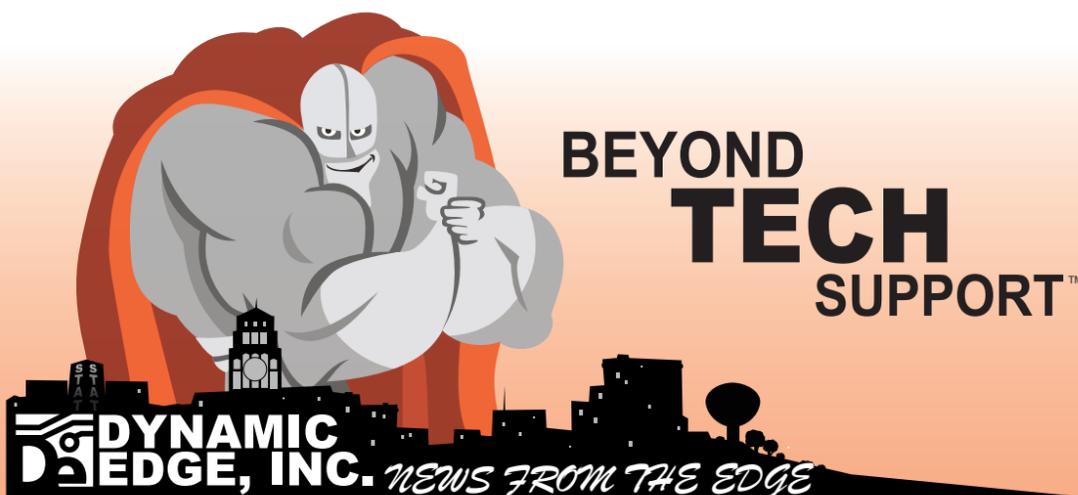
At Dynamic Edge, we do things differently, because we understand the pain of working on a slow machine, only to have it freeze up right before that critical "Save." We've all had bad experiences with 1-800-TechSupport. And we also know that, to rescue someone from a computer emergency, you have to go Beyond Tech Support.

After thirteen years of providing technology services to all types of businesses, we've learned that very few things are as frustrating as persistent computer in-

terruptions. So we've built a company of people, who want to help people like you find cost-effective solutions to pressing technology issues. With a team of highly trained and certified individuals, we can handle your toughest technology challenges – without burying you in tech-talk.

From Network Design and Installation to Custom Database Construction, to Web Development, Smartphone Applications and much more, Dynamic Edge delivers powerful results through our people-centered approach.

"When you're having a technology crisis, the last thing you need is a fast-talking, know-it-all who doesn't let you explain a problem; and then acts like you have no idea what you're talking about."



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Bruce shares 3 steps for turning your website into a lead generating machine!

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BACKUP ALERT!

Businesses are losing data right and left. Learn a simple strategy to keep your data safe.

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Hacks on Macs

Don't let your Mac get infected! Hackers are on the rise. Inside we will share why you have been safe up until now and what you need to do to protect yourself.

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Extended Content @: www.dynedge.com

What Can You Learn From a Roller Coaster?



Recently I traveled with a group of my fellow DynEdgers to Cedar Point for our annual HALLOWEENDS trip. I believe that events (such as fantastic trips to Cedar Point!) are great team building exercises because they help build a feeling of camaraderie. Waiting in line for the tallest, fastest, scariest roller coaster in the world, one might have the opportunity to see a co-worker go through excitement, trepidation, intimidation, wavering confidence, and finally pure joy. There's a lot of time for conversation, too, which provides golden information that **will help with future conflict management as well as project collaboration.**

It's easy to understand why collaboration happens. When you walk side-by-side for 10 hours — with the same wind-blown hair, sunburned nose, and adrenaline rush from riding as many of the gargantuan roller coasters as you could — you learn a lot about a person that you just can't learn at work. **Cecilia Spencer**

Backup Alert!

Big Trouble in Small Packages: Viruses, Malware, and Ransomware

There are some nasty little bugs running around the Internet these days. One of the current bad boys is a cryptolocker virus. This piece of "ransomware" literally holds your data hostage for a cash ransom.

The bad news? It's just the latest addition to a long list of potential threats. If you're not prepared, your business could be down for days. The good news? Protecting yourself and providing a speedy path to recovery isn't difficult.

Backup, backup, backup.

- The best recovery plan is the one that lets you get up and running as fast as possible. A full backup – including the operating system – is a prudent move.
- A good – and recent – backup allows you to quickly restore your system to working order in the event of an infection.
- Rotate your backup drives. Some viruses and malware have a dormancy period. If you find one backup drive is corrupted, you have another to fall back on.

Use caution when receiving email attachments.

- If you aren't expecting to receive an email attachment, don't open it. Malware and viruses commonly spread via email attachments.
- If the email message is full of spelling or grammatical errors, is from Royalty, promises you a large financial reward, or even threatens you under the guise of a government agency, don't click the link. Links are another common source of infection.

Check your backups.

- Periodically test your backups by running a test restore.
- If you have to restore a backup because of infection, protect yourself from future time bombs by running a virus/malware/ransomware check on your freshly restored computer, too!

Keep your antivirus up to date. Viruses change at a furious pace. Antivirus packages do their best to keep up, but the simple fact is that they can only cure the viruses they know about.

If you love it, back it up. It bears repeating! Be it family photos or your absolute favorite spreadsheet – if it's important to you, back it up. Seriously. **Do it today.**

Bruce's Business Tips Continued:

Does Your Website Actually Bring in New Customers?

website, we use headline "Need Help Now?"

Also, you should update your homepage headline often, even if you think you have a good one. Why? So search engines know your website is alive. We will talk more about this later.

The second secret is to add testimonials to your site. Testimonials let visitors see that others value your product or service and, importantly, they add new content for web crawlers.

Here's how you get a good testimonial in four quick steps:

1. Contact your customer and ask them if it would be okay if you came to their office and took a video of them talking about your company.
2. Grab your iPhone and find a well-lit quiet area at their office. Pay attention to the background.
3. Ask the customer three questions: Who are they? When did they start working with your business? How has your product or service made their lives better?
4. Record them answering these three

questions three times. Post the best of the three recordings on YouTube!

As mentioned earlier, testimonials also help search engines realize your site is "alive". Here's the issue: there are little robots that are constantly following every link on the web and if your site never changes, these little robots decide you went out of business, especially after two months of stagnant content. A blog is helpful, but it isn't enough. You really need to update other pages and this is where testimonials come in. Put them up on every page to add some new content and give these little robots something to talk about!

Okay, that should get you moving.

Looking for more information on what you can do to improve your website's contribution to your top line? Give us a call. We will schedule a FREE 9 Point Website Health Checkup to help you understand where you are going wrong, but hurry, we are only doing 5 of these for free.

Don't make the first five? No worries, we normally charge \$297 for this website review.



Powered On or Powered Off, That is the Question

In the early days of computers arriving in our offices we were all admonished to turn off our computers when we left for the day and for the weekend. The reasons were varied:

- "You'll get screen burn!"
 - "You'll shorten the computer's life!"
 - "If you leave your computer on, a mime dies!"
- (Okay, this be exaggerating just a little here...)

The question persists today, but surely the world must have changed in the last 20 years. Should we still be turning off our computers when we aren't using them?

The world has indeed changed, unfortunately for the worse. With the proliferation of viruses and threats over the last few years, it's pretty much a necessity to leave your computer running overnight and over the weekend. Here's why:

- **Anti-virus programs and anti-spyware applications need regular updating.** These updates are often

scheduled to run in the wee hours of the morning when you're still dreaming dreams no mortal ever dared to dream before.

- **Windows also needs to be updated whenever a new security patch is released.** This is usually not daily, but it may happen several times a month. It's important to update your operating system as soon as a patch becomes available because hackers move very quickly to reverse engineer Windows updates. As soon as an update is released, they create a virus specific to that vulnerability and start looking for unprotected machines to infect and invade.
- **In addition to the above, you should be backing up your data every day,** and the best time to do this is at night when you are not using it.

Bottom line? Leave your computer on and restart it occasionally to clear the memory. The mimes can fend for their selves.



MEET THE DYNEDGER



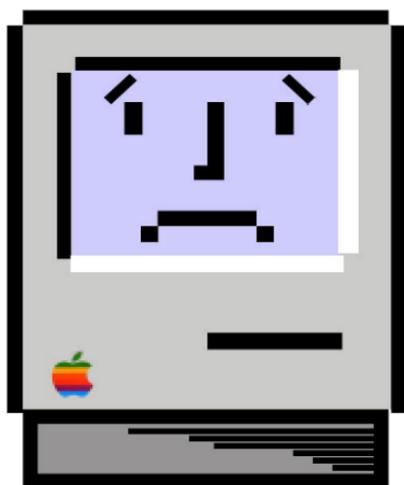
Chris Phillips,
Air Traffic Controller

In his years of professional experience across many platforms, Chris has acquired a polished skill set in customer service and tech support. His greatest asset is his ability to listen, which is actually the most important step (and most overlooked step) in problem solving. He not only listens well, he also enjoys helping people and taking on new challenges. On the weekends, Chris enjoys embarrassing his 4 kids by blasting old skool rap out of the sub woofers in his car trunk.

On the Lighter Side...

Little known fact: Chris is an only child...and so is his little brother. How is that possible? Little bro Josh was born during Chris' senior year of high school just four days before his 18th birthday. Have you ever tried doing college calculus and 2nd level physics with a two year old drawing in your books? No wonder Chris can multitask the way he does. And no wonder his lil' bro is world famous physicist Stephen Hawking!

Hacks on Macs Are on the Rise



Macintosh computer users have long enjoyed relative freedom from hacker attacks. However, researchers at Symantec Corporation say online criminals are now setting their sites on Mac users.

There is a belief amongst users that Macs are essentially more secure than PCs because they are built better, but security experts would argue differently. They believe that the Mac is actually no more secure than a PC.

In fact, they note that the relatively low number of viruses, exploits and other cyber attacks directed at Mac users is due to Apple's relatively small market share of the computer market.

When we say market share we mean how many business users there are on the device. A business user has access to a company's files and is worth more than a home user on the open market for infected computers because they can connect them to a larger business and business financial information. For example, an end user computer is only worth about \$5 where as a business computer can be worth as much as \$25.

"I don't think that the Mac OS is more secure than Windows -- I think it is safer than Windows because there are less people trying to attack it. There is a big difference," Natalie Lambert, a senior analyst at Forrester Research recently shared with MacNewsWorld.

With that said, the fact remains that for every single attack on a Mac, there are at least 100 attacks on Windows-based systems.

So what should you do if you own a Mac? Use the same safe online surfing practices as PC users:

- keep your anti-virus software up to date.
- avoid opening email messages from senders or email addresses you cannot readily identify. Do not open attachments you are not expecting or double-click links in these type of messages.
- never share usernames or passwords over the phone with callers claiming to be from your financial institution. Legitimate companies will never ask for this information over the phone.

Fixed IT:

Saving the World One Computer at a Time

If your business is using "pay-as-it-breaks" computer support, I'd bet your issues never actually get fixed, **do they?**

With Fixed IT, we pro-actively monitor & protect your entire network, **so it doesn't break in the first place.**

Consider your computer saved.