



TechTip Newsletter

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Why Have I Enclosed a Magnifying Glass with this Month's Newsletter?



I did this to further reinforce the urgency for you to investigate and sign up for our **Intelligent IT** managed services plan .

If you are already an **Intelligent IT** client, congratulations! You can rest easy knowing we are watching over your network and data to make sure you don't have to deal with the devastation of lost data or expensive downtime.

But if you AREN'T signed up for our service, the magnifying glass is a reminder that even though your network and data backups *seem* to be working fine, there can be hidden problems lurking under the surface that can eventually come back to bite you.

For example, your hard drive can malfunction without warning and erase all of the data stored on it. Some viruses are getting harder to detect because they cloak their presence while doing their dirty work. Miss a critical security patch and you're completely vulnerable to a hacker. Worse yet, install a critical security patch and it could blue screen your computer. Updates need to be tested to make sure they won't blow your system up. Then there's the dreaded backup failure. The chances of your tape drive backup failing is 100%; that's right, all drives and tapes fail at some point. What makes this so dangerous is that they may appear to be backing up your data when they actually aren't. Or, the files could be corrupt making the backup useless.

Our reliance on Internet access, e-mail, and database programs is, without question, becoming greater and the stakes for losing data are rising. As a business owner, you just cannot afford to put your business at risk, especially since it's so easy to prepare for and prevent these disasters from happening in the first place.

To find out how we can help take this burden off your schedule (and your mind), call us today for a **FREE Network Health Check** offered on Page 3 of this newsletter.

Website Migration Complete!

In April we received notification from our primary web host that they would no longer be providing hosting service to developers and we had until June 30th to move our websites to new servers!

This was not a surprise to us, just an inconvenience since David saw this coming last year when they refused to sell us a larger package.

The move was a huge inconvenience and we're happy to say that it's finally done!

We'd also like to thank all our web clients for their understanding and patience throughout the last 10 weeks; even if yours was not one of the almost 200 websites we had to move, you may have been affected by a somewhat slower than usual response to website updating.

Thank you everyone!

The good news—new hosts offer new services and we'll be talking about those next month. Something good always comes out of change.

Dell gives in to consumer demand for Windows XP

Buyers wanted the option of the older Windows operating system so, back by popular demand: Windows XP is available again.

PC maker Dell Inc. posted on its Web site that it will once again let home PC buyers choose between Microsoft Corp.'s older operating system and Windows Vista when they purchase certain new machines.

Dell, like many computer makers, stopped offering Windows XP on most home desktops and laptops very shortly after Vista launched at the end of January.

By late March, the company said, only two models aimed at home users could be configured with XP (the option still existed for many models intended for business users).

But on Dell's IdeaStorm Web site, where visitors can post suggestions for the company and vote on the ones they think are important, a plea titled "Don't eliminate XP just yet" racked up more than 10,700 votes.

"We heard you loud and clear on bringing the Windows XP option back to our Dell consumer PC offerings," Dell responded in a Web posting.

The company said it would immediately offer Windows XP again as an option for four models of its Inspiron notebooks and two models of its Dimension desktop PCs.

This comes just weeks after Dell said it is also planning to offer PCs with Linux, a free operating system that competes with Windows.

Microsoft countered that Dell's move was in response to a "small minority of customers" with a "specific request."

"We heard you loud and clear on bringing the Windows XP option back to our Dell consumer PC offerings," Dell responded in a Web posting.

Michael Burk, a product manager for Microsoft's Windows Client group, said, "The vast majority of consumers want the latest and greatest technology, and that includes Windows Vista."

Michael Gartenberg, vice president and research director of JupiterResearch, said many consumers continue to buy Systems pre-installed with Windows XP because it's familiar, it works with their existing hardware and programs, and it is overall "good enough," even though Vista boasts a prettier user interface and stronger security.

Microsoft is going to have to work very hard to make sure that even if companies like Dell are offering to sell systems with XP, their customers don't opt for it.

Now is the time for Microsoft to crank up its Vista marketing, which, based on current user satisfaction, may prove to be harder than it sounds.

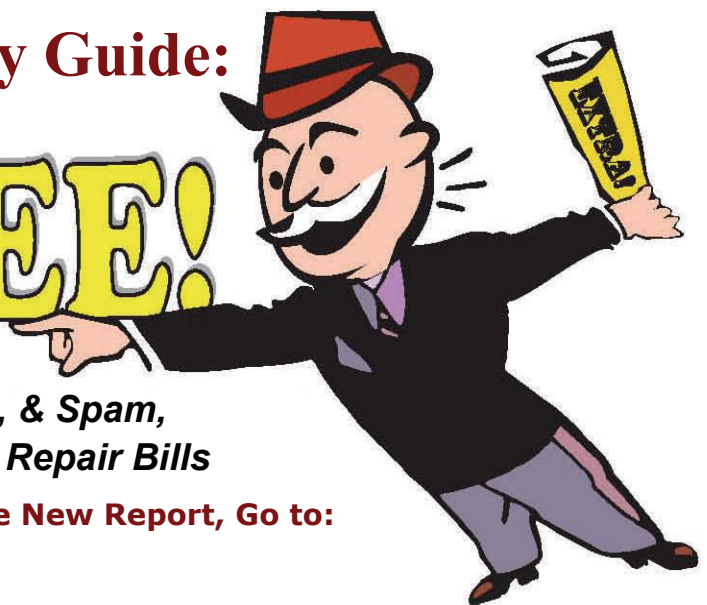
Or they can just sit back and wait because as of January 1, 2008 no one will be able to sell Windows XP. All new PC's will come pre-installed with Vista "whether we like it or not"!

FREE Business Advisory Guide:

How To Keep Your Computer and Network Safe From Crippling Pop-ups, Viruses, Spyware, & Spam, While Avoiding Expensive Computer Repair Bills

**To Get Your FREE Copy of Our Exclusive New Report, Go to:
www.GoAmerican.com/freereport**

FREE!



10 Essentials for Your Next Web Redesign

If your website is 4, 5 or more years old, you're probably due for a re-design. Here are 10 practical tips to help get you started. Give us a call and ask about our website re-design special.

- 1. A Look and Feel that Reflects your Business**
Your website is increasingly the first impression that your company makes. Do customers know that they found the right site? Make it an extension of your office, shop or restaurant.
- 2. Clear Navigation**
Make sure your site skillfully shows visitors where they are, where they can go and how to get there.
- 3. Visual Hierarchy**
Balance key elements including font size, style and page layout to drive visitors directly to what they are looking for.
- 4. Concise, Easy To Scan Text**
Break down information into bite-size chunks. Summarize paragraph content in the first sentence and use subheadings and bullet points when possible. People scan text to find the information they want to read.
- 5. Your Message—What makes you different!**
Your site is a 24 hour stand-in for your sales team, customer service staff and PR department so sell your uniqueness! Focus on your customer's needs, not yours.
- 6. Search Engine Visibility**
Use your key words in headers, page titles and page address.
- 7. Consistent Design**
To aid in easy navigation, a well designed website needs to have a similar layout, style and navigation elements throughout.
- 8. Additional Domain Names**
Domain names where the words are separated by dashes (American-Computer-Technologies.com) may also help you to be found in the search engines. No need for an additional site—we just point the new domain to the current site.
- 9. Communication and Data Collection**
Add forms to your contact pages to gather information for marketing to your visitor at a later time—with their permission, of course) Your visitors' email addresses are like gold!
- 10. Fresh, Relevant Content**
Search engines and visitors both like freshly updated sites and will come back more often when the content is changed on a regular basis.

Free Network Health Check Gets You Started

If you want to finally kiss your computer problems and worries goodbye, then call us during the month of August and we'll schedule a **FREE Network Health Check** to...

- Check your network's current security against hacker attacks, theft, worms, viruses, and even employee sabotage.
- Scan and remove spyware that is secretly stealing your company's bandwidth, jeopardizing the speed of your computer system, and embezzling confidential information about you, your employees, and your business.
- Check your network's backup system to ensure it is working properly and accurately backing up all of the critical files and information you never want to lose.
- Diagnose slow, unstable PCs.
- Review your company's firewall settings.

After we're done, you'll receive your network report card that will reveal where your network is strong and secure, and where it's vulnerable to data loss and corruption, viruses, hackers, and other threats.

We'll also show you how our **Intelligent IT** will offload the worry of maintaining the security of your data and the time-consuming burden of dealing with computer problems in your office.

To secure your **FREE Network Health Check** call me at 781-834-9208 ext. 201 or e-mail me at support@GoAmerican.com

I'd Love To Hear From YOU!



Is there an article or a feature you would like me to include in this newsletter? Do you just want to "sound off" about something or share your opinion with my other subscribers? Let me know!

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Fix It Fast With Remote Support!

Is there anything more frustrating than having your computer, printer, or other vital piece of technology break down and stop working?

Of course, it never fails to happen without warning and at the most inconvenient time.

But what *really* makes your blood pressure rise is having to wait hours or even days for a technician to show up to repair it. Not only is it frustrating, but it can negatively impact your business in more ways than one.

Our Remote Support Gets You Fixed FAST

Now, thanks to our **Intelligent IT** managed services, we can access your computer from a secure broadband connection to diagnose and troubleshoot your computer or other device via the Internet while you watch.

Gone are the days when you had to lug your computer to a repair shop or wait for a technician to show up. Almost any type of problem you experience with your computer can be fixed remotely without having to wait. But the benefit of this service doesn't stop there.

Here's An Even BETTER Benefit of Remote Support That You Probably Didn't Think Of...

Since most computer problems can be prevented with proper PC maintenance, our **Intelligent IT** solution allows us to monitor your computer network for problems and address them BEFORE they turn into downtime, data loss, and other issues.

Many of our clients have already subscribed to this service and **absolutely love it!** You can either call us or go to our website www.goamerican.com to sign up for our FREE Network Health Check. You'll be glad you did!



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"Look on the bright side. With a credit score that low, nobody will dare steal our identities."

Staying In Contact With Your Customers Without Being Labeled a Spammer!

Some recent marketing courses we've taken have reinforced something we've known for years; keep in contact with your customers or they may forget about you.

Many of our web clients send out regular emails to remind their customers of events, sales and special promotions. The challenge is to get this done without being labeled a "spammer."

Some Internet Service Providers (ISP's) will let you send out up to 100 emails in a group at a time with no more than 5 groups sent within a 24 hour period. While that's OK if you have a small mailing list, it can take a week or more if you have several thousand names in your list. And, you have to administer your lists — adding new emails, deleting bounce-backs and requested deletions.

We can help! For just \$75/month and \$.015 (one and a half cents) per email address, we'll get your mailing ready, update and maintain your mailing list and send it out for you in a timely manner.

You can send:

- Newsletters
- Surveys
- Announcements
- Specials
- Calendars
- Sales flyers
- Much, Much More!

Call David today and see how easy we can make your email marketing program!