

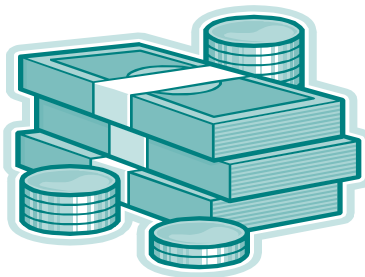
TechTip Newsletter

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December, 2007 Volume 2, Issue 5



SAVE BIG MONEY Upgrade Your Computer Network NOW!

“I Have A Perfectly Legal Way For You To Save A Bundle Of Money On Taxes and Computer Hardware, But You Have To ACT FAST...”

If you hate handing over a chunk of money to Uncle Sam every year (and who doesn't!), here's some important info...

Thanks to a tax deduction titled a “Section 179 Election,” you can buy up to \$100,000 in new office and computer equipment, and expense—or write off—that entire amount on your 2007 tax return. However, the election has to be made in the year of purchase, which means you cannot buy a computer this year (2007) and then try to expense it next year (2008).

If you want to see how much small businesses love the Section 179 deduction, take a little peek inside any office furniture or equipment store between Christmas and New Year's Day. Chances are you'll see lots of buyers racking up some year-end deductions!

If you upgrade your computer network before December 31st, you can claim a BIG tax deduction THIS YEAR.

And, to sweeten the deal, we've uncovered a number of rebates and discounts on workstations, servers, and laptops to save you even MORE money on a network upgrade.

With the tax savings and discounts available, NOW is the absolute BEST time to upgrade those old computers and spiff up your network infrastructure.

**But you have to hurry - call us TODAY!
You only have until December 31st to make the upgrade!**

How New Viruses Get Named

Thousands of viruses are currently circulating on the Internet with more being discovered daily. So how does a virus get it's name?

There is no official government body or organization that names viruses. In most cases, the anti-virus company that discovers it gets to name it; and, it's a very competitive race to see who can discover new viruses first!

The criminals creating viruses like to leave clues as to what they want their virus to be named, but researchers who discover (and fight) them don't give their authors the satisfaction of keeping the name. To hackers, creating a destructive, difficult to disable virus is a badge of honor. So instead of giving these cyber criminals the publicity they crave, virus researchers will name a virus based on the type of system it attacks, what it does, or other random reasons.

For example, the Code Red virus got its name from an eEye Digital Security researcher's beverage of choice -- the cola variety of Mountain Dew soft drink. Apparently he was drinking this the night he cracked the corruptive code.

Creativity aside, most anti-virus companies have policies and letter-number formulas for naming viruses because it's becoming more and more difficult to come up with unique names for viruses. Symantec's Norton anti-virus software currently has a catalogue of over 58,193 known viruses—and the number grows every day.

Search Engine Optimization

By George Whitcher

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ACT Smart Web Design Team

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. Did you know according to a recent study, more than 60% of websites lack the proper web programming to be ranked properly by Internet search engines?

I am going to provide you with 5 questions to ask that will help you to have a well optimized web site!

Who is your target consumer?

Just like any other form of Marketing, you need to distinguish who your target consumer will be. You should picture that consumer and keep them in mind the whole time you are working on your website. What do you think will bring this kind of consumer to your site? Which brings us to our next question.

What are your keywords?

Now that you have chosen your target consumer you need your keywords to go along with your consumer. Keywords are a way to hook your clients in through strings of words corresponding to your web site. Start with a phrase. If your web site is about clothes, you would use phrases like "men's clothes", "women's clothes", "sale", and so on. These are very vague and you'd want to use more specific, targeted words to attract your visitor.

It is not good to over do keywords; a good rule of thumb is choosing as many keywords as you do pages. There are many sites to help you with keywords. I use Google Ad Words <https://adwords.google.com/select/>

What is the content of your page?

Are you targeting the consumer in your pages content? For about every 400 words there should be approximately 9 keywords used. The more places you put keywords, the better but remember again you can't over do it. You also should name all the images on your webpage with some text that includes your keywords or phrases.

Do you have Meta Data on your pages?

If you are asking "What is Meta Data?" you most likely don't. Meta Data is one of the most important factors of search optimization. This is where you enter keywords and your sites description to be read over the search engine.

The description is displayed under your sites title in the SERP (Search Engine Results Page), this is a brief paragraph about your website which tells people what your web site is before they even click on it.

Keywords (Those you chose earlier) will be entered into the Meta Data under the keywords and search engines will scan them helping with your results.

It is not good to over do keywords; a good rule of thumb is choosing as many keywords as you do pages. There are many sites to help you with keywords. I use Google Ad Words [https://](https://adwords.google.com/select/)

Is your Page Title Interesting?

Page titles are probably the most important and here's why. When you search for something in a search engine this is what displayed on the SERP (Search Engine Results Page.)

This is what most likely gets that person to click the link you so badly want them to hit. Use keywords to "hook" the person to click that link. You have to get that client to actually visit your site before any of this previous data is even relevant so you can understand the importance of this step. Search Engines like Google hold page titles high in rank when indexing a site, too

It may take some time for you to notice results yourself so I suggest setting up with Google Analytics <https://www.google.com/analytics/home/> that way you may monitor your results a day after set up with graphs and a map pointing to where in the world your hits are coming from. Send us your set up information and we'll put a Google link hidden on every page so you'll know which pages are getting the most visits.

I hope my article has helped you and your site is helped by it as well! If there are any questions, comments or you would like your site to be search optimized, contact me at george@goamerican.com



GoAmerican.com
Click on the
Website Grader
Link for more info.

Website Grader Says:

We would suggest renewing your domain with your registrar. Google and other search engines may penalize websites with domains that are set to expire soon. The reason for this is that many spam sites are often registered for short periods of time (1 year).

For Our Domain Clients—renew your domain for 5 years for only \$100—Save \$75! Call Today!

George's Password Tips

George handles all the email setups in our office and offers these tips for creating a SECURE password:

"Almost all web spiders', bots or password crackers have the word "password" as their first try at trying to crack your password. For this reason it is not recommended to use password, or any single words for that matter, for any password that could be reached by these malicious programs. A quick way to get a secure password is put a four number combination at the end of your password."

Pam adds: "Take a word or phrase that you will remember and replace some letters with numbers. Google becomes g00g1e with the letter O's replaced with zeros and the letter L replaced with the number 1. The letter E can be replaced with a 3 or 5. Much more secure. And, don't use your bank PIN number!"

How to Create a Guest Account For Visiting Relatives

The holidays are right upon us and there's a good chance some of your relatives will want to use your computer while visiting. If you want to give them access but don't want them viewing your personal files, then you'll need to set up a guest account. This will give them access to your programs, but not to your personal files.

Here's how... Click the "Start" button then "Control Panel". Double-click "User Accounts", then click the "Guest Account" button. On the next window, click "Turn on the Guest Account". That's it!

The next time you log on, you'll be given a choice of your regular accounts or the Guest Account. Have the in-laws select the Guest Account and your files are safe from their prying eyes.

If they're really nosy, put a password on your account. Simply go back to the "User Accounts" window and click "Change an Account". Choose your account, then click "Create a Password". Enter the password twice, and a hint if you like.

I'd recommend you don't skip the "hint" part just in case you forget your new password after your guests leave. Finish by clicking "Create a Password" and repeat those steps for any account that you want to protect.



"I've put on a lot of weight, but I'll lose it all in the Spring."



Selling Online is EASY!

We are now using the **Cartmanager** company to host and configure our online shopping carts.

- We can connect them to an online credit card processing company (they are compatible with dozens)
- We can securely get customers' credit card information for you to key in (no additional monthly or batching fees if you already process credit cards)
- Allows multiple and varied shipping and handling choices (unlike Paypal that is very limited)
- Take coupon or Discount codes, if desired
- Offer Online Gift Certificates
- Make it easy for your customers to buy at 3am!
- All product information is on your website—only the shopping cart is off-site.
- **One time set up is only \$75**
- **Monthly hosting is only \$30**

Sound good? Give us a call!

I'd Love To Hear From YOU!

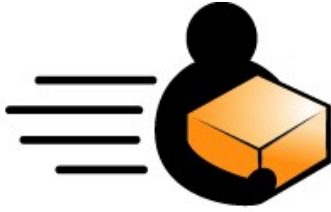


Is there an article or a feature you would like me to include in this newsletter? Do you just want to "sound off" about something or share your opinion with my other subscribers? Let me know!

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www.GoAmerican.com

Our Client Of The Month



BuyTheCase.net

HASSLE - FREE WAREHOUSE SAVINGS

Since April of 2004, **BuyTheCase.Net** has been delivering cases of grocery products to households, businesses, government agencies, community groups, and US diplomatic and military personnel living abroad. Through this fantastic growth period, we have never lost sight of our pledge to provide you, our customers, with a positive experience each and every time you interact with our Web site, our employees, and our partners.

The BuyTheCase Difference

Our name really says it all. When you buy products by the case, you get the benefit of lower prices, plain and simple. In addition, by shopping online, you avoid all the hassles of dealing with the large discount warehouse stores. There are no club membership fees, no mammoth aisles to get lost in, and no endless checkout lines. Best of all, we deliver right to your doorstep, helping you to put a little extra time back into your life.

We recently expanded our grocery Inventory to ten thousand Products. We are currently reviewing new product lines and adding them items daily.

Buythecase.Net has always prided itself in helping many charitable Organizations. Listed below is a Promotion code, which will donate \$5.00 to the Marshfield Boys and Girls Club when you place any order at **Buythecase.Net**.

Get all the stuff you need at the right price and help out the Marshfield Boys and Girls club at the same time.

*Don't forget to use the Marshfield Boys and Girls Club Promotional Code **BGCLUB** when you place your orders.*

FREE REPORT

"What Every Business Owner MUST Know About Protecting And Preserving Their Critical Data!"

If You Depend On Your Computer Network To Run Your Business, This Is One Report You DON'T Want To Overlook!

This report will outline in plain, non-technical, English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

You'll Discover:

- ♦ The single most expensive mistake most small business owners make when it comes to protecting their company data.
- ♦ The universal misconception business owners have about their computer networks, and how it can end up costing between \$9,000 to as much as \$60,000 in damages.
- ♦ 6 Critical security measures every small business should have in place.
- ♦ How to greatly reduce – or even completely eliminate – frustrating crashes, slow performance, and other annoying computer problems.

Don't Miss This Critical Business Report

Get Your Free Copy Now At:
www.GoAmerican.com/backups



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