

TechTip Newsletter

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WARNING: Your Computer Network May Be Haunted By A Sinister Being!

As you can see, I've enclosed a Glow-In-The-Dark Skeleton with this month's newsletter. Why have I done this? **There are two reasons...**

1. I have something very important to share with you, and I needed a way to make sure I had your immediate attention, and...
2. Since what I have to share with you involves "skeletons" hidden in your computer network (and since it's close to Halloween), I thought this was an especially appropriate eye-catcher.

Here's what this is all about...

Your Computer May Be Haunted!

Can I talk straight? 99% of the business owners I work with wait FAR too long to have us check and update their computer network's health and security. Because they are not performing regular maintenance, almost every single network has problems with spyware, viruses, spam, unreliable backups, security issues, and more.

At some point, disaster strikes and they find themselves in a real mess with a network that is completely down (that's when they call us in a panic).

By then, the damage is done and it often costs thousands of dollars to restore their network back to normal. Even then it's not uncommon for them to permanently lose irreplaceable accounting, client, and business data – not to mention hours of downtime.

What saddens me even more is the fact that almost every one of these costly disasters could have easily been prevented if someone had checked their network's security and health to remove these threats on a regular basis.

No More Excuses!
Our Free Network Check-Up Will "Exorcise" The Demons Hiding In Your Computer Network

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What Is NAS?

NAS (Network Attached Storage) devices are terrific options for adding more disk storage to a business network, especially if your server is maxed out in space for new hard drives.

Historically, if you want to add more disk storage to your network you would need available space in your server to add more hard drives. NAS technology has changed all that.

You can simply plug a NAS appliance into a network port and voila, more storage. NAS can provide terabytes of storage capacity and they can do so with RAID, (Redundant Array of Independent Disks).

RAID technology provides fault tolerance, insuring the safety and availability of your data in the event a hard drive fails. RAID technology also allows a failed hard drive to be replaced without taking the server or NAS offline, thus making the process transparent to users.

NAS devices can range from just under \$1,000.00 to tens of thousands of dollars and more, depending on the configuration.

Need more storage for your network? Call us to investigate how a NAS appliance can solve your server's storage limitations.

Special Pricing And Discounts are available now through October 31st. **CALL US TODAY!**

8 Search Engines You've Never Heard of (and may find useful)

Yes, Google is the top search engine but we are often frustrated by it; why can't we find what we're looking for among millions of results to our search?

Here are 8 of the 10 Search Engines listed by eWeek.com that might give you a better chance without wading through all the paid placements:

1. **FilesTube.com**—According to FilesTube, "with their unique approach to crawling you can find the files shared on uploading sites that the other crawlers miss. Also our search engine collects rich and relevant metadata for each page. As a result, when you search for files (video, music, software, documents etc) with FilesTube, you can always find high-quality, relevant search results."
2. **GoSasa.com**—America's leading search engine for classified ads. Visiting multiple Internet sites is now a thing of the past because we search hundreds for you and link you to them for free! GoSasa is a faster, easier way to get the best free classified ads based on your unique search requests.
3. **ChizMax.com**— Lyrics and Video Search Engine (Beta 2.0)
4. **Burrrp.com**—the fun way to find and share your views on local stuff such as restaurants, bars, nightlife, street food, juice centres, desserts, bakeries, etc.
5. **PeopleFinders.com**—Find Anyone, Anywhere Looking for an old friend, lost love or former classmate? PeopleFinders.com master database searches dozens of databases with billions of records to provide you with possible current contact information for the person you are searching for. It is always free to search.
6. **WeShow.com**—Selecting and organizing the greatest videos worldwide for your entertainment
7. **SearchCrystal.com**— lets you search and compare multiple engines in one place. It is a search visualization tool that enables you to compare, remix and share results from the best web, image, video, blog, tagging, news engines, Flickr images or RSS feeds
8. **Gnosh.com**—at first glance, I didn't like this search engine but it did give me usable results when I tried my favorite search example "dog biscuit recipes."

The other 2 search engines mentioned by eWeek.com were **Gettalink.com** which was down when we tried to access it and **Tafiti.com** which is a Microsoft beta site that requires that you install *Silverlight* to experience it. David doesn't allow us to install any Microsoft beta products so this one was a "pass."

Optimize your Website for Search Engines with Keywords and Phrases

We ask this of our clients all the time, "If you were looking for your company's products or services and didn't know your name, what words or phrases would you use to find you?"

For Pam's side of the business, it would be easy—the key words or phrases would start with "website design". For David's Managed Services, it's a little more tricky. "IT Consulting" might bring results, so might "IT Solutions provider." Having trouble putting yourself in your customer's mind?

1. Use your first keywords or phrases in Google to see what results you get. If you are getting results that are your competitors, you are starting with the right words.
2. Spy on your first "competitor" by right clicking on an open area of their website and going to the "View Source" ("View Page Source" is FireFox's terminology)
3. Wade through the html that the site is written in until you find META Name="Keywords" somewhere towards the top half of the screen. These are the words that they are using to help attract search engines.
4. Copy and Paste them into a blank word document where you can review them. DO NOT print out the original screen that you opened—it would most likely be pages long since it is the html code of the entire page.
5. Review these words and phrases to see which may be appropriate for your site.
6. Do this for several competitors to get a list of a dozen or so words that best fit your business.
7. Now, take these words and see how often they are used in the text of your website. These are the words that you know are pulling in the search engines—apply them to your own text.

Every website could use some refreshing, especially in text and headlines. Email your updates to Webdesign@GoAmerican.com.



Want to know how your website measures up for keywords? Go to our website www.GoAmerican.com and click on the Website Grader link. Do this AFTER you've chosen your keywords to see how effective your current site is. Then, send us your updates.

I know you are so darn busy running your business that you simply forget to think about the security and health of your computer network – so consider this a “friendly reminder” to get it done right away.

And, to make it a complete “no-brainer,” from now until Halloween (October 31st), I’m offering a **FREE Network Check-Up (\$300 Value)** so you have no excuse for making sure that your computer network is safe not only from spyware and viruses, but also hackers, spam, data loss, hardware failure, software corruption, and a number of other disasters.

For FREE, We Will Come To Your Office And...

- “ Check your firewall’s security settings to make sure you are protected from the latest hacker attacks, worms, and viruses.
- “ 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 back-up system to ensure it is working properly and accurately backing up all of the critical files and information you never want to lose.
- “ Verify that you have the most up-to-date security patches installed properly; miss one critical update and you’re a “sitting duck.”
- “ Diagnose slow, unstable PCs.
- “ Perform a quick network “tune-up” to make programs and files load faster.

Why Should You Care About This?

Because there are literally dozens of ways hackers and viruses can access your network—undetected—to access and remotely control your network, corrupt your data, and use your network as a conduit for spreading spam, viruses, and even illegal software.

To make matters worse, keeping your network safe is a moving target; the security updates you installed today may be rendered useless tomorrow because new threats are emerging daily.

There are numerous system checks and updates that should be done on a regular basis to ensure maximum speed, performance, and security. Ignore them and your system will get progressively slower, unstable, and susceptible to viruses, spyware, and hackers.

Tape backups have a failure rate of 100% - that means all tape drives will fail at some point, often without warning. You don’t want to find out that your backup was not working the day after your hard drive fried.

Think About This...

What else in your business is more valuable than the data on your network? Just imagine how devastating it would be to lose it! That’s why this check-up and regular maintenance is so important.

Okay... So What’s The Catch?

I bet you’re wondering why I’d be willing to give this away for free. Let me assure you that I have no hidden agenda or tricks up my sleeve.

The simple truth is that we are giving away this free Network Check-Up as a way of introducing you to our **Intelligent IT service.**

This is quickly becoming our most popular service because it offers a simple, easy, and inexpensive way for businesses to eliminate their computer problems finally and forever. We take over complete responsibility for proactively maintaining your network so you don’t have to worry about lost data, downtime, viruses, and other problems.

Here’s What You Need To Do Now:

To get your FREE, absolutely no-strings-attached Network Check-Up, simply log on to our website at www.GoAmerican.com and click the yellow sticky note that says: *Remember to schedule your FREE Problem Prevention Network Audit!* It’s just that easy.

Or if you prefer to speak to me about this, call my office at 781-834-9208. After we receive your request, we’ll schedule a convenient time for one of our technicians to come onsite and conduct a complete health check of your network. When we’re done, we’ll give you a comprehensive, easy-to-read report that will show any problems, threats, or vulnerable areas that need to be addressed.

If we discover a problem, we’ll also provide you with a recommended action plan and fixed-fee quote on what it will cost for us to resolve it and continue to maintain your network under our Intelligent IT service. No hidden fees, no bait and switch. If you decide to hire us to do the repair (you’re under no obligation), we’ll get to work on it immediately.

If we find out everything is safe and secure, you’ll breathe a big sigh of relief knowing the true state of your network’s health and security—and then we’ll show you the fastest and easiest way to make sure it stays that way.

What Do You Have To Lose?

We’re making this as easy as possible to say yes – all you have to do is take 60 seconds to visit our website or call our office at 781-834-9208 and we’ll do the rest!

From SmallBusinessHub.com

Many small businesses don't know that you can get some **FREE advertising on Google**, using Google Local or Google Maps. Google is looking to increase the value of their local search and their mapping application, so they have a simple way for you to tell them some information about your business, and now they are infusing those results into their main search engine. This will help you show up in searches and get more traffic, leads and customers.

To get listed on Google Local for FREE just follow these simple steps:

A few things you'll need before you start

- A description of your business
- Your phone number, address and any other contact info you want to advertise
- A logo or image that represents your business (some people use a picture of their office, store or restaurant)
- A coupon or special offer you want to advertise (Google also lets you add a coupon for FREE if you want)

Step 1) Go to www.google.com/local and search for your business to verify it is not yet listed.

Step 2) Go back to www.google.com/local and click on Add/Edit Your Business at the bottom left of the page.

Step 3) Follow the steps provided by Google. They are pretty simple and straightforward. As part of the process you will need to verify your business either by phone or mail.

Step 4) Check back in a few weeks and verify your listing. If you want to update it, you can use the same process outlined here to update your listing.



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!

Contact me: **David Snell**
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781-834-9208 or David@GoAmerican.com

www.GoAmerican.com



Why We Recommend AVG Antivirus

- Simplicity: Easy to install and use
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AVG Anti-Virus Free Edition

Free protection against viruses, worms and trojans, AVG Anti-Virus Free Edition is ideal for private, non-commercial use. (Use of AVG Anti-Virus Free Edition within any organization or for commercial purposes is strictly prohibited.)

AVG Free Edition (home user—single computer) Try out this FREE, UNLIMITED version on us, the download is only available from this special link.

<http://www.grisoft.com/doc/products-avg-anti-virus-free-edition/us/crp/3>

Trial Versions: All AVG products are available for you to try as fully functional products, with no obligation, for a period of 30 days. During the evaluation period, you will be able to test the functions, features and capabilities of AVG, as well as to verify for yourself just how effective and reliable AVG protection is. In addition, you will have access to their Technical Support team for the duration of your Trial license. Call us when you are ready upgrade your trial to the full version.

<http://www6.grisoft.com/doc/downloads-trials/us/crp/0>

Compare the different AVG SMB products and when your business is ready to transition or upgrade to AVG, give us a call for our discounted pricing and installation quote:

<http://www3.grisoft.com/doc/products-comparison-small-business/us/crp/3>



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