

TechTip Newsletter



September, 2007 Volume 2, Issue 2

Inside this issue:

Google Analytics	2
12 Benefits of Having A Website	2
Require Your Kids To Follow Rules Online	3

WARNING	4
DO NOT Trust Your Company's critical Data to any remote backup service	



Warning To Parents: As Of July, MySpace Hosting 29,000 Websites For Known Sex Offenders

With school back in session, thousands of kids will be surfing the Internet to conduct research, complete homework assignments, and connect with their new schoolmates.

While chatting online with your friends about the latest school gossip or teenage crush seems innocent enough, the fact of the matter is that the Internet can expose a child to inappropriate material and unscrupulous individuals who are looking for any opportunity to exploit innocent children.

The Statistics of Online Abuse Towards Children Are Alarming

According to a survey conducted by NetAlert, nearly one child in every five has been approached online by a stranger, and forty-five percent (45%) have been exposed to material that is pornographic, sexually explicit, violent, racist, or that encourages them to participate in dangerous or illegal activities.

One of the Biggest Threats To Children are Social Networking Sites Like MySpace.com

A few months ago, North Carolina's Attorney General Roy Cooper reported that over 29,000 registered sex offenders are using MySpace.com to look for underage victims based on the web site's own estimates. That number was four times greater than the company's previous reports. Connecticut Attorney General Richard Blumenthal estimated in May that at least 5,000 sex offenders were registered for MySpace using false identities. Blumenthal and Cooper have been the most active attorney generals in linking MySpace and sexual predation.

Horrifying True Stories Prove This is Not an Urban Legend

What's even more alarming are the true-life horror stories of missing or victimized kids who met their predator online.

In New Jersey, Majalie Cajuste is grieving the murder of her 14-year old daughter Judy who met a man in his 20s through MySpace.com.

In California, friends are mourning 15-year-old Kayla Reed who was active on MySpace until the day she was found murdered.

Continued Page 3



Get your free Website Grader report which analyzes your website's marketing effectiveness and Search Engine Optimization (SEO).

Each Website Grader report reveals specific recommendations on how to improve your website to get more traffic, leads and sales using SEO and other methods.

- Compare your website against your competitors
- Get your Website Grade and other important statistics
- Access tips and tricks on Internet marketing and SEO
- See how you compare to thousands of other websites
- Receive custom advice on how to optimize your website

Click on the Website Grader link at GoAmerican.com and get your free report.

Good-Bye Urchin, Hello Google!



Many of our websites utilized Urchin statistical reports that were available with our previous hosting company. Since the move this Spring to new hosts, we are in the process of adding stats and mail icons to the bottom of all our websites for the convenience of our web clients.

When accessed, the icon brings you to your webmail log in and to the free Webalizer stats reports that are available with the new hosting services.



We've found that the Webalizer statistical reports are basic and

lack the robust functionality that Urchin had. But we have good news! Urchin was acquired by Google in 2005 and they are offering it as a free service.

With this report, you can get summaries of traffic, everything you want to know about how visitors found you and how they interact with your site.

Other good news; Google Analytics tracks all of your online campaigns from emails to keywords, regardless of the search engine or referral source.

To take advantage of Google Analytics, visit http://www.Google.com/analytics/sign_up.html (You can also click the link on our website <http://www.goamerican.com/webdesign.php>.)

You'll need to set up a Google account (it's free) and then send us the code that you generate. Or, send us your account's username and password and we'll do all the configuration and setup for \$45. We'll install the code on all your website's main pages so you can get a comprehensive look at your site's performance.

Email us at WebDesign@GoAmerican.com for more information today.

12 Benefits of Having a Website

Some of the goals that can be achieved with your website include:

- 1. Far Cheaper and More Flexible Than Print Advertising:** Print advertising is valuable and becomes even more valuable when you add your website. An 8 1/2" x 11" flyer can become everything you want customers to know about you when they go to your website.
- 2. Market Expansion:** Customers can potentially come from all over the world.
- 3. Another Revenue Source:** Sell to a whole new client base.
- 4. 24/7/365:** Send customers and clients to your website for information any time, day or night!
- 5. Offer Convenience:** Make it easy to find information on your site. A potential customer can access your information from the comfort and privacy of their home.
- 6. Add Value and Satisfaction:** Your website can add value by offering tips, answers to frequently asked questions, advice and general interest content. This will prompt them to see you as an expert and recommend you to their family and friends.
- 7. Systemize Sales:** Get all the information that you need to make a sale by having the customer fill out a form requiring all the necessary information.
- 8. Improve credibility:** Stress the benefits of buying your products or using your services and provide testimonials by satisfied customers.
- 9. Promote your Brick and Mortar Presence:** Directions, hours of operation and products carried are pieces of information that customers want to find out quickly.
- 10. Growth Opportunity:** Many companies use their website to attract investors.
- 11. Customer Feedback:** Customers can quickly and easily give feedback on your product and/or marketing.
- 12. Excellent Market Research Source:** Use direct mail marketing to direct potential customers to a specific web page to test a marketing idea. If it performs well, use it for all your clients. If not, you have the opportunity to adjust the piece or go in another direction without spending your whole marketing budget.

The Center for Missing and Exploited Children reported more than 2,600 incidents last year of adults attempting to entice children. That's why North Carolina's Attorney General is proposing stronger legislation to ban registered sex offenders from using social networking sites and strengthening other anti-child pornography and criminal penalties for Internet solicitation of minors and children for sex.

Last year, North Carolina's State Bureau of Investigation arrested a police officer for the alleged rape of a 14-year-old girl he lured using MySpace, Cooper's office said.

But MySpace Isn't The Only Threat

According to Highlights of the Youth Internet Safety Survey conducted by the U.S. Department of Justice, one in five children received unwanted sexual solicitations online. There are a growing number of pedophiles using the Internet to gain a child's confidence and arrange face-to-face meetings.

These cyber criminals trap children by using spam e-mails, online messaging, children's chat rooms, and misleading domain names. If your child is using the Internet, you must take measures to educate and protect them from these dangers.

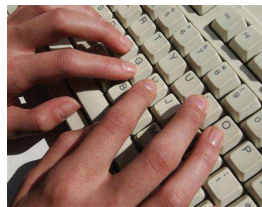
As part of our back-to-school newsletter edition, I've outlined 3 things you should be doing now to keep your kids safe online.

3 Things You Can Do Right Now To Help Protect Your Children Online

1. Install web and e-mail filtering software to prevent your children from viewing inappropriate material. We recommend using www.bsafonline.com. Not only will this prevent your children from visiting inappropriate web sites, but it will also stop inappropriate spam.
2. Talk to your kids about online safety and proper Internet usage. Set limits and guidelines about when they can go online, what they can do, and how long they are allowed to be online. Explain why it is dangerous for them to "chat" with strangers online or download suspicious looking files.
3. Give your children specific online guidelines or rules to follow when using the Internet. It's not enough to warn them about potential risks; pedophiles know how to cloak their identity and gain a child's confidence to arrange face-to-face meetings.

Require Your Kids To Know And Follow These Simple Online Rules

- I will not give out personal information such as my address, telephone number, parents' work addresses, or our e-mail address to anyone online.
- I will tell my parents right away if I see a web site, e-mail, or message that makes me feel uncomfortable.
- I will never send my picture to anyone online or upload my picture to any web site without my parent's knowledge and permission.
- I will never agree to meet someone face-to-face whom I met online without my parents' knowledge and permission.
- I will not respond to any messages that are mean or that make me feel uncomfortable in any way. If I get a message like that, I will tell my parents right away so that they can contact the online service.
- I will never give my parents' financial information to anyone, especially their credit card information, bank account information, or social security number.



If you want more information on how to keep your children safe online or to report illegal, violent, or explicit acts towards children, go to www.cybertipline.com.

This site is run by the National Center for Missing & Exploited Children and is a great resource for parents, teachers, and guardians.

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: **David Snell**
American Computer Technologies
858 Plain Street, Marshfield, MA. 02050
781-834-9208 – David@GoAmerican.com
www.GoAmerican.com

Be Careful What You Ask For...

Walking up to a department store's fabric counter, a pretty girl asked, "How much does this cost?"



"Only one kiss per yard," replied the smirking male clerk.

"That's fine," replied the girl. "I'll take ten yards."

The clerk hurriedly measured out and wrapped the cloth, then held it out teasingly.

The girl snapped up the package, and said to a little old man standing beside her, "Grandpa, pay the man."

Top Security Risks

OK, you've got a firewall installed for your broadband connected computer, you have anti-virus and anti-spyware software and you're pretty careful about where you browse. But is that going to be enough to protect you from hackers and thieves?

Nope. That's according to an article in a recent issue of PCWORLD Magazine. The publication published a detailed list of the top ten security risks you probably don't know about. Topping the list: Botnets that find vulnerable computers and help hackers do their dirty work from afar.

Also on the list: phishers and hijacked web browsers that can redirect you to hackers sites which are chock full of hidden or "drive by" downloads.

But one of the most serious security risks has absolutely nothing to do with computers: It's the human factor. No matter how well protected your computer is, you are still only a human being and can be fooled. The best advice: visit computer security websites frequently to stay on top of the latest threats. The more you know, the safer you and your information can be.

Try <http://www.astalavista.com> for a start or just Google "top security sites".

WARNING: DO NOT Trust Your Company's Data To ANY Remote Backup Service Until You've Read This Report...

My Free Report Reveals "12 Little-Known Facts and Insider Secrets Every Business Owner Should Know About Backing Up Their Data and Choosing a Reliable Remote Backup Service"

Did you know that tape backups have an average failure rate of 100%? **ALL tape drives fail at some point** – but what's really dangerous is that they don't usually provide any warning signs. Remember, the worst time to check your parachute is when you've already jumped out of the plane, and the worst time to check your backups is when your computer has crashed and **lost all of your data**.

- Did you know that many remote backup services make it difficult – if not impossible – to restore your data in the event of an emergency, and will hit you with unbelievable "gotcha" fees to get your data restored?
- Did you know that some remote backup services hold your data in unsecured locations making it relatively easy for unauthorized users to steal your company's data?
- Did you know that restoring data via the Internet is NOT always the best option, yet most remote backup service providers only offer that as an option for getting your data back?

Make the mistake of choosing the wrong remote backup service and you'll definitely regret it later. This free report will tell you exactly what to look for – and what to watch out for – when choosing a company to remotely backup your company's data.

**To get your FREE copy of my report, go online:
www.GoAmerican.com/backups**

Or call us at 781-834-9208



858 Plain Street, Suite 5
Marshfield, MA 02050
781-834-9208
www.GoAmerican.com