



Cybercriminals Now Have A Bull's-Eye On Small Business... Is Your Company's Data At Risk?

In a December 2014 survey by the National Small Business Association, 61% of small businesses reported being victims of a cybercrime within the past 12 months.

The average cost to recover from a cyber-attack skyrocketed from \$8,699 per attack in 2013 to \$20,752 per attack in 2014. And, of the businesses targeted, 68% said they'd been hacked more than once.

Experts agree, as cybercrooks become ever more sophisticated, the threat to small businesses is going to get worse before it gets better...

So what can you do to beat the bad guys?

Here are three common ploys used by hackers – and how you can fend them off:

Phishing – A really legitimate-looking e-mail urges you to click a link or open a file that triggers a malware installation on your computer.

Best Defense: Don't let anyone in your company open files or click links in an e-mail unless they're certain who it came from.

Cracking Your Password – Hackers can run programs 24/7 testing password combinations. The easier your password is to guess, the more likely it is they'll crack it.

Best Defense: Consider using a password manager that generates and stores tough-to-crack passwords. For extra security, use unique passphrases for financial accounts in case the manager gets hacked.

Drive-By Download – You visit what appears to be an innocent site; yet when you click, your device gets hacked – and you may never know it, until it's too late.

Best Defense: Make sure your browser is up-to-date, or use one that updates automatically, such as Firefox or Chrome. Internet Explorer users have been found to be most vulnerable to these attacks.

Unfortunately, these three examples are just a small sampling of the dozens of ever more ingenious ways cybercriminals are breaking down the doors and destroying unprepared businesses.

Let us help! Through September 30, call our office and receive a FREE 15-Point Cyber-Security Audit to uncover gaps in your company's online security.

Our highly trained team of IT pros will come to your office and conduct this comprehensive audit. We'll then prepare a customized "Report Of Findings" that reveals specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.

To take advantage of this limited-time offer, just call our office at 251-410-7601 or visit www.askbis.com to schedule yours today.



"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your technology problems finally and forever!"

-Phillip Long, BIS

September 2015

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Apple Devices Can Get Viruses

By: Whitney Jones, Digital Marketing Specialist at BIS Designs

Are you under the impression Apple devices are exempt from viruses and hacking?

A great deal of Apple users consider Apple systems safer to use than Windows because of the “built-in” security Apple programs into their devices. But Windows operating systems also come with similar existing security to prevent hackers and viruses. So why is there a difference in virus vulnerability?



So here's the deal:

In their advertising, Apple markets its systems as not needing third-party antivirus software. In reality this “built in” virus protection is identical to what’s inside a Windows PC. It possesses the same flaws and loop-holes as any other operating device. So, if Apple and Windows both have the vulnerability to be hacked, why is Windows suffering the most?

What separates the two operating systems’ security is the basic fact that hackers are still more familiar with Windows computers and their security loopholes. Additionally, Windows is easier to hack and can have a potentially bigger pay-off for hackers. As Apple operating systems become more popular, hackers will familiarize themselves with the OS platform.

This will in turn will lead to more viruses made specifically more Apple.

So what can you do to protect your computer?

While there may be fewer Apple systems infected overall, there is missing data on the exact number of Apple systems that contain viruses, such as malware.

Since most Apple users do not install security software that scans and reports malware, many viruses stay under the radar.

Unlike Apple users, most Windows users download security software which results in more accurate reporting.

Even if Apple is safer from than Windows without third-party security software, there is still a risk of “catching” a virus through programs such as Java, Flash or Adobe.

Our advice: Don't rely on Apple's built-in security! Invest in another sources of anti-virus protection to keep your computer safe.

Get Your FREE Network Health Check!
Give us a call to schedule it... 251-410-7601!

Shiny New Gadget



Nest Cam: Keeping An Eye On Things While You're Away

Have you ever worried about what’s happening at home when you’re away? The Nest Cam can keep you informed. This wide-angle camera streams sound and video to your smartphone. [It will even warn you about any unusual activity.

If the Nest Cam detects sudden movement or loud noises, it instantly alerts you by phone. The video feed lets you see what’s happening and even scold kids, pets or burglars through a speaker.

This product integrates with other Nest equipment. For example, smart smoke alarms can activate the Nest Cam. It also saves alerts and footage in a convenient archive. The camera even makes it easy to share fun video clips online.

If you already have WiFi, setup is a breeze. This gadget comes with a stand that lets you put it on any flat surface. It also sticks to metal objects or screws onto a regular camera tripod.

The Importance of Backlinks in SEO for a Website

By: Whitney Jones, Digital Marketing Specialist at BIS Designs

The Backlink

If you have a basic understanding of SEO, you've probably heard of the [backlink](#). But although it is a common term in the SEO world, they can be difficult to understand.

When you read an article online that has links to other webpages embedded in the article, like [this](#), you are seeing a backlink. When another page or article online is linking to your webpage, it's helping your article increase its SEO ranking. In turn making it easier to be found. Get it?

Any article with links to other webpages create a higher SEO ranking, i.e. search engines will pick up webpages with backlinks more than webpages without.

But just understanding the definition of a backlink is just skimming the surface. Backlink terminology is wide and varied. Here are a few:

Link juice: When another page links to your website, or vice versa, this creates "link juice." Link juice aids in producing a higher ranking for your webpage, domain and article. **But take note:** Link juice is connected to the quality of the website's link "power," so to speak. An example: If a well-known website such as Huffington Post were to backlink to your webpage, the link juice would be more powerful than if a lesser-known website backlinked to your page. Having a quality website backlink to your webpage is valuable because it increases the power of that backlink in relation to SEO.

No-follow links: If an article creates a link, but doesn't want to pass the link juice around, they can create a no-follow link. These types of links don't improve the article's ranking, but they prevent link juice from being passed to webpages that are not reliable sources.

Do-Follow Links: By default the links you put in your article are do-follow links and pass on "link juice."

Anchor text: the text you click on that re-directs you to a link. It is important the text a user clicks on pertains to what the link is actually about.

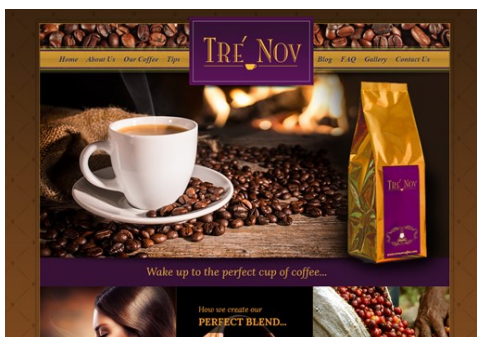
Recently, Google Search switched up its search algorithm to prevent webpages with unreliable or questionable links to be pulled up in the search engine. Your article needs to have links to RELEVANT and credible sites backlinking to it, not spam-y bogus sites.

Don't forget to incorporate specific and relevant keyword out-bound links in your articles.

[Is Your Marketing On Track?](#)

[Give us a call now to set up your FREE marketing roadmap assessment! Call 251-410-7601!](#)

Website of the Month



Tre' Nov

By Liz Miller

Tre' Nov offers a regal beverage experience. Designed for luxury, flavor and supreme quality, their perfect blend is intended for "the serious coffee drinker". With a new website that showcases their product (along with plenty of room for content scalability), this company has carved out a space in the digital sphere to market their specialty formulation.

To visit their website, go to trenovcoffee.com.

"If dogs don't like your dog food, the packaging doesn't matter."

*- Killing Giants
by Stephen Denny*

4 Easy Ways To Get More Out Of Your Laser Printer

It's easy to sink thousands of dollars into maintenance and repairs. If you want to avoid common printer problems AND save yourself a small fortune on replacements and repairs, follow these 3 easy steps:

Keep It Clean

There is no faster way to gunk up a laser printer and cause printing problems than by letting it get dirty.

On a monthly basis, use compressed air to blow out the inside of the printer. Remove the toner cartridge for better access, and don't forget to do the back if it is accessible. It also helps to take a vacuum to the outside. If you print labels or use any other type of specialty media like transparencies, use rubbing alcohol to clean the rollers inside the printer.

Do Your Maintenance

You can almost infinitely extend your printers lifespan by doing the regular maintenance suggested by the manufacturer. This includes replacing rollers, filters, and occasionally replacing the fuser (the printer's internal furnace.)

Use a Surge Protector

Nothing will send your printer to the bone yard faster than an electrical surge caused by lightning or other issues on the power grid.

When internal components are fried, it is often cheaper to buy a new printer than it is to fix the existing one. It is easy to protect yourself with a \$25 surge protector. DO NOT plug a laser printer into a UPS or other battery backup system. The printer's power draw is too much for a battery to handle.

Reduce Your Overall Print Costs with Print Management

Doing all of the above takes time, money and copier/printer knowledge. Why waste your time and money, when you can reduce your overall print costs by going to a print management plan.

With a print management plan, it'll take the pain out of your printing! You'll get a custom solution tailored to your business' needs. And, you'll get it an affordable flat rate price. Not only will this service option give you peace of mind about an ongoing high-functioning operation, but it will also help lower the costs of printing and copying. This means: more uptime and less expense.

Want to know if your company could save money? Give us a call right now to set up your FREE printer analysis... 251-476-3113!

Product of the Month: Toner

We offer a full line of compatible toner for many of the major brands including: HP, Dell, Kyocera, Lexmark, Copystar, Canon and Xerox.

We will beat or match any local competitor's pricing!

Call 251-923-4020!



bis Office|Systems TONER

BIS Office Systems offers a full line of compatible toner for many of the major brands including: HP, Dell, Kyocera, Lexmark, Copystar, Canon and Xerox.

We will beat or match any local competitor's pricing!

Call 251.923.4020!

bis Office|Systems
20% OFF
your next toner purchase

(Offer expires October 31, 2015. Only for printers/toners not under contract)

Help Us "Hook" Some More Clients Like You & Get Rewarded!

We've decided to start a special rewards program for the clients we value the most.

Here's the deal...

Refer clients to us and receive a \$50 gift card to any place of your choosin' when your referral becomes a BIS client. Earn a \$100 gift card when 3 or more of your referrals do business with BIS!

For more information, visit www.askbis.com/referral or call 251.923.4015.



"If you change the way you look at things, the things you look at will change."
-Unknown

O G H H F Q L B A R T E R H
 D A N A L Y T I C S M T F X
 E C N E G I L I D E U D N U
 K P Q N A C M X P O K C T K
 S K B U Z M H B O Q P T M W
 I A N T B U S Y W O R K A U
 V W D S G N I N R A E G P A
 M W S V Z C O M M O D I T Y
 N Z L S S E N I S U B G I B



Who Wants To Win A \$5 Starbucks Gift Card?

Every week, we will have a Grand-Prize Winner for our Monthly Trivia Challenge Quiz! He or she has to be the first person to correctly answer my quiz question.

Now, here's this month's trivia question. The winner will receive a \$5 gift card to Starbucks!

What were the first featured menu items at McDonald's?

- a) Hamburgers
- b) Hot Dogs
- c) Grilled Cheese Sandwiches
- d) Tacos

[Email us right now with your answer!](mailto:hvalentine@askbis.com)
hvalentine@askbis.com

Find These Business Terms:

- Analytics
- Barter
- Big Business
- Busy Work
- Due Diligence
- Earnings
- Commodity



Marketing Success Story: Hunter Limousines LLC

If you are looking for a professional limousine company, look no more! The team at BIS Designs recommends Hunter Limousines LLC, a first class car service on the Gulf Coast. Call 251-285-9144 or visit www.hunterlimos.com.

“We Wouldn’t Be Where We Are Without The Success We’ve Had With The Website And SEO”

First Class Limousine Company Portrays Professional Image And Increases Bookings With Custom Website Created By BIS Designs

Since 2008, William T. Hunter, owner of Hunter Limousines, has run a professional, first-class car service. In 2014, he decided to take his company to the next level and partner with BIS Designs to create a customized website that would reflect his company. “Our website presents the professional image we try to portray to our customers,” said Hunter. “It sets us apart like we try to set ourselves apart from our competition.”

At Hunter Limousines, they market themselves to the corporate client as well as affiliate limousine companies throughout the United States. The new website has allowed these potential clients to see the professionalism of the team and the first-rate equipment. “It’s the clients’ first impression of our company,” he said. “And it’s very important!”

Once the website was complete, Hunter went on to hire BIS Designs to do search engine optimization. “SEO allows our website to be seen by affiliates,” stated Hunter. “It’s how they find us.”

He went on to say “Our website presents our company well on the web which directly correlates to the customer or affiliate booking the ride with our company.” To William Hunter, his website and search engine optimization are invaluable tools. “We wouldn’t be where we are, or have the ability to see where we will be going, without the success we’ve had with the website and SEO,” he said.

[Click here to watch the video!](#)

Marketing Tips:

Mobile-Friendly

As of last April, mobile-friendly web sites were given a big leg up on competitors. Known as “responsive” web sites, these sites instantly adapt to whatever device you are viewing them on.

As users were turning to smartphones and other mobile devices to surf the web, Google realized that most sites didn’t display well on mobile devices. Therefore, Google updated the way they list sites, giving mobile-friendly sites a higher ranking.

Google hasn’t removed all non-responsive pages from its top smartphone listings. But it’s quickly heading in that direction.

According to Searchmetrics, many rankings have suffered as a result. Non-responsive yet high traffic sites such as SearchBug, Reddit and Webs.com lost visibility, while responsive sites such as Advance Auto Parts and Grist moved up in the ranks, gaining more traffic.

In addition to getting higher search rankings, responsive sites are easier for visitors to use. Happy visitors engage more, increasing the rate at which they turn into customers.

There are three ways to make your web site mobile-friendly:

- 1) Build a separate mobile edition that fits small screens and loads quickly.
- 2) Adapt your current web site design to be more mobile-friendly. In some cases it may be difficult to make such a design responsive on all devices.
- 3) Convert your current web site design into a responsive one. Going this route, you won’t need a separate mobile version, and you avoid potential penalties from Google for having the same content on multiple domains.

Find out if your web site is mobile-friendly at www.google.com/webmasters/tools/mobile-friendly.



Technology Team Up: Advanced Transmission

If you are looking for an automatic transmission repair shop, look no further! The team at BIS recommends Advanced Transmission, a locally owned and operated transmission repair shop located in Spanish Fort. Call 251-626-6061 or visit www.advanced-transmission.com.

“The Bitterness Of Poor Quality Remains Long After The Sweetness Of The Low Price Is Forgotten”

BIS Saves The Day At Local Automatic Transmission Repair Shop

Before Laura Wilson, owner of Advanced Transmission, partnered with Business Information Solutions, she chose to go with a cheaper company solely because of the cost savings. “The bitterness of poor quality remains long after the sweetness of the low price is forgotten,” said Wilson.

Soon after, she realized the company she had chosen was completely wrong for her and her business. “Their prices changed with every issue we encountered,” stated Wilson. “Onsite work was double the cost and we had to pick up and deliver our own PCs to be repaired.” On top of driving back and forth to their office, she would spend hours on the phone trying to get them to resolve her technology issues. The amount of time she was wasting with this company started to add up and it was taking away from her business. Wilson exclaimed “It was downright nuts!”

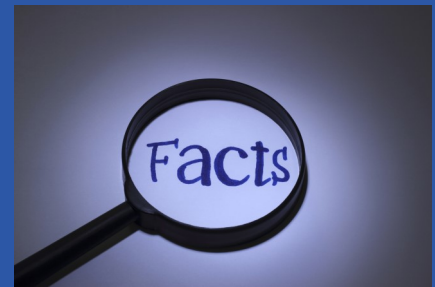
After choosing the wrong company the first time, Wilson called Phillip Long, CEO of Business Information Solutions. When Long gave his personal promise to provide her company with what they needed, Wilson knew BIS was the company for them.

Now that BIS has taken over the support of Advanced Transmission’s network, Wilson has ultimate peace of mind which allows her to manage and run her business. Not only have they helped her business, but they’ve also helped her personally.

“As small business owners, my husband Marvin and I live our business,” she said. “We always tell folks that we live at work, we just sleep at a place called home.” One day, one of her computer’s hard drives crashed. But it wasn’t just any computer, this computer contained all the pictures of her grandchildren. “I seriously couldn’t sleep thinking about all those priceless pictures of my grandbabies I lost,” stated Wilson. The very next day, one of the BIS technicians was hard at work trying to retrieve her pictures. When Craig brought her over to the computer and showed her the pictures, Wilson was overjoyed. “He didn’t know quite what to think about me crying my eyes out and hugging him,” she said. Since that incident, Wilson has had complete confidence in Business Information Solutions managing her critical data.

[Click here to watch the video!](#)

The Lighter Side: IT Fun Facts



Technology has forever changed our lives and our world more than you know. Here are some numbers to put that fact into perspective:

1. About 4 billion people worldwide own a mobile phone, but only 3.5 billion people own a toothbrush.
2. Computers and other electronics account for 220,000 tons of annual trash in the U.S. alone.
3. About 300 hours of video are uploaded to YouTube every minute.
4. Around 100 billion e-mails traverse the Internet every day, and about 95% of those messages go straight to spam folders.
5. The annual amount of electricity it takes for Google to handle a billion search queries every day is around 15 billion kWh, which is more than most countries consume.
6. About 500 new mobile games appear on the Apple App Store each day.
7. The “father of information theory,” Claude Shannon, invented the digital circuit at age 21 while he was in college.
8. Regular computer users blink only half as often as non-users.
9. Over 1 million children can say their parents met on Match.com



*The **ONLY** business educational program on the Gulf Coast that's **FREE** and will educate your company on **business best practices**, **information technology**, **office equipment**, **web design** and **digital marketing***

September Events

September 23rd at 11:30 AM in Pensacola

Luncheon on Saving Time & Money With Your Office Equipment (FREE!)

We'll be discussing the latest office technologies and applications to help make your job as an educator easier all the while saving your school money.

www.bisofficesystems.com/register

September 24th at 11:30 AM in Ocean Springs

Luncheon on Saving Time & Money With Your Office Equipment (FREE!)

We'll be discussing the latest office technologies and applications to help make your job as an educator easier all the while saving your school money.

www.bisofficesystems.com/lunch

September 30th at 2 PM

Search Engine Optimization Webinar (FREE!)

Learn top-secret tips from SEO Expert, Sean Williams, on how to optimize your website for search engines and ultimately increase sales.

www.askbisdesigns.com/webinar

To RSVP for any of these events,

call 251-923-4015 or visit

www.bisuniversity.com.