



ThinkTech
You have enough to think about

tech-ade



Turn your technology lemons into lemonade

February 2011

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“Here’s A Sweet Valentine’s Treat For Our Clients And Friends”

Who says Valentine’s Day is just for lovers? Around here, we LOVE our clients and subscribers and want to spread the adoration around. That’s why we’ve decided to come up with the following “sweet deals” for everyone subscribed to this newsletter:

For Our Clients:

We want to give you a token of our appreciation for referring fellow business owners to us. Just call or email us with your referrals and we will send you a box of yummy Black Tie Cookies!

You know how much you enjoy and appreciate our services, so why not share that with your friends (and get a little something extra for it)?

Are we so love struck that we’ve lost our good sense? Not at all; we simply want to show you how much we appreciate you!

For Your Friends:

Refer any of your friends or colleagues to us and we’ll give them a FREE Network Audit to diagnose any

technical or computer problem that’s troubling their business! If repairs are necessary (and if they choose to have us complete the repair), we’ll give them 20% off our services AND guarantee we’ll fix it right or they won’t pay a dime.

For Those “Soon-To-Be” Clients:

Not a client yet? Then we want to entice you to “fall in love” with our services by also giving you a FREE Network Audit. Just contact us and we’ll come to your office to monitor and diagnose any issues with your network and put together a plan to resolve the issues you have. If you choose to have us continue, in most cases we can start working right away. And of course, ALL our services are covered by our “Fix It Right Or It’s FREE” guarantee so you never have to worry about being burned by an incompetent technician.

To contact us for any of these amazing offers, call 508-992-2541 or send an e-mail to pam@thinktechonline.com.



6 Quick Tips To *Finally* Organize Your Out-Of-Control Inbox

Much like laundry and bills, no matter how much you try to keep up, e-mails just keep piling up in your inbox. E-mail is a critical part of your day-to-day work, so how do you keep it from becoming a distraction while balancing the things you really need to address? Here are 6 tips...

1. Zero your inbox. Do you remember the last time your inbox was empty? Probably never; that's because it costs nothing to keep an e-mail and therefore you don't delete items "just in case" you need them at some point. This really causes messages to pile up FAST. Truth be told, you really DON'T need all those e-mails. Make it a goal to "zero" your inbox every week, particularly on a Friday before you leave for home. If you can't "zero" it, at least get the number down to fewer than a dozen critical messages you absolutely need to work on within the next 2-3 days.

2. Use folders sparingly. Only set up key, strategic folders or you'll end up with dozens of folders filled with messages in addition to a massive number of messages in your inbox. You might keep one labeled as "storage" for any non-urgent messages that may need to be referenced at a later date. This keeps your inbox free of clutter and helps you more easily find something in an old message when it is needed.

3. Delete first, read the surviving messages later. Many of the e-mails you get probably aren't even worth reading. Start your day by immediately deleting these emails before you even start to open and read the important ones.

4. Take action immediately. Probably the most helpful way to keep your inbox uncluttered is to take action right away on all messages instead of reading them and then going back to them later when you have time to process the message properly. By taking action right away you avoid wasting time re-reading messages. If it does require a follow up that you don't have time for, file the message and mark a reminder to follow up. Otherwise forward it, delete it or file it into a folder

5. Slow your roll. Your e-mail can be a constant distraction through your workday, IF you let it! Take control and set aside "e-mail free" time periods throughout the day so you can truly concentrate on projects without interruption. The world won't stop if you don't check your email every few minutes, I promise.

6. Install a GOOD spam filter. The vast majority of messages are unwanted spam, some of which contain viruses. But not all spam filters are created equal!

Shiny New Gadget Of The Month: Digital Pet Cam



Attention all pet lovers! Have you ever wondered what your pet sees and does when you're away? Does he nap or get into all sorts of mischief? Clip on Uncle Milton's Pet's Eye View camera and find out!

You can choose between 1, 5, or 15-minute intervals for your pictures. The photos are taken automatically and can be uploaded to your PC or Mac via the included USB cable for easy viewing. It's lightweight, compact and simply clips right onto your pet's collar!

- ✦ Auto-interval photo settings
- ✦ Internal memory stores up to 40 photos
- ✦ 640 x 480 resolution for 4" x 6" prints
- ✦ PC and Mac compatible
- ✦ Includes USB cable for uploading photos
- ✦ Includes rechargeable Lithium-ion 100 mAh battery.
- ✦ Collar and the subsequent dog training you might discover you need are not included.

How do you come up on the first page of Google organic rankings?

by Tom Malesic

I get this question every day. Years ago, it was really easy to get your business to come up on the first page of Google.

10 years ago, all we needed to do was create lots of pages loaded with the keywords that you wanted to place on.

6 years ago, all we needed to do was create lots of pages loaded with the keywords that you wanted to place on. We would then show Google our page and show the web visitor your website.

As the internet grew it got harder and harder to get your business top placement. Your keyword competition could have gone from 150,000 to 3,000,000 over a 5 year period of time. It wasn't only the competition that made it hard, Google came onto the scene in a big way with their algorithm involving a new concept called PageRank.

What is PageRank?

This is Google's way of determining how important your website is. Here's the concept. If lots of websites link to your website, you must be important. If important websites link to your website you must be Really Important!

So Google is nothing more than a 7th grade popularity contest. The more other websites (friends) link to you the more popular you are. Our job is to get you lots of friends so that You are the most popular kid in the 7th grade.

How do we do it?

It's complicated (no kidding) but here is the simple version.

1. We help select the keywords that fit your business.
2. We evaluate your site against your competition for the keywords.
3. We make sure you have enough content on your site for the selected keywords.
4. We optimize your site for the selected keywords.
5. We build links to your site (get you lots of friends)

(Note: We recently did an interview with Tom on "How To Come Up On The First Page of Google" To get your FREE copy of this audio, just call our office at 508-992-2541.)

Meet Our New Client Of The Month!

Every month I choose one very special person to be my Client Of The Month. It's my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business.

This month's Client Of The Month is Advance Air and Heat Co., Inc. Congratulations! You have won a \$50 Gift Certificate to your favorite restaurant. ***You might be my next Client Of The Month...watch for your name and picture here!***



ThinkTech Computers, Inc.

4 Welby Rd, Suite 1R
New Bedford, MA 02745
www.thinktechonline.com

Phone: 508 992 2541
Fax: 508 984 1512

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to think about”**

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- Storage Solutions
- Network Monitoring to Prevent Problems

It's Finally Here!

The wait is finally over...the iPhone is now available from Verizon Wireless!

For years, consumers have been clamoring for the latest and greatest iPhone releases but haven't had any choice on who to go to. Even with so-so coverage AT&T had the market cornered. The dropped calls and limited service areas were worth putting up with in order to have the hottest selling phone, but now that iPhone users have a choice, the tide may turn. The iPhone will be available to Verizon Wireless customers starting this month.

Whether it's an iPhone or the latest Android release, smartphones are definitely the way to go if you have sales people or technicians out on the road (or just for personal use). It is the easiest way to keep information like email, calendars and the internet at your fingertips, ensuring that you are informed of the latest changes to important documents or adjustments to meeting times and appointments.



**If you're interested in a
smartphone solution for
your business give us a call!**

(508)992-2541

I'd Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Send it to me! We are always looking for new and useful content to add to Tech-ade.

508-992-2541

jessica@thinktechonline.com



"A grade of 85 or higher will get you favorable mention on my blog."