

Turn your technology lemons into lemonade

October 2009

What's
Inside

How To Get More Customers With Free Search Engine Optimization Tactics
Find Out On Page 1

Meet Our Client Of The Month
Mar Lees Seafood, Inc.
Story On Page 2

True Story: How An Innocent Online Activity Disabled This Company's E-mail For 2 Days
Full Story On Page 3

Twitter Hacked Again—And How This Affects You
See Page 3

FREE Report:
"How To Create A Strong Password"

508 992 2541

<http://budurl.com/thinktechpswd>

How To Secure More Sales And Clients Using FREE Search Engine Marketing

With the economy tanking and businesses looking to cut costs every way possible, it only makes sense that many are focusing more attention on using free social media marketing to fuel sales and new customers. After all, almost everyone uses the Internet to research a company before buying from them; and if you are not coming up in the local searches, you are definitely missing out on a number of potential prospects who are ready to buy what you sell.

While there are dozens—if not hundreds—of strategies for being found online, I believe you have to walk before you run. To that end, here are a few simple, key strategies you can use immediately to improve your search engine ranking locally.

#1: Add yourself to the local search engine pages:

GOOGLE LOCAL

<http://local.google.com>

ADD YOUR BUSINESS

<http://www.google.com/local/add?hl=en&gl=us>

YAHOO LOCAL

<http://local.yahoo.com/>

ADD YOUR BUSINESS

<http://listings.local.yahoo.com/csubmit/index.php>

MSN LOCAL

<http://local.live.com/>

ADD YOUR BUSINESS

<http://webapp.localeze.com/bizreg/add.aspx>

Other web sites to list yourself include:

- ♦ CitySearch.com

- ♦ Local.com
- ♦ MerchantCircle.com
- ♦ Yelp.com

#2. Figure out a handful of “seed” keywords you will focus on.

While many online marketers will tell you to have hundreds if not thousands of keywords, the reality is that there are only a few key search terms people will be looking for.

The goal is to get 10 very well selected TARGET keyword phrases that will be worth the effort. These target keyword phrases should provide enough traffic, a spot on SERPs (search engine results pages) that you can potentially get top ranking in, and will provide the type of targeted traffic you most want.

Use your KEYWORD PHRASES in:

- ♦ Page TITLES
- ♦ Page <H1> headers
- ♦ Sparse bold or <i> italic words
- ♦ Internal linking (Coordinate things so that they match up; linked TEXT must go to a page with the same keywords in the TITLE)
- ♦ External links coming into your site such as Twitter, YouTube videos, your blog (if hosted on an external web site), etc.

Here are a few web sites that will help you

determine what keywords you should focus on:

<http://freekeywords.wordtracker.com>

<https://adwords.google.com/select/KeywordToolExternal>

<http://www.google.com/insights/search/#>

#3. Add a blog to your web page and update it with a new article or post at least once a week.

One of the best is WordPress; however, you will need help from a web master to set it up. Another option is to set up a blog at www.Posterous.com or Blogger.com, which you can easily do in a few minutes.

Whatever you choose, make sure you write relevant, keyword dense articles that link back to your main web site.

BLOGGER.COM

<https://www.blogger.com/start>

WORDPRESS.COM

<http://wordpress.com>

POSTEROUS.COM

<http://www.posterous.com>

This blog replicates posts to Blogger.com, [Tumbler](http://Tumbler.com) and [Twitter](http://Twitter.com). To post something, simply send an email to post@posterous.com and it will instantly update the pages on all sites, as well as embedding photos and videos.

#4. Start Tweeting!

Twitter is nothing more than a mini blog that should be updated daily. The best Tweets include news, jokes, offers and quotes. Try to include at least one keyword in your Tweet.

TWITTER.COM

Create an account here: <http://www.twitter.com>

Read Dan Hollings' work on how to use Twitter in your marketing: <http://twittinsecrets.com>

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 Mar-Lees Seafood, Inc.

Congratulations you have won a \$50 Gift Certificate to a local Restaurant. You might be my next Client Of The Month...watch for your name and picture here!



How To Get Spell Checker To Work In Outlook Express:

We get lots of questions from clients that use Outlook Express for e-mail, but can't get the spell checker to work. That's because Outlook Express depends on Microsoft Office for the spell checker function. If you don't have Microsoft Office installed or if you upgraded to Office 2007 you're out of luck... until now.

This problem can be fixed with a free, simple-to-install utility that adds a public domain dictionary to any version of Outlook Express. You'll amaze and impress your friends and colleagues with your new-found ability to spell. Here's how: Type the following URL into your web browser's address bar:

<http://budurl.com/thinktechspellcheck>

When prompted to run or save choose run. If your only choice is save then save the file in My Documents. If you chose run, you're finished; if you saved it, open My Documents and double click on the file you saved. If you have questions or want more computer tips and tricks visit our web site: www.thinktechonline.com or call us at 508 992 2541.

True Story: Don't Let This Happen To Your Company!



Here's a true story with the names changed to protect the innocent...

During Friday's lunch break, Peggy ate lunch at her desk so she could surf the Internet for coupons to cash in over the weekend. She discovered that she needed to temporarily disable her anti-virus software so a coupon printer could be installed. She felt it was innocent enough because the web site explained this was a common step in the process of accessing the coupons. Besides, she really wanted those \$25 dollars in savings!

Later that night at the grocery store, Peggy discovers her coupons are worthless counterfeits. That's because they were printed from a coupon web site designed to fool the end user into downloading a program that would connect her computer to a network of bots (also called a botnet). This network of illegally hacked computers is used to flood the Internet (and your inbox) with spam.

When Peggy got in Monday morning, she discovered the company's entire e-mail server was blacklisted as a spam source stopping ALL e-mail communications internally, as well as to clients and vendors. It took two full days to discover the source of the spam, clean up the mail server, and begin the process of removing Peggy's company from the blacklist at clients, vendors and various anti-spam monitoring services. It took another two weeks before everything was back to normal.

Don't let this happen to you! This episode could have been prevented with properly installed and monitored anti-malware software, an anti-malware network appliance and an acceptable use policy in place for all employees to follow. There are more than 12 million zombie computers in the United States alone. If your network hasn't been attacked yet, it will. Though this numbers game is rigged in favor of the bad guys, you don't have to let it destroy your company's productivity and good reputation!

FREE Network Security Audit

Contact us before Oct. 31st and we will send a senior technician to your office to determine where you are at risk for malware attacks or downtime and what options you have for protecting yourself. *Call today before the zombies start gnawing on your network!*



www.thinktechonline.com/network_audit

Twitter Hacked Again Thanks To Weak, Easy-To- Guess Password

Twitter, the wildly popular social networking site, was hacked and confidential data stolen for a third time this year by someone guessing an employee's e-mail password.

Today most businesses need access to their company network from across the Internet. Therefore it's vital to create a strong, impossible-to-guess password to prevent theft of company data.

While everyone complains about having too many passwords, security experts say you only need one if it is strong and kept secret.

It is surprisingly easy to create a strong password. Here's how:

FREE Report: "How To Create A Strong Password"

Call us at 508 992 2541

<http://budurl.com/thinktechpswd>

When you look in the mirror, you are looking at the problem; but remember, you are also looking at the solution.

Unknown

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"You have enough to think about"

Services We Offer:

- IT Consulting Services
- Network Design & Repair
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- Virus/Spyware Protection & Removal
- Network Security
- PC and Server Maintenance & Support
- E-mail & Internet Solutions
- Helpdesk Support
- Managed Spam Filtering
- Storage Solutions
- Network Monitoring to Prevent Problems

Monthly Contest

This month's raffle winner gets a gift certificate to a local restaurant. Submit your company contact information by email to jessica@thinktechonline.com. Be sure to Include your name and phone number! The deadline for the raffle is October 31.

Remember 1975?

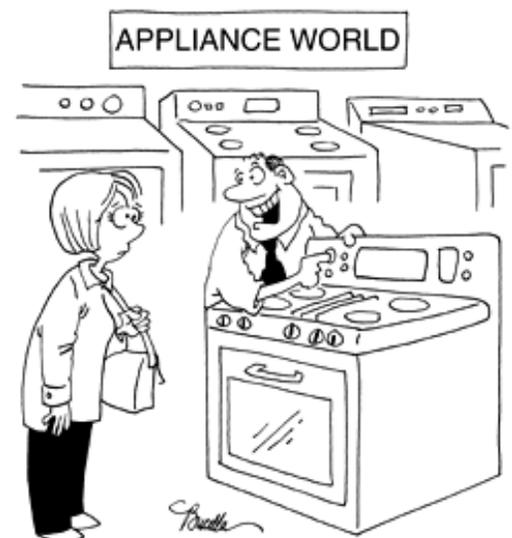
1. Who was the first guest host when NBC's Saturday Night Live made its debut in 1975? a-Howard Cosell, b-George Carlin, c-Billy Crystal, d-Buck Henry
2. Who was last seen alive outside a Bloomfield Township, Michigan restaurant in 1975? a-James Hoffa, b-Francisco Franco, c-Elvis Presley, d-Howard Hughes
3. King Faisal, the ruler of which nation, was assassinated in 1975? a-Egypt, b-Kuwait, c-Iraq, d-Saudi Arabia
4. Euell Gibbons appeared in a series of TV commercials showing that some wild plants were edible. In 1975, the Federal Trade Commission banned the ads because they could lead children to eat unknown plants. Which cereal was featured in these ads? a-Alpha-Bits, b-Grape-Nuts, c-Corn Flakes, d-Cheerios

September's Contest Answers: 1b 2d 3c 4d

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.

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"Press this button and you can watch the food cook in HD!"