

May 2009 Newsletter

If you are receiving this message, it means that I have done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

Being that it is now May, I have sent out invoices to any of you for whom I have done work in April, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

Getting Inoculated – This is not usually flu season but we are suddenly caught up in the grips of this new swine flu thing. And with thoughts of viruses floating around the world and infecting people, it is probably just as good a time as any to be thinking about keeping your computer clear of viruses.

There are numerous software packages out there, some for free and some you have to pay for. It has been my personal experience that there is not much difference between free ones and paid ones and, in fact, I have had more problems with the ones you have to pay for than the ones you can get for free. The 2 largest free ones out there right now are AVG and Avast. I have tried both and I would recommend either one. They both work well for files, emails, etc. Each one also offers a paid version with a few more bells and whistles. Whether it is worth it to pay for the “Pro” or “Advanced” versions is subject to debate. What is definitely NOT subject to debate is whether or not to have some form of anti-virus protection. You need something and you need to make sure it is updated regularly. There are settings to update automatically and you should probably do it daily. I have mine set to update every night at 2 AM, so my virus database is always current.

Note that these are different than the other “spyware” or “malware” software solutions I have discussed in past newsletters.

Search Engine Placement – For most people, getting on the first page of the search engines is the goal. There is another company here in San Diego that has been a leader in internet marketing strategies and search engine optimization services for over eight years. Go to www.topimresults.com and you can, at the very least, get a free Website Marketing Analysis and a free Position Rank Report.

To view archives of past newsletters, go to <http://www.technicalwebsitedesign.com/newsletters.html>

Thank you all for your business (and potential business...)

Jim