Bruce's Business Tips:
How Do I Drive Traffic to My Website?

People keep asking me this question: "How do I drive traffic to my site?"

It's one of the most common questions I get, and a very important topic. I wrote an article on this very subject last year, and I have decided to revisit this issue to address this question.

Last month alone, more than five billion searches were run on Google. The Yellow Pages are dead. My 75-year-old mother doesn't even look in the Yellow Pages anymore. The issue now? How do you create and maintain a web presence that correctly markets your business? According to a recent Forrester study, if your website is over 36 months old, it is just as dead as the Yellow Pages. Just 36 short months.
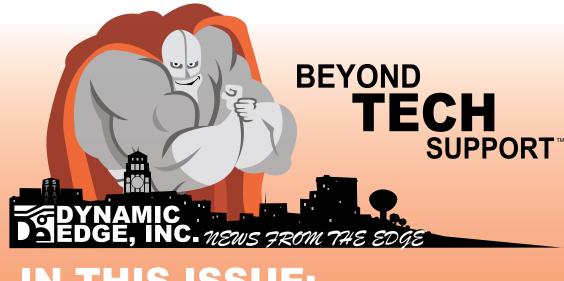
Who is Dynamic Edge?

At Dynamic Edge, we do things differently, because we understand the pain of working on a slow machine, only to have it freeze up right before that critical "Save." We've all had bad experiences with 1-800-TechSupport. And we also know that, to rescue someone from a computer emergency, you have to go Beyond Tech Support.

After thirteen years of providing technology services to all types of businesses, we've learned that very few things are as frustrating as persistent computer interruptions. So we've built a company of people, who want to help people like you find cost-effective solutions to pressing technology issues. With a team of highly trained and certified individuals, we can handle your toughest technology challenges – without burying you in tech-talk.

From Network Design and Installation to Custom Database Construction, to Web Development, Smartphone Applications and much more, Dynamic Edge delivers powerful results through our people-centered approach.

"When you're having a technology crisis, the last thing you need is a fast-talking, know-it-all who doesn't let you explain a problem; and then acts like you have no idea what you're talking about."

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Extended Content @: www.dynedge.com

Knock Down Walls

To be a successful executive you must know how to knock down walls. I don't mean the walls of brick and steel that hold up buildings; I mean the bureaucratic barriers that hold up communication.

In many companies, communication flows through narrow channels, usually from the top down — chimneys of power, they're called. People walled off from these chimneys are left to work in an information vacuum.

Today's successful corporations have demolished the walls that prevent the lateral flow of communication. With the walls gone, information permeates the organization.

Such organizations find it easier to achieve the "Four F's" that management expert Rosabeth Moss Kanter tells us are essential to business success. A successful company, she says, must be focused, flexible, fast and friendly.

- You can't focus the efforts of your entire workforce if your organization is crisscrossed with walls that impede the flow of information.
- You can't be flexible if you have a rigid corporate structure with departmental closed information loops.
- You can't be fast if information has to seep slowly through layer after layer
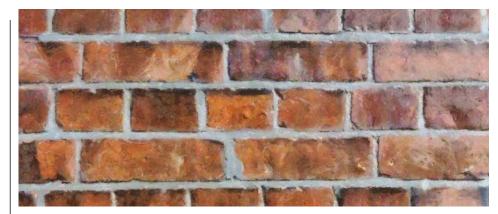
of management.
- And you can't be friendly if your people don't talk to other people inside and outside your organization.

If you look around, you may see plenty of boundaries in your own company that need to be removed. One of them may be the door to your office that remains closed to input from your employees. Another might be a rigid boundary between hourly and salaried employees that keeps people in one category from talking freely with people in another. Or it could be a boundary that shuts out ideas that don't originate in your own organization.

Other boundaries might be the lines that run between divisions of a corporation. If one division develops a new method or a new technology, does it keep it to itself or does it share it with other divisions? Among the toughest boundaries to dismantle are the ones individual managers erect around the borders of their turf.

In the old days, corporations became overpopulated with people who were promoted to their "levels of incompetence." Armed with the word "manager" in their titles, they staked out their own little turfs.

In a corporation without boundaries, advancement means moving into positions in which knowledge can be put to productive use as coaches, advisors or knowledge workers; where expertise is interchanged throughout the organization.

Another Reminder of Why You Shouldn't Use Home Routers in Your Business

This past Christmas, a hacker reportedly stumbled upon a back door to Linksys and Netgear DSL modems that allow an attacker to reset the router's configuration and gain Admin access. Not good!

Some routers have this "back door" open to the local computer network while others are open to the Internet side of things, opening up users of these devices to remote Internet attacks. This essentially means that someone could easily gain access to the network and all files located on it.

In the past, this may have taken weeks or months to get out, leaving plenty of time for the manufacturer to get

in contact with their clients, right? Not so anymore. In this instance, the exploit was promptly posted up to GitHub in a PowerPoint explaining all of the details and how to exploit the devices. Many others started trying this out (just for fun, of course), and confirmations started flooding in immediately for all to see.

The Bottom Line: If you are concerned at all about the security of the data on your network, you need to have a real, business-class firewall and router in your office. These days, it doesn't pay to go cheap on IT security.

POWER∥UP

If We Knew a Dozen or More Ways That Cyber-Criminals Could Steal from Your Company's Bank Account, Damage Your Reputation and Cripple Your Operations, Wouldn't You Want Us to Tell You about It?

Imagine walking into your office one morning to discover your computer network was breached by a hacker, exposing not only YOUR company's data, but also your clients'. Imagine the embarrassment of having to notify your clients that, because of you, their personal information may now be in the hands of cyber-criminals. And hopefully that's the only damage done…

Operations could be halted or severely limited for days, possibly weeks. Your data corrupt to the point of being useless.

Clients lost. Potential lawsuits and government fines for violating data-breach laws. The exorbitant emergency IT fees to get everything restored to working order fast. Then there's the risk of your bank account being drained dry – and because you're a business, you are NOT protected by the banks in the same way individual consumers are.

You're at Greater Risk than You Think.

With St. Patrick's Day this month, we would like to take a moment to remind you that just because you've been "lucky" enough to avoid an incident like this in the past doesn't mean you're not at risk – in fact, that's exactly what cyber-criminals want you to think. That's why it is important to have your risk level evaluated. Contact us to set up a cyber-security audit.

Maybe it's Time to Move to DE's fitCloud!

As hurtful as it feels to us, we know that no one likes spending money on IT. Sure we all want our laptops, e-mail and applications secure, running fast and readily available 24-7-365, but your friends aren't going to visit your office and oooh and ahhhh over your new server, and it certainly won't provide you hours of entertainment or bragging rights at your next high school reunion.

So the question is, how can you get the tools you need to work without spending an arm and a leg? More and more businesses are choosing to move their network to the cloud. By hosting your server, data and applications offsite (cloud computing) you free yourself from having to purchase, install and maintain your own in-house computer network. That way you're not required to buy a new server and workstations every 3-4 years to keep everything updated; all you need is an Internet connection and a web browser and your cloud provider does the rest.

Of course cloud won't work for everyone; but if you're faced with a server refresh, you owe it to yourself to at least LOOK into it as an option. In addition to the cost savings, here are some of the benefits of moving to the cloud:

1. Automatic Backup. Clients who host their server, applications and data in the cloud don't need a separate backup. In some cases, that can save a client thousands of dollars by eliminating the need for a separate BDR (backup and disaster recovery) device and service.

2. Work Remotely From Any Device. By hosting your server and workstations in the cloud, you can access key applications, documents, e-mail and processes via a web browser, freeing you to work remotely from whatever device (laptop, tablet, PC) you're using to access them. All you need is a good Internet connection (which isn't hard to come by) and a web browser.

3. Easier Cash Flow. When your network is in the cloud, you aren't faced with a big, expensive network upgrade every 3 to 4 years. All you pay is a fixed, monthly fee for the computing power you need, just like a utility. If you need more users, space or features, you add them. If you need to dial it back, you can do that too because you're paying a monthly service fee, not for the physical hardware and software licenses that you have to install and maintain on site.

If you want to find out if all or parts of your network can be hosted in the cloud to save you some money and to simplify IT, just give us a call to learn more about our fitCloud service. This just might be the solution you've been looking for!

Bruce's Business Tips:

Getting More Customers: Drive Traffic to Your Site

In this article I am going to share with you two simple secrets you can do on your own to revitalize your website.

The first thing you need to do is update your home page. Create and add a headline that grabs the potential customer's attention and holds them on your page long enough for them to stop surfing and read about what your business has to offer. The headline should be simple and near the top so the visitor sees it without having to scroll down. As an example, on our website, we use the headline "Need Help Now?"

Also, you should update your homepage headline often, even if you think you have a good one. Why? So search engines know your website is alive. We will talk more about this later.

The second secret is to add testimonials to your site. Testimonials let visitors see that others value your product or service and, importantly, they add new content for web crawlers.

Here's how you get a good testimonial in four quick steps:

1. Contact your customer and ask them if it would be okay if you came to their office and took a video of them talking about your company.

2. Grab your iPhone and find a well-lit quiet area at their office. Pay attention to the background.

3. Ask the customer these three questions: Who are they? When did they start working with your business? How has your product or service made their lives better?

4. Record them answering these three questions three times. Then, post the best of the three recordings on YouTube.

As mentioned earlier, testimonials also help search engines realize your site is "alive". Here's the issue: there are little robots that are constantly following every link on the web and if your site never changes, these little robots decide you went out of business, especially after two months of stagnant content. A blog is helpful, but it isn't enough. You really need to update other pages, and this is where testimonials come in. Put them up on every page to add some new content and give these little robots something to talk about!

Okay, that should get you moving.

Looking for more information on what you can do to improve your website's contribution to your top line? Give us a call. We will schedule a FREE 9 Point Website Health Checkup to help you understand where you are going wrong, but hurry, we are only doing 5 of these for free.

Celebrating Michael Bolton's Birthday?

On February 26th, we celebrated the birthday of Michael Bolton (the singer) here in the Dynamic Edge office. Not ones to let such an epic occasion go unnoticed, the DynEdgers made sure that this event was celebrated in style by decorating Michael Bolton's (the DynEdger) desk and getting him a cake where he is pictured along with his namely counterpart.

Fixed IT:
Saving the World
One Computer at a Time

If your business is using "pay-as-it-breaks" computer support, I'd bet your issues never actually get fixed, *do they?*

With Fixed IT, we pro-actively monitor & protect your entire network, **so it doesn't break in the first place.**

Consider your computer saved.

MEET THE DYNEDGER

Treveon Fulton

At an early age Treveon showed a strong passion for computers and gadgets. While in high school he was awarded an IT Internship with Ford Motor Company for his advance IT skills and academics. As an Intern he fell in love with the combination of Customer Service and IT, which lead to obtaining a dual major BA in Information Technology and Management from Northwood University. Treveon is also the owner and creator of Trend Elements Fashion Magazine where he informs the world of everything fashion.