



**ThinkTech**  
You have enough to think about

# tech-ade



October 2010

## What's Inside

**The Single Biggest Cause of Computer Headaches**

Discover On Page 1

**Meet Our Client Of The Month**

On Page 2

**Shiny New Gadget Of The Month**

On Page 2

**New Security Threat Could Completely CRASH Your PC**

Learn Why  
On Page 3

**Your Blog Can Be A Marketing MAGNET**

Find Out How  
On Page 4



*Turn your technology lemons into lemonade*

## “How To Rid Your Computers Of Ghosts, Goblins, And Other Sinister Beings—Finally & Forever”

Ever feel like your computer network is haunted? Want to know how to eliminate close to 80% of the computer problems you experience AND get more life, faster speed, and better overall performance from your PC? The answer is simple...

The vast majority of computer problems can be solved with one simple step: regular maintenance. That's right; nearly 80% of all computer problems stem from neglecting to perform routine maintenance such as cleaning your registry, installing security updates, and monitoring performance.

### Why Do PCs Have So Many Problems?

Your computer is not a simple appliance like a TV. Once connected to the Internet, it's exposed to a barrage of sophisticated hacker attacks, viruses, spyware, and other programs that can instantly install themselves to gain access to your data and take control of your machine. Plus, adding new programs and other general use of your system will gradually slow your computer's performance over time; that's why that brand-new PC you just bought a month ago is suddenly not loading programs as fast as it used to.

Regular maintenance will not only keep your computer network running like new, but it will also help you avoid crashes, downtime, and data loss resulting from faulty hardware or corrupted software.

### The Smart Way To Avoid These Issues



Given the fact that no business can operate without access to e-mail, the Internet, and other important systems and files, it often puzzles us why so many people cringe at spending money on maintaining their PCs. Trying to do it yourself is never a good idea (unless you happen to be a very savvy computer expert) and waiting until something breaks to bring in a technician is like putting on a seat belt AFTER the accident. That's why we recommend outsourcing the care and maintenance of your computer network to a professional. Not only will they do a better job, but over time a well maintained computer network will significantly reduce your overall IT costs AND allow you to focus on more

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(Continued from page 1)

important issues like sales, profits, management, and customer service.

### Call Us For A FREE Diagnostic Audit Of Your Network

Call us on or before October 31st and, at no cost or obligation, we'll come to your office and run a series of diagnostic tests to find hidden problems, viruses, and other computer nasties causing your PCs to run slow, freeze up, and cause problems. For free we will:

- ♦ Run a virus, spyware, and malware scan

- ♦ Check the integrity and reliability of your data backup
- ♦ Check critical firewall and security settings
- ♦ Look for fragmented data, corrupted registry files, and unnecessary programs that slow down performance
- ♦ Check security updates and patches

To claim your FREE diagnostic service, call us at

**(508)992-2541**

## Meet Our New Client Of The Month!

Every month we choose one very special person to be my "Client Of The Month." It's our 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 **C. Raymond Hunt Associates**. 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!***



Craig Obara,  
C. Raymond Hunt Associates

## Shiny New Gadget Of The Month: *Pico Solar Charger*



Do you like to camp, hike, and spend time outdoors but can't live without your iPod or cell phone? We've got the solution!

Pico Freeloader Solar Charger is a compact and lightweight solar powered charger that can give you 35 hours on mobile phone, 14 hours on iPod, or 1.5 hours on GPS, all on a single ten hour charge. The crystalline solar cells will soak in the sun's rays by day, and when night falls, you can plug your phone or GPS in and charge it up in just a half hour! Now when you trek through the wilderness, you can do it with peace of mind knowing your vital devices will stay charged in case of emergency.

What's particularly nice about the Pico is that you can recharge its internal lithium ion via USB in the event of a cloudy day or in the middle of winter. Oh, did we mention it's only \$39? Maybe this is the new Christmas gift you get for everyone!



# Security Alert!

## Ads For Fake Anti-Virus And Anti-Spyware Programs Are Multiplying

Not long ago one of our clients was browsing the web when a warning popped up on his computer screen, alerting him that his PC had been infected with a virus. Although the alert looked real, he was skeptical and closed the alert by clicking on the "X" in the upper right hand corner of the notice.

Can you guess what happened next? His browser was hijacked, pop up ads started sprouting up everywhere, and he couldn't get any of his programs to work even though he rebooted his machine. Although this is an extreme example, the number of fake anti-virus software scams has increased tenfold in the first quarter of this year. Court records reveal one instance of why this has become a hot new trend with hackers: One company (Innovative Marketing) took in more than \$160 billion worldwide last year "selling" fake anti-virus programs.

### **Here's How They Nail You:**

Online scammers simply create and place fake ads under the name of well-known anti-virus corporations without their permission, and without the knowledge of the site selling the ads. But instead of installing a legitimate anti-virus program, it installs a virus that either instantly infects the PC or creates a

warning that then sells the user a fake clean-up program.

### **How To Avoid Getting Tricked**

- ♦ Use Firefox as your browser rather than Internet Explorer.
- ♦ Keep your computer updated with the latest anti-virus and anti-spyware software, and be sure to use a good firewall.
- ♦ Never open an email attachment unless you are POSITIVE about the source.
- ♦ Do NOT click on any pop-up that advertises anti-virus or anti-spyware software. If a virus alert appears on your screen, DON'T click on it, even to "close" it. Instead, hit control + alt + delete to bring up the Task Manager. From there, delete the "rogue" from the list of running programs, and call us immediately: 508-992-2541
- ♦ Do not download freeware or shareware unless you know it's from a reputable source. Many freeware and shareware programs come bundled with spyware, adware, or fake anti-virus programs.

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“You have enough to  
think about”

## Services We Offer:

- IT Consulting Services
- Network Design & Repair
- Disaster Recovery & Backup Solutions
- 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

## Five Metrics To Track On Your Blog

Want to turn your ho-hum blog into a true marketing magnet for your business? Then you have to give it a little TLC and attention. With so much content online, the “build it and they will come” strategy is the worst you can use. Since you can’t improve what you don’t measure, here are 5 key things to track on your blog:

**1. New vs. returning visitors:** If you are getting a lot of new visitors but no one is returning, you might need to improve your content. Other tips would be changing the placement of your RSS/email subscription buttons and adding a subscribe button at the bottom of each post.

**2. Referring sites:** Knowing where you are getting most of your visitors from helps you focus more on those areas. Are they coming from Twitter? Then Tweet more frequently. Facebook? Then put more focus on your pages and content there. Pretty obvious, but are you doing it?

**3. Keywords:** If you know what keywords or key phrases you want to rank high on, make sure you use them in your headlines and content. Google’s Ad Keyword tool can help you determine different variations or synonyms for your main keywords; and Google Analytics can alert you to what keywords people are typing in to find you.

**4. Commenting:** The more people comment on your blog the better it is for interaction and ranking. Encourage folks to post their thoughts by writing about controversial topics and asking for visitors to weigh in with their opinion. You can also ask questions such as, “What’s YOUR biggest computer pet peeve?” or similar.

**5. Top content:** Keep track of what topics are most read and commented on by your visitors. The goal is to find common threads and exploit them in future posts.

## 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

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“With me it’s been one mistake after  
another. Just look at my eraser!”