



December SE411 Newsletter

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Secure Your Computer - Protect Yourself

The list of terms for malicious programs that plague the Internet grows daily - You may have heard of some of them such as **malware, spyware, parasites, worms, Trojans, password crackers, annoyanceware, adware and scumware**. There are various ways to categorize the different programs.

The information provided here is aimed at assisting the average computer user in understanding the bare basics of computer security. For those who want more information, give us a call - we are here to help.

Malware is a term that generally includes a multitude of types of malicious software that will harm computers and jeopardize computers' users. Malware includes, but is not limited to, viruses, Trojans and worms. One example of malware is a program that causes your computer to send out emails that you did not write, that appear to come from your email address. If your computer is unprotected it is susceptible to malware.

Spyware is a term that generally includes malicious software that is able to spy on your computer and you, and share that information with others. One example of spyware is a program that gathers private, personal information you have on your computer, and sells the information to people who use the information to steal from you, or harm you in some other way.

New Malware and Spyware programs are being written every day, and anyone who uses a computer is vulnerable to the various types of harm that they cause. Adults are impacted by the dangers of these programs regularly, and children are often more susceptible than adults. It behooves anyone using a computer to learn about the steps necessary to protect themselves and their children and take those steps. The dangers of the Internet do not mean we have to forego the benefits. Just as when plastic bags were invented years ago we did not forego the benefit of using them, we just learned to avoid their inherent dangers.

At this time - It is important to emphasize "**At This Time**" because the dynamic nature of the web and the Internet means constant change, so what is true today is not necessarily true tomorrow. So - at this time, you can protect yourself, you children and your computer by taking a few relatively easy steps, as explained on the next page.

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Here are the 3 steps we have taken to protect our company and personal computers:

Step 1. Learn about, install, and use, a good firewall on your computer. The Windows Firewall is not adequate in most cases. Zone Alarm provides a free firewall that is purportedly adequate, although we have not used it so we cannot endorse it at this time. McAfee provides an excellent firewall, which is not free but will protect you and your computer from harm. It is well worth the minimal cost.

Note: Never use the Windows firewall and another firewall at the same time, as there are conflicts between firewall programs. Always disable the firewall you are not using.

Step 2. Learn about, install, and use, AdAware. AdAware (not to be confused with "Adware") is an antispyware program that protects your computer from various spyware and adware. There are different versions of AdAware, some free and some that cost a small fee. The free version is adequate for most computer users.

Step 3. Learn about, install and use, a good antivirus program such as McAfee Anti-virus. McAfee is something you have to pay for, but your security is worth more than the price of McAfee. We also use a program called AVG, which is free, as an added protection. Although some have told us that they prefer Norton's programs, after our experience with both McAfee and Norton, we prefer McAfee.

Some Notes On Program Conflicts -

- Be aware that there are a multitude of programs advertised to protect computers from viruses and other malware. Not all of them are legitimate, and indeed some of them actually **ARE** malware programs themselves.
- Be aware that even totally legitimate antivirus and/or antispyware programs sometimes have software conflicts with each when used on the same computer. Those conflicts can and do cause problems. We have limited our endorsements herein to those programs and combinations of programs that our experience has shown to be conflict-free.

There is a bit of a learning curve for each of the three steps above. We are happy to assist you in installing and teaching you what you need to know about them just give us a call!



We find facts

The Web Sleuth - Online Investigative
Services

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Services Provided by Search Engines 411 Inc:

To start with, we provide you with a free initial analysis of your site. [Email](#) us your URL (just one URL per domain please) and you will receive your report within 24 hours. If you have any web-related needs not listed below, let us know!

Web hosting -

--- is included for our clients with SE411 Plan A. [EMAIL](#) us for the specifics of this plan.

Affordable customized web site hosting -

-- is available for those who do not choose the SE411 Plan A, priced individually according to need. As an example, a 3 or 4 page site with an unlimited number of email accounts including auto-forwarding, and real time statistics, normally costs \$20 to \$30 a month to host, with no setup fee.

Keyword Effectiveness Index -

-- to determine the best keywords for your site. Targeting the best keywords draws more potential customers to your site

Link popularity/ Link Reputation reports -

-- (including interpretation of the reports) plus help with improving the link popularity/ link reputation of your site

Analysis and evaluation -

-- of entire web site

Recommendations for source code changes -

-- that will optimize your site for the search engines

Assistance with accomplishing changes,

-- or we can make changes ourselves

Reports on your site status

-- with the major search engines

Submission -

-- of each of the pages on your site to over 100 search engines/ directories

Reports on competitors' status -

-- with search engines and directories

Recommendations on how to get your site to rank higher on engines than your competitors' sites do

Assistance with individual problems,

-- such as when your page has already been banned by a search engine because of an inadvertent error

Testing of your site

-- for accessibility using the various major web browsers and resolutions settings

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