

Does your business need a website?

One of the most important and often-asked question from the business world -

Do I need a website? The answer is 100% YES!

Having a website today is equivalent to having a record of your company in the yellow pages (back 10- 15 yrs ago). People rarely look in the yellow pages anymore to find products or services; most of it is done online. Consumers may also view a business's website before deciding to purchase a product and service; people relate a quality website with a quality and credible business. If a business has competitors that have a website and they don't, it's going to be a very big disadvantage.

Today it's very hard for a business owner to say they don't need a website, because without one they are losing out on business one way or another. When it comes to marketing there is nothing more cost effective than having a website. If marketing is not a focus it can be as simple as having more credibility, or showing the hours of operation and a map with directions to the place of business. A website is not one dimensional, the ways it can help a business is endless and everyone can benefit.

Your Web site is an important part of your business and it speaks volumes about your business. Your website will work for you 24 hours a day, 7 days a week, every day of the year. It's like having a salesman that never takes time off, calls in sick, or goes on vacation!

ALL businesses - new and 'old', small and big - should have some kind of web presence. Don't miss out on all this growth! If people don't find your business on the Web, they will certainly find a website of one of your competitors! We offer web hosting, domain name registration, and web development.

Be sure to contact Mandy Gels or Lisa Niekamp-Urwin to get your website started or updated.

We're on the Web!

www.ttecht.com

3241 St. Rt. 118
St. Henry, OH
45883

419.678.4600

Contacts for all
your needs

Lisa Niekamp-Urwin
Owner/Project Manager
lurwin@ttecht.com

George Staver
Systems & Network Engineer
gstaver@ttecht.com

Mandy Gels
Website Design & Development
mgels@ttecht.com

Pat Adams
Business & Applications Engineer
padams@ttecht.com

Bonnie Homan
Business Manager
bhoman@ttecht.com

Special points of
interest

Holiday schedule
Dec 24 & 25—closed
Dec. 31 & Jan 1—closed

To add an email address
to receive this newsletter
via email please send
your email address to
bhoman@ttecht.com

December Special at TTechT

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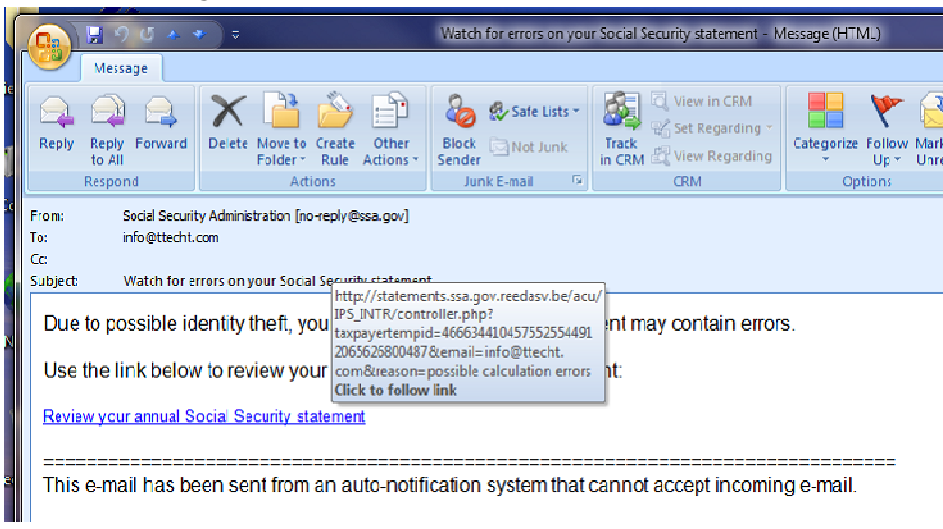


This is a great gift
idea for those high
school or college
students on your list.

HAPPY HOLIDAYS FROM THE TTechT STAFF!!

URL's...How to tell if they are real or spoofed.

When you get an email with a hyperlink once you click on the hyperlink it will open in Internet Explorer. However, a malicious user could create a link to a deceptive (spoofed) website. You will want to make sure that the hyperlink is a real url. Before clicking on the hyperlink take your mouse and hover over the URL in the email. Now look closely at the URL that appears in the bubble, like below... pay particular attention to the letters just before "/" in this URL. So the link shown here is actually **state-ments.ssa.gov.reedasmv.be/acu/IPS_INTR/controller.php?** thus going to a web site that is "reedasmv.be". As you can see that isn't valid. You can right click on the link in the email and select copy hyperlink. Then paste this into a document and you can dissect it to determine if it is real. These emails are coming in all kinds of forms... fake orders from online vendors you shop with, spoofed Verizon Wireless... I imagine it is going to get worse over the holidays! Don't let your guard down when you are reading your email!



Windows 7 - do you really have to start over.

No matter who you are you got to chuckle at the latest Apple commercials. If you haven't seen them, search YouTube! They are really good... BUT, being a loyal Microsoft partner and soon to be a very proud authorized Apple Service Center, we would like to clarify some things. There is a Windows 7 wizard on your Windows 7 installation. We have already converted SEVERAL pcs... from XP and Vista to Windows 7. This wizard saves your data off on a USB drive and imports it back in when you have installed the operating system. So yes, you have to do a complete format and installation of the new version... but you don't lose your data! Ready to upgrade to Windows 7... we are here to help.

Did You Know...

- An average desktop computer requires 85 watts just to idle, even with the monitor off. If that computer were in use or idling for only 40 hours a week instead of a full 168, over \$40 in energy costs would be saved annually.
- One computer left on 24 hours a day costs you between \$115 and \$160 in electricity costs annually while dumping 1,500 pounds of CO2 into the atmosphere.
- A tree absorbs between 3 and 15 pounds of CO2 each year. That means up to 500 trees are needed to offset the annual emissions of one computer left on all the time!
- If each household in a region the size of the metro Boston area turned off its computer for just one additional hour per day, it would save \$3.2 million in electricity costs and prevent 19,000 tons of CO2 from heating the atmosphere.
- Electricity production is the largest source of greenhouse gas emissions in the United States, ahead of transportation.

Go Green, Save Green

Have a question or thought, we would love to hear from you... Drop us an email, we welcome ideas for our newsletters.

We have expanded to the residential market!

Due to large demand we have expanded our expertise to the residential market. We have 2 depot locations for the convenience of the customer. All you need to do is drop it off and we'll take care of the rest! We will let you know when it is finished, typically 1-2 business days. We specialize in repairs, virus detection/removal, upgrades, hardware/software issues, security & performance.

Please contact us with any questions you may have regarding this service.



Depot locations:
Western Ohio True Value in St. Henry
Wangler Ace Hardware in Ft. Recovery