

Be Webaware



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How secure is *your* company?



This year's CBI report, *Securing Business Value Online*, identified small to medium-sized companies to be 'the weakest link in the chain' when it comes to electronic security.

Very few organisations were able to assess the true implications of these security breaches, but those that were, indicated that the cost of a single breach was in excess of **£100,000**.

By the end of 2007, the pain will be made worse by heavy fines and damaging adverse publicity as the PCI Data Security Standards become law. All businesses that store, process or transmit cardholder data are required to be compliant with these standards.

Why not invest in a **RTA security audit** of your computers, network and Internet connection? This audit can also include checking your wireless network for security weaknesses and ensuring that your website is free from security flaws.

62%

...of UK businesses had a computer security incident in the 2006; many were unaware that their security had been compromised.

DTI Security Breaches survey

Is your website past its sell-by-date?

Many things improve with age - *fine wines, antique furniture and classic cars*.

Sadly, a company website doesn't and a site that is just a few years old often looks dated in comparison to your competitor's frequently updated sites.

Whether you are looking for a total re-launch or just a 'freshen up', we can ensure your company's online image remains vibrant and your content stays relevant to your customer base.

Our websites are stylish and effective, yet affordable. They are optimised for search engines and can be integrated into your back office systems if required.

Contact us for a **free appraisal** of your current website.



RTA are approved for **Business Link** grant aided projects



What to do next?

If you think that you need advice on any of the issues raised in this month's Be Webaware, contact us now for a no commitment discussion on how we might be able to help you.

Contact us:

Email: sales@rtanet.com

Phone: 01299 405573

Mobile: 07860 167841

Email headaches on the rise?



Email has changed from being the fast and efficient communications medium it once was into a time-consuming annoyance. We all know the frustration of receiving nine Viagra adverts for every useful message.

The cost to your company in IT support and lost productivity from a virus outbreak can be enormous. **A quality hosting provider should be filtering ALL infected messages before they ever reach your network and filtering 90% of all SPAM messages at the same time.**

Contact us now to see how we can help you regain control of your email.

Are you Google's Number One?



Are surfers really that lazy when buying on the web - current research says they certainly are!

Can potential customers find your site? Do you know what your Google ranking is or whether Pay per click will help you? If the answer to any of these questions is 'no' then your website needs **SEO**.

Search Engine Optimisation (SEO) is the process of improving the volume and quality of traffic sent to your web site from search engines.

We have used SEO to ensure that our clients' websites move up to the top 10 Google rankings.

We can also drive traffic to your website with a value-for-money Pay per click campaign. This will help you if you are in a highly competitive market with hundreds of competitors. Pay-per-click can ensure your place at the top of the search results no matter how many rivals you have.

'The majority of searchers don't look past the first 2 pages and will modify their search rather than look deeper.'

Google ranking survey, 2007

'A site with a top ranking will typically generate 100 to 1000 times the traffic volume of a site on the third page of results.'

Google ranking survey, 2007

Ruler of your own domain

Imagine the scenario: *'Take a look at our website'*, you say proudly to a new customer. A few clicks later, to your horror, the screen which once displayed the Bartlett Engineering home page now shows Bartlett's Lingerie. This is the risk you run if your domain name is not actually **registered** in your company name.

Within the space of an hour, the website address and the exclusive rights to use it can be bought up and used by another company.

Alternatively, you may be losing sales when customers cannot locate your website when they assume it is bartletts.com, when you are actually a co.uk.

We can ensure that your domain name is registered correctly and advise on other names you should own to ensure your customers find you instantly.

You can also register domain names based on your business's keywords to help your search engine ranking. B&Q registered diy.com because it works!



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