

# TechTidbit.com

brought to you by Tech Experts

## Four Simple Things To Help You Get More Done In 2013



*Thomas Fox is president of Tech Experts, south-east Michigan's leading small business computer support company.*

Making New Year's resolutions is a cliché these days, but that doesn't mean they're not worthwhile. Whether we're successful or

not, I think it's healthy to take some time each year to look at where we're at, and what improvements make sense.

One of the biggest resolutions, of course, is to be more productive. Toward that end, here are four simple things you can do to get more done in your day.

### Block non-work related websites

This one won't be popular, but if you want to get more done, then get rid of the distractions.

Of course if part of your job is to manage the social media for your company, this doesn't apply; for all the other workers in your office who don't need to be on Facebook and Twitter all day, this will remove the

temptation to pop on social media sites "for just a minute." This adds up to hours of wasted company time, and zero productivity.

A content filtering firewall, or even special filtering software, can easily manage which sites you can visit. Other things to block include gambling sites, employees searching for a new job on company time, and bandwidth wasters like Youtube.

There are also many distraction-blocking apps you can use to help you disconnect. AntiSocial and Freedom will make time-sucking sites unavailable for however long you choose.

### Set up remote access

With the ubiquity of fast residential Internet, it's easy to set up a VPN to your office to access files, e-mail and programs from home (or while on the road) using remote access applications or cloud technologies.

This lets you work when forced to stay home with sick kids or to wait for the repairman to show up.

Studies show that employees generally put in several more hours of work on their own initiative if they can easily jump on their home PC

to finish up a report or check their work email.

### Use dual monitors

According to a University of Utah study, you can increase your efficiency by 25% just by adding a second monitor.

A second monitor increases effectiveness and usability, decreases errors from switching between applications, and makes task tracking easier. All of these factors combined show vastly improved productivity.

### Put your storage in the cloud

Cloud storage began as a way to backup data, but now you can use it for file storage just like a network drive.

Cloud storage can boost productivity by giving you access to your data anytime, anywhere. Get even more done when you pair cloud services with mobile devices like iPads and smartphones.

Each of these is an easy update for us to implement. If you want more details on improving productivity in your office, just give me a call at (734) 457-5000, or send us an e-mail at [support@MyTechExperts.com](mailto:support@MyTechExperts.com).

*"Studies show that employees generally put in several more hours of work on their own initiative if they can easily jump on their home PC to finish up a report or check their work email."*

We're proud to partner with the computer industry's leading companies:

**Microsoft** Partner



Microsoft  
Small Business  
Specialist

Business  
Partner



**Need help? Call the Tech Experts 24 hour computer emergency hotline at (734) 240-0200.**



## Increase Network Security And Productivity

*by Frank Wright,  
Service Manager*

As a managed services provider, we regularly consult with companies about issues they would like addressed. We find that many times, a simple solution can correct their issues in one fell swoop.

What are some of the biggest concerns businesses have? The top three we hear most often are security, productivity, and network speed.

These three main issues encompass many other common issues businesses have to deal with on a daily basis and are easily resolved.

In these days with high profile businesses such as Sony, GoDaddy, Verisign, etc. being hacked this past year it's easy to see why security is of utmost importance.

Many businesses store confidential data such as credit card numbers, social security numbers, or other personal information on their servers, and because of this, must protect that information at all costs.

So, what's the solution to this? Having good security policies in place is a start, but a giant leap in the right direction is having a business class firewall in place.

We offer Fortinet firewalls which, when properly implemented, can stop unauthorized network access in its tracks.

Fortinet firewalls offer many different security features to keep your network safe.

Network protection features include an Intrusion Prevention System

(IPS), built-in antivirus solutions, and Data Loss Prevention (DLP) services. Fortinet firewalls protect your company's, and more importantly, your client's, private information.

*"In a recent study conducted by Salary.com it was found that employees waste on average 1.86 hours of work per day."*

Fortinet firewalls also offer the possibility of huge boosts in productivity.

In a recent study conducted by Salary.com it was found that employees waste on average 1.86 hours of work per day. That's almost 25% of the work day!

So if this rings true to your company, you're paying each employee for three months of work each year that they are not even doing!

What are your employees doing that is wasting so much time? Studies show that 52% of the two hours per day that employees waste were spent on non-work related websites like Facebook and Twitter.

While many companies don't think this goes on in their business, the moment we put in one of our Fortinet firewalls, we almost always find someone on websites they were not supposed to be on during the work day.

Keeping these figures in mind, the costs associated with not having measures in place to stop these

kinds of activities far out weighs the actual costs of having one of these units installed.

Once the unit is installed, we can implement web content filtering so employees cannot access time wasting websites.

Users that need access to these types of websites, like the owner of the company for instance, can have credentials to be able to override any filtering in place.

The final item that businesses strive for is a faster network. While this can be dependent entirely on the Internet connection speed your business has, it is entirely possible to have a high speed connection and still feel like your Internet is terribly slow.

So, this again goes back to web filtering. Users should not be able to download from unauthorized sites or do any activities on the network that take a large amount of bandwidth.

Also, if you have a couple of separate Internet connections, it is possible on some of our higher end Fortinet firewalls to have load balancing in place to help better distribute the load of connections out to the Internet if need be.

Whether you're in a small business with a handful of employees or in a medium to large size company with potentially hundreds of employees, we have a firewall solution for your business.

Fortinet firewalls allow you to better manage your company and increase security, productivity, and network speed significantly.

### Visit The Tech Experts Twitter & Facebook

facebook



Name:  
Tech Experts

Our Facebook page is a great place to keep up with everything we're doing at Tech Experts! You can check

out staff photos, press releases, blog postings, and enter our occasional contests! You can visit our page and become a fan at [www.fb.com/TechnologyExperts](http://www.fb.com/TechnologyExperts)

Twitter is another great place to keep up with everything going on at Tech

Experts! You can follow us at [www.Twitter.com/TechExperts](http://www.Twitter.com/TechExperts)



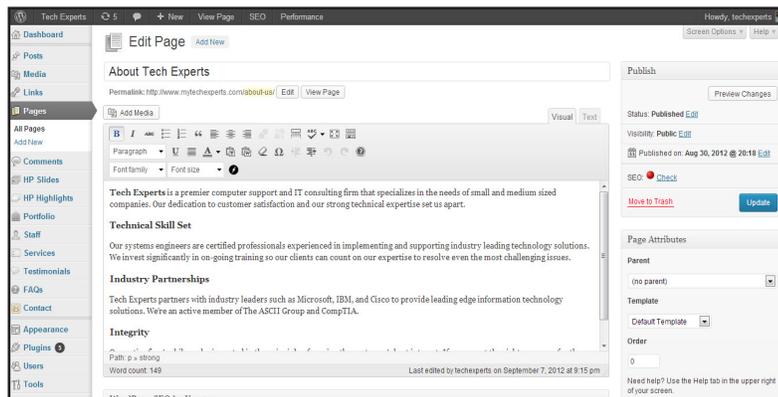


## Taking Your Business Online With Wordpress

by *Jeremy Miller,*  
*Technician*

If you have thought of creating a website or currently have one that is difficult to edit then you need Wordpress.

With Wordpress, you can easily create, modify, and update your website with more features than you could ever imagine.



Wordpress is a Content Management System (CMS), which allows you to easily manage all content on your website.

This includes any sort of content such as web pages, blog posts, videos, music, and much more.

You are able to create users or even have people create user accounts themselves, with a default permission that you can set. You will not have to pay a website designer or a webmaster to add, remove, or modify any of your content.

There are hundreds of free themes that you can choose from to make your site unique. There are also many premium themes that private and professional developers create and sell. These themes often look better and have much more functionality.

Wordpress has thousands of plugins from which to choose. These plugins can help you do anything

from Search Engine Optimization (SEO), shopping carts, forums, maps, to automation of content generation.

Plugins can come in handy if the theme that you chose does not have a feature that you want.

Wordpress is optimized for SEO, out of the box. There are also plugins that will help you optimize your site further such as All in One SEO Pack, Google XML Sitemaps, and Rich Snippets.

These plugins will make it easier for Google to crawl the site and this will bring your site up in the search results ranking.

Wordpress is easy to manage, add new content, and secure as well. You can download various management plugins. There are plugins that will guide you through the administration aspects of your site. The system can email an alert if there are any issues with or someone comments on your website.

Adding new content is as easy as creating a document in Microsoft Word. In fact, anything that you create in Word can be copied and pasted directly into Wordpress.

Wordpress is extremely scalable; this will allow you to continue to use Wordpress no matter how large your business grows.

The latest features and options will always be an update away. Of course, Wordpress will let you know what needs to be updated every time that you login.

Wordpress is an easy way for anyone to have their own website that is fun and very easy to use. If you are interested in using Wordpress for yourself or your business let us know.

We can help you get started and answer any questions that you may have. We have already created many Wordpress sites for our clients and have had nothing but positive feedback since.

**Create new service requests, check ticket status  
and review invoices in our client portal:  
<http://www.TechSupportRequest.com>**

**Need help? Call the Tech Experts 24 hour computer emergency hotline at (734) 240-0200.**



### Contact Information

#### 24 Hour Computer Emergency Hotline

(734) 240-0200

#### General Support

(734) 457-5001

(888) 457-5001

support@MyTechExperts.com

#### Sales Inquiries

(734) 457-5001

(888) 457-5001

sales@MyTechExperts.com

Take advantage of  
our client portal!

Log on at:

[www.TechSupportRequest.com](http://www.TechSupportRequest.com)



TECH  
EXPERTS

1206 South Telegraph Road

Monroe, MI 48161

Tel (734) 457-5001

Fax (734) 457-4332

info@MyTechExperts.com

## Avoid Vexing Your Boss With These Workplace Fouls

You don't have to be a toady to get ahead at work, but staying on your boss's good side is a positive strategy. Smart employees do their best to steer clear of these management pet peeves:

- **Tardiness/excessive absenteeism.** Managers can't make plans if they don't know when—or if—you're going to show up for work. Do your best to be on time and stay healthy.
- **Procrastination.** Don't waste time. Managers depend on you to get timely results, not make excuses for lateness. If you run into a problem, tell your manager right away so he or she can plan accordingly.
- **Drama.** This can include gossip, turf battles, and constant sniping between employees. Stay focused on getting your job done in a professional manner no matter what personal issues might intrude.

• **Dishonesty.** If a manager can't trust you to tell the truth, your whole working relationship is likely to crash and burn. Tell your boss what's going on, even if it's bad news. A good manager will appreciate your truthfulness.

• **Insubordination.** Few managers will tolerate an employee who openly challenges him or her for very long. Learn the difference between raising issues and making trouble. Even when you disagree with your manager, do it with tact.

• **Negativity.** An employee who's constantly complaining, or always pointing out the down side of every decision, isn't helping his or her boss. You don't have to put on a Pollyanna act, but do your best to be positive about what's happening in your workplace to show your boss that you're a team player and that you can get along well with coworkers.

## Business To Business Sales: Listening Is Key

One of the best pieces of advice when it comes to the world of B2B is for salespeople to actually listen to their customers.

At present, this is not always the case. But clients and customers really want you to listen to them and gain a real understanding of their needs, situation and requirements, and it is your job to do that by listening actively to what they have to say.

Many B2B salespeople have a particular behavioral style or may even have been trained to focus on presentation and talking.

Unfortunately, sometimes this style actually prevents them from listening to what their customers are really trying to tell them.

Listening as a sales skill is taken for granted far too often. Some people may even believe they have a natural gift for it – a perspective

that can mean they put very little effort or time into learning how to listen properly.

While it is important to listen to the customer first, when it comes time for your pitch, engaging the customer with your storytelling skills

is one of the most crucial tools in a salesperson's skill set.

Being able to capture the imagination of your customers and to engross them in your tale can very quickly give you an enormous competitive edge over your rivals.

