

Time Spent Blogging Will Boost Your Online Profile



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

You've no doubt noticed the thousands of blogs online from big businesses, mom-and-pop stores, consultants, and individuals.

Some of the information is interesting, some of it is boring, and a lot of it is just an outlet for folks to vent.

However, if you are not blogging, you may be missing out.

Why blog?

If you are a business owner or manager, blogging has many benefits:

It boosts online awareness about your company. By including search engine optimization (SEO) keywords in your blog titles, links and copy throughout your blog postings, you'll significantly increase your search rankings and boost online awareness about your company, services and products.

These keywords are simply the words or phrases potential custom-

ers are using to search for your products and services online.

By including SEO keywords in your entries and writing weekly blogs that are 300 words or more, you will see a difference in website traffic.

Blogging builds customer relationships. Blogs also offer a way for you to share information, interact and build customer relationships.

If people can comment on your posts and like what you have to say, they will share the information with others and build word-of-mouth for your business.

But how do you discover what is valuable to your customers?

Check your Google Analytics. The key is knowing what pages your site visitors are looking at most and what keywords they are currently using to find your website.

This information will give you clues about what your clients want and help you create great blog entries.

If you're still not sure, you can always post a quick, online survey and ask your customers what they want to see.

A blog lets you beat the competition by providing unique content.

Blogs can help you stand out from the competition by providing valuable information that your customers cannot find anywhere else. And how do you do that?

In your blogs, share your personal insights pertinent to your expertise, background, likes/dislikes, hobbies, etc. Your blog should be as unique as you are.

Blog for business growth!

If you haven't looked at blogging as part of your marketing strategy, it's time to review it again.

Blogs provide a great way to boost your rankings on the search engines and build client relationships with unique and valuable information.

However, blogs need to be written with the appropriate SEO content and posted on a regular schedule - there's nothing worse than a stale site.

If you don't have the time or writing skills for this, hire a content strategist who does. It will be well worth it when you see your site visitors and sales increase!

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Improve Your Business With Tech Expert's Email

by *Frank Wright,*
Service Manager

With the many different types of email offerings out there what type of email should you be using for your business and why?

At Tech Experts we offer several different email plans for your business needs that are reliable, secure, and offer many features you don't find just anywhere.

Many people today make the mistake of trying to use free email services for their business. The main problem with free email services is that they are a huge security risk.

For example, say you use a free email provider such as Yahoo for your business email, anyone else can create email accounts in the same fashion as your company.

An example of this is that if your employees use email accounts like TJ.mycompanyname@yahoo.com for their email address, anyone that uses Yahoo for email could make a similar email address and act as if they are an employee of your company.

So what are the other kinds of email that Tech Experts hosts if you should not use free email services for your business?

We offer three main plans and another type of email called Hosted Exchange.

The first "Basic Plan" we offer allows you to have your own domain name which will increase your company's security by not allowing hackers to use email addresses on your company's domain.

This plan also offers the option of enhanced spam filtering, unlimited



mail aliases, a basic website, and a maximum of 5 mailboxes.

This is our best "starter" plan allowing companies to get into email that's secure without costing an arm and a leg.

Our second plan, the "Plus Plan", offers all of the features of the basic plan but allows users to have 5 email accounts with enhanced spam filtering, still unlimited aliases, an enhanced website, unlimited mailing lists, and a maximum of 25 included mailboxes.

This plan is designed more for medium sized businesses that are already fairly well established but still haven't taken the step to have their own domain or email services.

Our third plan, the "Advanced Plan", offers an enhanced website still but with much more storage space, 10 email accounts with enhanced spam filtering services included, again unlimited aliases, unlimited mailing lists, and an unlimited number of mailboxes (up to 10 GB of storage space included).

This is our package for larger companies that have over 25 employees. Increased storage space can always be added as well as needed.

The final service we offer is called Hosted Exchange email. Hosted Exchange email takes security up a notch and improves on features and

performance greatly.

Hosted Exchange email requires usernames and passwords just as the previous email offerings do but they can have other features enabled such as encrypted emails and archiving if your business is the type of business where you really need to be able to access other employees emails or if you need to keep them for a period of time for compliance reasons.

One major benefit to Hosted Exchange email is that it syncs across all of your devices. For example, if you send an email from your phone, that same email will show up in the sent items on your computer and on the Online Web Access.

Just the same, if an email is sent to you and you get it on one of your devices it will also show up on the other devices you have email setup on.

What's really nice is that not only do the emails show up across all of your devices the statuses update as well. So if you read an email on your phone it shows as read on your PC as well.

So with all the email choices out there what works best for your company?

If you're not sure the answer to that question, give us a call and we can work with you to determine this.

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

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Why An Organized Cabling Plan Is Good For Business

by *Jeremy Miller,*
Technician

When you need to begin to cable a building for a business it is a good idea to plan ahead to prevent many issues that you can encounter.

Cabling can be different for every organization. Some organizations move into a new building and need to cable the entire building. Other business may only need to add to the existing cabling.

It would be best to look and see how the cables can all be run throughout the building. Most commercial buildings have drop ceilings that make it easier to run cable.

You will want to check which directions you can

run cable. There may be walls or boundaries that are not able to have cable ran through them.

You will also want to develop a standard wiring scheme or convention. This will make everything easier in the long run.

Most organizations have adopted the wiring standard T-586B. If you continue to wire all cable with the same standard then it will make the

job easier for you and anyone who needs to add an additional cable after your installation.

There are some things to keep in mind while running the cable. It is best to leave about a foot of extra cable in a single loop above your drop.

This will ensure you have enough cable if you make a punch down error, or want to upgrade in the future. Don't create a coil of cables as this will cause a magnetic field

blue cable for data, white cable for voice, and another color if you need to run other cable such as Ethernet cable for a security system. This will let you easily detect which type of cable you are working with.

If you are installing phones you will want to punch down the same pairs of wires in the same order. This will allow you to terminate the phone systems in your telecomm room more efficiently. Efficiency is essential when undergoing a time-consuming project.



Cable management is important regardless of how many cables you have ran. Your telecomm room can easily start to get out of control with all of the different cables coming into a single location.

that will disrupt the data.

With all of this in mind you will need to determine exactly how many data and voice drops you will need to install.

Make a document detailing which room needs what cables and where they need to be placed on the walls.

It is best to color coordinate the cable, for example you would use

There are many ways of organizing your cable, but it is best to plan this before you begin to run any cable. This will also make sure that all of your cables will be long enough to reach the punch-down panel in your telecomm room.

If your business needs help with a cabling project or if you have any questions about cabling give us a call.

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



Contact Information

24 Hour Computer
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General Support
(734) 457-5001
(888) 457-5001

support@MyTechExperts.com

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(734) 457-5001
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TECH
EXPERTS

15347 South Dixie Highway

Monroe, MI 48161

Tel (734) 457-5001

Fax (734) 457-4332

info@MyTechExperts.com

Get Ahead By Practicing These 'Top Employee' Habits

Maybe you'll win the lottery. Or a wealthy relative will leave you a fortune.

But if neither possibility turns into reality, you'll have to go to work tomorrow, where your best chance of getting ahead is to be the best employee you can.

Here's some advice for making an impact at work:

Be positive

Managers and co-workers like working with people who are upbeat and enthusiastic.

You don't have to force a fake smile on your face every minute of the day, but refrain from complaints, cynicism, and sarcasm at work.

Support what's working, and fix what needs to work better.

Communicate

The ability to express your ideas clearly is one of the most important skills you can master.

Concentrate on getting your messages across in concrete, concise language that everyone can understand without confusion.

Compliment people

Tell people sincerely when you appreciate their work, their assistance, or their support.

Highlight their tangible achievements, connect your praise to your organization's goals, and don't overdo it. Everyone, including your

supervisor, likes to hear, "Thank you," or, "Good work."

Be honest

Admit your mistakes, and ask openly about things you don't understand.

"Fake it till you make it," has a place in your career strategy, but in the long run you'll do better by being up front with your supervisors and colleagues.

Keep learning

Don't rely too long on what's worked for you in the past. A commitment to your own development shows that you're serious about your career, and gets the attention of managers looking for tomorrow's leaders.

Social Media Tips For Non Profit Managers

In the world of non-profit organizations it is not rare for just one person to get assigned the social media duties for the whole company.

They may also have dozens of other demands to deal with that have nothing to do with public relations so they will probably need all the help they can get to be able to come up with fresh content week in and week out.

One good tip is to use Facebook, Twitter or LinkedIn to offer a first look at an upcoming event or newsletter, introduce a staff member, share photographs of volunteers as they are working and ask a trivia question, the answer to which will shed light on your company's particular cause.

Other good tips include connecting a news story that is currently trending in your non-profit work, sharing a client's words of gratitude, sharing a success story, thanking a staff member or volunteer, or sharing a photograph that was taken at a special event.

If you take a specific approach on a regular basis, the audience will start looking forward to what is coming next.

MCHUMOR.COM by T. McCracken



"... and, finally, your contract allows you five minutes on Valentine's Day to smell the roses."