



Securing Your PC

Karol Tegha

It's a typical day at work. While surfing the web on your lunch break, you get an annoying pop-up saying your computer is infected and you need to run a scan with XYZ software immediately to reduce further risk to your PC. Nine times out of ten, the company with XYZ anti-virus software is going to charge you for the software and before you know it your bank account is out \$200, your PC is actually more infected and the software you bought just happens to not install properly on your PC.

This is just one of the many types of modern viruses that are downloaded each day which take advantage of weak internet security and vulnerable PCs.

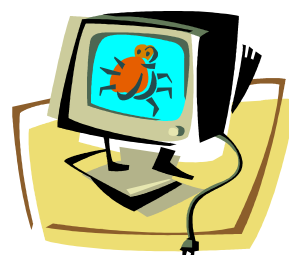
Even if you run an update of your anti-virus often, check for windows updates a few times a month, surf the web smart, and never click on that link from getmoney@easymoney.com,

you may still be at risk from a virus infection. There are ways to help reduce those risks though.

Aside from the items listed above, you can keep up to date with your third party software. An example is Adobe Reader. Maybe you installed Adobe Reader 5 four years ago at your old job but you don't really use it anymore so you just let it sit on your computer. While it's sitting, there have been 4 new major revisions which have patched tons of vulnerabilities in the software. All third party software should be checked regularly for updates even if you don't use them that often such as FireFox, Adobe Reader, Office etc. If the software hasn't been touched in over 4 years why not just uninstall it to save room on the PC as well as minimize the risk of infection.

Another way to help reduce the risk of infection is to disable unnecessary toolbars and add-ons on Internet Explorer.

To help reduce infection even further you should also scan your PC regularly with an up to date anti-virus software as well as with an adware scanner such as Malware Bytes or Spybot Search and Destroy. These are just some ways to help catch a virus before it's too late.



If you would like more information on removing adware or suspect you may have a virus call M&H Consulting at 866-964-8324 x4 or you can email us at support@mhconsults.com and we will be happy to help.

How to setup your printer to save ink and paper

Step 1. To specify print settings in any open application go to File, Print or File, Print Preview, then choose Print Preferences. The options available will vary depending on the printer model you're using, but you'll probably be offered the ability to print in Draft or Economy mode and to a set page range.

Step 2. If you're printing long documents, reduce the page margins to fit more lines on each sheet. Open the program the document was created in and alter the margins in the document settings. Alternatively, you may be able to reduce the margins using the ruler guides. In WordPad, you'll need to look in the Page Setup menu.

Step 3. One way to save paper is to print more than one page of your document on each side of paper. Your printer will almost certainly have settings for this, and you may also find them within the software you're using. Be sure to check that the resulting text isn't too small to read, however.

Step 4. Most programs have a print preview feature; use this to see how your document will look on the page before printing it out. You can tweak your page as much as you like, only making a final printout once you're happy with the result. This can save money on paper and ink usage, as well as reducing the wear and tear on your printer.

Step 5. Third-party software can help you reduce the amount of ink you use. [InkSaver](#) costs \$31 or you can try it free for 15 days. You can also look at [Ecofont](#), which perforates text with holes that are invisible to the naked eye in order to use less ink.



Internet Marketing for Your Small Business

Karol Tegha

In today's advertising world, small and medium businesses are using all available resources to market their business to their target audiences. Since the web is so largely used and has many resources available, marketing your business can be as easy as creating a Facebook page. But with today's tools, most business owners don't know how to properly use this resource to its fullest potential.

Internet marketing takes on many forms that can be grouped under the same umbrella. There is email marketing, search engine optimization, banner ads, and wireless media just to name a few.

There are many reasons why media via the Internet is so successful. One of the main reasons it is successful is due to the speedy availability to the end users after posting something on the web. It is also very easy for the end user to respond if they have additional concerns or questions.

While marketing online you must also be aware of the target audience. For instance, marketing business to business is a lot dif-

ferent from marketing business to customers. There are several mediums that are appropriate for advertising to each party. Such as a Facebook page might be appealing to a customer who spends 3 hours a day refreshing their profile but when targeting a business, a linked-in profile shows a different level of professionalism. It is also very beneficial to choose where you place ads. An example for a business that does catering should post ads on a cooking webpage, or recipe website. This way you are focusing your marketing on the correct audience.



When marketing through email, businesses should use an email company that is designed for sending out bulk email. This will help ensure that the end

users receive the emails, as well as eliminate the chance of the business email address being marked as a spammer and then have all email from that company being marked as spam.

All things considered, it is extremely important to put the company on the web as long as it is done in a way that will draw the correct attention to your company. Internet marketing is a great way to get interest in a company if done in a proper and thoughtful way.

If you have any questions about how to better market your business on the Internet, please call M&H Consulting and we can help provide you with information on how to best utilize the Internet for your business. You can contact us at 866-964-8324 x4 or email support@mhconsults.com.

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