





**It's that time of year when college basketball takes center stage for 3 weeks or so.**

Here's this year's playoff schedule so you don't miss a moment of the action:

March 17, Opening Round

March 19-20, First Round

March 21-22, Second Round

March 26-27, Third Round

March 28-29, Fourth Round

April 4 and 6, Final Four games at Ford Field in Detroit, Michigan

## **NCAA Basketball Milestones**

1896 - First men's college basketball game with a final score of 15-12

1913 – The year the basketball net was left open for the first time - meaning it was no longer necessary to retrieve the ball from the net, once a basket was scored.

1939 – First NCAA college tournament, which is now known as March Madness

1920 - Backboards were moved two feet from the wall of the court to keep players from climbing the padded wall to sink baskets

1967 - The slam dunk was made illegal! (What were they thinking?)

1976 - The much-loved dunk was made legal again

**Log / Back-Up Information** – It's critical to log and back-up all information on business laptops to ensure smooth operations in the event of loss or destruction. We can automate the backups so they are done ON SCHEDULE and in a way that won't interfere with the use of the laptop.

**The Right Response** - What happens when an employee loses a laptop? Do you have a next step action plan in place? If not, we suggest calling us immediately to report the loss. The sooner we know, the sooner we can take preventative actions to lock that laptop out of the network. A blame culture where people are afraid to report losses is actually much worse for security.

Take the time NOW to secure your laptop and limit the damage to your business if it happens. We specialize in securing business data like yours, and making sure it is available whenever you need it, so give me a call at 440 925 4005 ext 128 to discuss encryption options and how to make your business network more secure.

## **Speed Up Critical Applications—We Can Make It Easy.**

We here at System Care Inc know that web applications need to go fast. But Often times your network is so bogged down they don't get the resources they need.

**You need a way to automatically prioritize critical applications. Our Internet Monitoring, Security and Performance (IMSP) service make it easy by:**

- Prioritizing bandwidth resources for critical applications
- Prioritizing applications at layer 7... so you can control elusive application traffic
- Limiting bandwidth to non-critical applications
- Showing you which users are attempting to hog resources
- Ensuring recreational online activity never interferes with learning-critical activity

**Do you need this IMSP service? Ask yourself these questions:**

- Are users bogging down your network with peer-to-peer downloads or streaming media such as March Madness?
- Does your Internet connection slow down at certain times of day because of overload (March Madness, music streaming, watching TV)?
- Do your users ever waste time waiting for learning-critical sites to load because users are hogging all the bandwidth?

If you have not yet picked up on the hints above March Madness is a huge time

Request Service Online at [www.systemcareinc.com](http://www.systemcareinc.com) or call 440 925 4005 ext 132.

## “Perfect Hearing...”

An elderly gentleman had a serious hearing problem for a long time. He finally saw a doctor who fitted him with a device that gave him normal hearing.

When the man returned in a month, the doctor said, "Your hearing is perfect. Your family must be pleased."

“Oh, I haven't told them yet,” the gentleman replied, “I just sit around and listen to their conversations.”

The doctor replied, “Doesn't that get boring?” “Absolutely not” the man chuckled, “I've already changed my will three times!”

## Call Before April 10<sup>th</sup> And Get Our “Spring Cleaning” Super Value Service Call For Only \$99!

Spring is in the air and there's no better time for a computer health check! For only \$99, we'll send a technician to your office to:

- Conduct a full virus and spyware scan of your computer.
- Verify your data backups are working and could be restored in the event of a disaster.
- Review your firewall and security against hackers and viruses.
- Check for system errors, conflicts, and other problems that can slow down your computer.
- Look for ways to speed up your computer.

**CALL TODAY:**

**440-925-4005 ext 128**

Offer Expires April 10<sup>th</sup> 2009

waster in March. Studies have shown that productivity suffers during this time due to the college basketball tournaments. Let us show you how your network can benefit by providing a **FREE 30 day trial**. After 30days we will review the reports with you to show you where your network bandwidth is going and how you can regain control. Call me at 440 925 4005 ext 128 or email me at [wely@systemcareinc.com](mailto:wely@systemcareinc.com). Offer ends March 30<sup>th</sup> 2009.

Let us prioritize critical traffic to make it go fast!

## How To Unlock Secrets About Your Customers Hiding In Your Web Site Reports

No matter who hosts your web site, it's almost certain that you have web site traffic reporting. These reports can tell you a LOT about your customers and who is visiting your web site IF you know how to read them. Here's a quick lesson on how to decipher them...

### Hits Vs. Unique Visitors

It's been said that “hits” is short for “How Idiots Track Sales.” Total Hits is a deceptive number because a single visitor on a single page could easily pull a dozen files or more.

The number you should watch is “unique visitors” or “unique referrers,” the best indicator of how many individual people are actually visiting your site. If your number of unique visitors is extremely low, it's either a sign of weak marketing or a technical issue. Sites built in Flash or that use images instead of text are difficult for search engines to index and, therefore, will get very low rankings and traffic.

### Browsers

Your reports should give you a list of web browsers your clients are using when coming to your site. With multiple browsers being used by web surfers, you need to make sure your site works with all the browsers identified in your reports.

### Exit Page

If you're not getting web visitors to “convert” by buying, signing up, or doing something else you want them to do, take a closer look. Why are people leaving? There may be a technical issue, a bad headline (or no headline), no offer, slow-loading graphics, or confusing copy. Something on this page is making your visitors leave without doing what you want them to do.

Experiment with various headlines, offers, and designs until you find something more successful.

### Update Keywords and Keyword Phrases

Be sure your website key words line up with the words people use when searching for products or services you offer. Keeping these aligned will allow you to optimize your conversion rate and minimize your expenses when using pay-per-click search engine marketing. Your website designer or web master should be able to provide low cost services to evaluate your keywords. Cont pg 4

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## **New Study Reveals People Tell More Lies With E-mail**

You might not believe a “get rich quick” offer sent by a stranger, but when a message comes from a friend, you may be more likely to think it is believable.

But don't be TOO sure!  
Researchers from Rutgers and DePaul universities found that more people lie in e-mail communications than verbally or in writing. Why? Because there seems to be a “reduced feeling of social obligation” when sending e-mail.

The more you know the recipient, the less inclined you'll be to lie – but many of the people in the study admitted that they still stretch the truth, even with friends and colleagues.

Another study found that people are far more likely to be overly critical in email than on paper. So as the owner of a company, you might consider getting feedback via e-mail to elicit frank responses.



## **Don't Forget Daylight Saving Time Begins Sunday, March 8**

Spring forward! On Sunday evening, set your clocks an hour ahead when you go to bed.

### **Errors**

Check out the error list from time to time to make sure you aren't experiencing any technical issues. The most frequent error you'll find is a “404” code, which means “document not found”—also known as broken links which occur most frequently with site updates or old external links.

A clever tip is to have a custom “404” page that shows up instead of the stock standard “file not found” page, that contains your company name, phone number, and a way to report the problem. Your web master can set this up for you.

Monitoring and updating your website regularly can be the difference between maintaining a web presence or having a virtual selling machine on the web.

## **WELCOME MIKE CARMODY**

Please join me in welcoming Mike Carmody to the System Care team. Mike will assume the role of Operations Manager and be responsible for the day to day service delivery. Mike was most recently the Director of Computer Services at Developers Diversified and brings with him over 20 years of IT experience. Mike can be reached at [Mcarmony@systemcareinc.com](mailto:Mcarmony@systemcareinc.com).

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