



The Technology Insider Computer Tips, News, Tricks, Coupons 216-571-2115

In This Issue

[Doing more for less](#)

[Is your ISP interfering with
your downloads?](#)

[SEO 101](#)

Quick Links

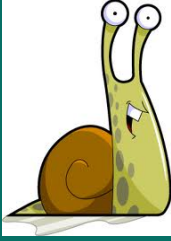
[Read Our Past
News Letters](#)

Custom Computer Solutions: doing MORE for LESS...

Many people who have heard of us already know that Custom Computer Solutions specializes in virus removal, wired and wireless networking, upgrades, maintenance, computer repair, and consulting for residential and small business customers.

But now we've added some new stuff to our arsenal.

Is your hard drive DEAD? Does it click? We can help you recover your business data and documents, those priceless family photos, or that expensive iTunes library from a hard drive that is dead, clicks, exposed to fire or water, or for forensic purposes (criminal and civil cases). And we can do it a reasonable price, not thousands of dollars, which is typical for this type of data recovery. The best thing? You don't pay if we don't recover what you want!



Does your computer seem to be slow these days? Getting errors, etc?
[Get Your Computer Running Well Again](#)

"We were always able to recover data from computers that were infected by a virus, had a corrupt file system, or that wouldn't boot, but now we can tackle just about anything" said Brian Jenkins, owner of the company. "You won't spend a fortune; this puts traditionally expensive data recovery within reach of small businesses and regular people" he added. To learn more about data recovery, visit [Our Data Recovery Page](#).

Having a backup plan (and using it) can save you the headache and heartache of losing important data, and/or having to pay for data recovery in the first place. Backups are NOT AN OPTION if you run a business. Two basic types exist: on site and off site.

We've helped many clients, both business and residential, set up on site back up plans, but having an off site plan is highly recommended (fire, flood, burglary, lost or damaged on site back up, etc).

Now, we can set you up with an off site back up scheme so you know for sure your data, business, and memories are safe. We can help businesses (all types) and residential customers enjoy this extra, but handy, layer of protection. Web page coming soon, meanwhile call us for more information!

Having a website can take a business to the next level, make it easy to share things with family, friends, and business associates; and can be just plain fun as one is not restricted to "rules" and other restrictions found on popular social network sites or other prefab website solutions. In order to have a website, you'll need to host it; and if you've guessed that we can now provide reliable

inexpensive web hosting, you're right. Web page coming soon, meanwhile call us for more information!

Does your ISP have you in a choke hold?

Some of us have heard rumors about certain ISPs throttling down bandwidth and download speed, especially when it comes to downloading music, movies, and other media. There is some truth in these rumors, depending on who your ISP is, what you download, etc, so we'll talk about how to tell if this is happening and what to do about it. Please note, however, that we do not condone or endorse illegal downloading of copyrighted material.



The first thing to do is check the speed of your internet connection to make sure that's not the problem, as ISPs usually have several different speeds available with the higher speeds being more expensive. A quick and easy way to do this is to go to www.speedtest.net and click on "begin test" at the top of the page. Usually, your upload speed will be slower than your download speed, which is normal (ISPs do this on purpose as most of download much more than we upload data). If your speed is lower than 1-2 Mbps (mega bits per second), this may be part of the problem. Consider upgrading to the next speed level (or tier) that your ISP offers.

If your speed is decent, get on the phone, call your ISP, and just ask them. Sometimes they'll be straight and honest and tell you if they're blocking or throttling down your download speed.

Sometimes, however, you may not receive a straight answer. In this case, you can read their terms of service agreement (get ready to set aside some time and bore yourself to death as you read the 10 page dissertation. These types of agreements for software, credit cards, etc should be required by law to be in plain English and kept to a certain length, but that's another topic).

If you can't stand the pain of reading legal mumbo-jumbo for 3 hours, can't find the agreement, or the agreement doesn't mention anything relevant there are other steps you can take. An online tool called Glasnost can help determine if your ISP is meddling with your bit torrent traffic, and it can be useful to perform other tests and benchmarks. Go to <http://broadband.mpi-sws.org/transparency> to check.

If the results seem to point toward ISP interference, you can fight back. Many bit torrent [programs have settings that will allow you to encrypt traffic. Unfortunately, we do not have enough room in this email to explain how to do this in every program, but if you can't figure it out by playing with the program settings, you can go to Google and type something like "encrypt bit torrent traffic in MY PROGRAM" where MY PROGRAM is whatever one you use. Many of these programs also have help files or forums online where you can get help. One thing to note is that while this makes it more difficult for ISP interference, it isn't 100% perfect.

Another method of evasion is to change the port

number that bit torrent uses. Although this isn't something a novice will know how to do by default, it isn't that hard either. Bit torrent usually uses port 6881. This can be changed though, but may also require changing settings in your router if you use one. Go to portforward.com for help on tweaking these types of settings on your router. For help with the tweaking of the program you use, use methods similar to ones previously described.

Last but not least, you can try a service such as Relakks or SecureIX (Google them) which promise to prevent your ISP from interfering with bit torrent downloads for a small monthly fee. If all else fails, call your ISP and tell them you will switch if they don't stop.

You pay for your internet connection and have a right to use it as you see fit as long as it doesn't violate the law or rights of others; your ISP is not the police, nor are they legislatures and should not have a right to tell you what you can and can't download or upload. Please help support net neutrality. Websites such as <http://www.savetheinternet.com/> can give you more information on what net neutrality is all about and your rights as an internet user in a free country.

→ SEO 101

Earlier we mentioned that Custom Computer Solutions is now offering hosting services. Having your own website is great, but people just don't automatically show up. The site must be promoted to get any significant

amount of traffic. There are many ways to do this, but we'll go over some quick SEO (search engine optimization) basics to help get you started.

Search engines use "spiders" (a.k.a. robots or crawlers) which are just programs that "crawl" the web looking for sites. Make them happy by using keywords on your pages (make it natural; don't just stuff keywords everywhere. Web pages are for humans after all) and accurately describing what it is your offering.

Use descriptive titles (in the HTML title part) that accurately describe what each page is about. Do not use the same title on every page and avoid generic titles such as "homepage" or "page1."

Trade links with other similar, but non-competing websites. Call them; try to avoid annoying emails that may end up in the junk box anyway.

Use the description part in the HTML header to give a more thorough description of what each page is about.

Finally, go to highrankings.com/forum for more free advice.

One more important thing to note is that the results will not be instant. It can take months for any noticeable results to occur.

Sync it up

Having multiple computers in your home or office can be a blessing and a curse. If you create or modify a file on one machine, you either have to remember to copy it to the others or always use that machine for that file.

Those days can be over with two web 2.0 tools you can use to sync files between multiple machines. This really comes in handy if you're traveling or on the go with a laptop.

SugarSync offers the service for a moderate monthly fee, which depends on the amount of data you need to sync. Mydropbox gives you 2GB of space for free. After that, they ask for a small monthly fee.

Need help with your computer? Just give us a call! 216-571-2115

We remove viruses, perform computer upgrades and repair, set up and repair wired and wireless computer networks, perform back ups, and more all at a fair price with excellent service, and we're BBB accredited, so you know we stand behind our work. See our website at www.ccs911.com.

Sincerely,

Brian Jenkins
Custom Computer Solutions