

KING WEB DESIGN AND COMPUTER SERVICES



Newsletter No.03 September 2007

Welcome to the September newsletter. I am introducing a new service called "KWDACS Tip of the Week". Starting Monday 17 September, I will email my customers a weekly computer tip to help make life easier!! So check your inbox on Monday mornings.

If you need any further information on any of the topics covered, please contact me via email peter.king@kwdacs.com.au

Does your Web site have personality?

We spend so much time on making sure we have the right person as our Receptionist or first contact person for our customers. But we seem to forget that our web site is also a first contact. What does your web site say about your business:

1. Is it friendly and helpful?
2. Does it make your clients feel important?
3. Is the information correct and up to date?
4. Can your clients contact you via your website?
5. Do you provide useful links to other sites?

How does yours rate?

Newsletters and Your Website

E-mail newsletters are beneficial and cost effective in getting your message to your customers. Here are some suggestions for building a list of subscribers:

1. Place the sign-up form prominently on your homepage.
2. Explain the benefits of subscribing.
3. Offer an incentive.
4. Ask customers to encourage their friends to subscribe.
5. Display your web site on all printed materials.

For more information contact me

Microsoft Office Other Products

In my last newsletter I talked about the four main products of Office 2007; Outlook, Word, Excel and Powerpoint. Here are two other products which may be of interest.

OneNote - is a note-taking program in the form of a digital notebook that gives you the flexibility to gather and organize your notes and information

Groove - a collaboration software program that enables teams to work together more effectively inside collaborative workspaces.

For more information contact me or go to:

[Microsoft Office site](#)

What is it?

Spyware - is a type of malicious software (also called 'malware') that scammers try to install on your computer. As the name suggests, spyware programs allow people to spy on what you are doing on your computer. Scammers use a wide range of tricks to get their spyware loaded on to your computer. This usually involves tricking you into clicking on a link in a spam email they have sent, or visiting a website that they have set up solely to infect people's computers. Other sources of spyware are free games or music that you can download from the internet.

For more information visit [SCAMwatch](#) a website run by the Australian Competition & Consumer Commission (ACCC)