

November 2022

Ephesians 5:20 "Giving thanks always for all things unto God and the Father in the name of our Lord Jesus Christ;"



Why is website security so important?

As technology continues to change, the challenge for businesses to keep their personal and customer's information on the web secure continues to increase.

Web security is extremely important because it keeps hackers and cyber-thieves from accessing sensitive information. By not having a proactive security strategy, businesses risk the spread and escalation of malware, attacks on other websites, networks, and other IT infrastructures. Once a hacker is successful, the attacks can spread from computer to computer, making it difficult to find the origin.

Is Your Website Secure?

There are many avenues you can take to tell if a website is secure, including implementing HTTPS on your website. In addition to HTTPS, you can also tell if a website is secure and trustworthy by asking yourself a couple of questions:

- Does the website an established authority institution?
- Does the site provide expert value?
- Does the website look spammy or broken?
- When I hover over links does the link look spammy?

Website security is extremely important to protect your online identity, personal information & brand reputation. If you are concerned about the website security for your business, or other network issues, [Spectrum Net Designs](#) can help! Feel free to [contact us](#) to learn more about our affordable website solutions. We also provide [website design services](#), [marketing services](#), [SEO services](#) & so much more!



In Case You Missed It!

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Email Marketing for your business

Email Marketing is a great tool for all businesses to keep in touch with their current, new, or prospective clients on a regular basis. If you aren't currently doing any type of email marketing, the thought of trying to come up with consistent content to push out might seem a bit intimidating.

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We Like Big Data – How Your Website, Big Data, & SEO Work Together

Big data has become an invaluable resource to search engine marketers in the industry today. Big data by definition in the dictionary is, “extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.” Big data did not really make its large entrance into the marketing world until about 2 or 3 years ago, changing [search engine optimization](#) for forever! Big data and SEO now go hand in hand!

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