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WEB NEWS

Is your PIN Unique Enough?

Although there are 10,000 possible combinations of four-digit personal identification numbers, data suggests that about 27% of all PINs are one of 20 combinations.

Based on data breaches that exposed 3.4 million personal identification numbers to the dark web for hackers to use:

- The 20 most common PINs are 1234, 0000, 7777, 2000, 2222, 9999, 5555, 1122, 8888, 2001, 1111, 1212, 1004, 4444, 6969, 3333, 6666, 1313, 4321, and 1010.
- The 20 least common are 8557, 8438, 9539, 7063, 6827, 0859, 6793, 0738, 6835, 8093, 9047, 0439, 8196, 6093, 7394, 9480, 8398, 7637, 9629, and 8068.

Food for thought when using your debit card!



HOW TO

Difference between Browser Cache and Server Cache

It is common knowledge that Google likes fast websites. Using a cache program will increase your speed, and therefore it will help gain the blessings of Google.

There are two different cache protocols.

Browser Cache stores website files locally on a user's computer, saving certain common files. Browser cache speeds up repeat visits for individual users and saves bandwidth, although the first time a page is displayed, is downloaded at normal speed, then saved. After the first download, your browser knows to check for saved files that are re-used, such as pictures, and uses them instantly, instead of downloading over the internet. It lives on the user's local computer or phone via the web browser, and stores static files like images, logos, CSS stylesheets, and JavaScript files. Stops the device from downloading the same files twice. This makes repeat page views load much faster.

Usually globally configured in the setup files of a website, the variables and programmed cache expirations are set manually.

Server Cache is stored on the website's host server, or a proxy/ memory layer. It stores Database query results, API responses, and fully rendered HTML pages. Main benefit is it stops the server from doing heavy code work or database searches over and over for the same content. This keeps the site fast for heavy traffic.

Often set up in the coding of pages on a website, this cache can be either set up manually or automatic. WordPress, for instance, has easy to use plugins for setting up a cache.

Which is best? That depends upon your website. There is no penalty for using both, and we routinely program sites using both, or at least the one most beneficial cache.

Have questions? Call or email us, we are glad to help!



MARKETING

Are your outgoing emails hitting the spam folder?

Google is Judging Your Content

Remember that Inbox Providers try to improve the quality of their inbox experience by reducing spam emails, and surfacing only email that their customers want to receive.

Google categorizes emails in several ways:

- Primary – Person-to-person email, direct business correspondence, etc.
- Promotions – Newsletters, ad campaigns, sales circulars, etc.
- Social – Notifications and invitations from social media platforms.
- Transactional – Receipts, order confirmations, order updates, etc. Transactional can end up in Primary or Social.
- Bulk – Email sent to a significant number of Google inboxes. Promotions are a bulk form of email.

As a marketer, you will want to land in the category most likely to get opened: Primary. However, Google and their customers want your email to be properly categorized, so that they can prioritize their email. What folder or category your email ends up in is largely due to the content of the message!

What Content Gets You to the Spam folder?
Google also judges your content versus other email content, and user's sentiment about those emails.

Google has four main reasons for marking your email as spam:

- Content is similar to other messages that were marked as spam.
- Content is similar to yours was used to steal personal information.
- Links in your email were suspicious.
- Emails from your Domain have been marked as spam in the past.

The good news is that you control your content. You have the option to make changes to your emails before you hurt your domain reputation.

- Send separate and distinct emails for transactional and marketing purposes, and do not mix marketing messages into a transactional email.
- Use distinct subdomains for Person-to-person, Transactional and Marketing emails. This will solidify the separation to Google, and given their algorithm a clue into proper categorization.
- Review your Marketing lists regularly, and prune outdated contacts in order to reduce the likelihood of your email being categorized as spam.
- Review your Marketing content for spammy/histrionic language.

We discovered a problem with our own emails, after Google changed their rules. Our signature had several links to outside accrediting agencies. Google saw that as spammy. Removing the links (but leaving the icons) resolved the issue. Simple, yet important.



ASK A TECH

Q: My email password has been hacked.
A: That's the third time I've had to rename my cat.
Bada-bum.
Seriously, please, please PLEASE make your passwords more secure than your cat's name. Or your other pets. Or your mother-in-law's great aunt's middle name. You can do better!
We use this website for our password generator. It doesn't save your password, it just generates a series of digits or words you can use. Have fun!

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Questions? Call or email us:
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