

October 2024

Issue 10 Volume 14

frogworks

Managing Your Technology So Your Business Doesn't Croak.



Ribb "IT" Review

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The Benefits of Customer Testimonials

Take off your business owner hat for a second and think back to when you were on the fence about a company as a customer. How did you approach the uncertainty in your buying journey? If you're like most customers, you scrolled to scour the review section for a genuine opinion from a person with prior experience.

Don't your customers feel the same way on your site or online store? What will people find when they look for customer testimonials about your small business?

Build Brand Reputation With Customer Feedback

Larger, well-established companies might have spent decades strengthening branding and a following for themselves as they gained traction. Your startup or smaller business may not yet have this luxury, but it isn't out of reach.

Is your small business unknown nationwide or even citywide? That's a clean slate, which might be ripe for new engagement from people far and wide. Still, if your promises and products aren't yet established, your current business prospects are only as good as your existing client testimonials claim!

As a small business owner, your trust and credibility depend on past products and services you've provided and how customers have responded to them. Are they satisfied? Are you seeing rave five-star reviews stating your services are prompt and professional, or that you have amazing products?



This monthly publication provided courtesy of:
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The Benefits of Customer Testimonials

Boost Customer Loyalty By Showing Their Thoughts Matter

Real-life endorsements make your potential customers feel secure. However, it's not just the new customers that benefit from your past customers' feedback—it's the reviewers, too. If these paying customers took their time writing down honest thoughts and feelings toward your company, they wanted to make an impact.

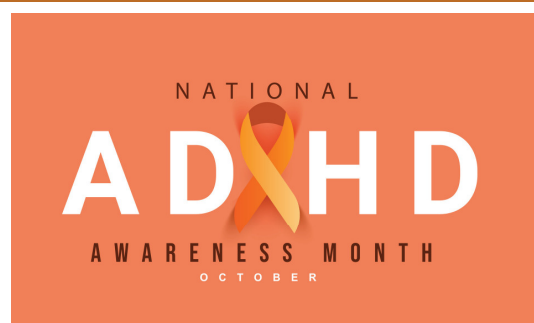
When you've left carefully crafted words on a wall or product page of your past purchases, wouldn't you feel annoyed or even offended if those words disappeared into thin air? Customer testimonials are the key to happier clients—especially if they feel heard and seen by your small business in return for their efforts.

What if a customer sees their recommendation on your website? Feeling appreciated grows your customer's emotional bond to your business to build brand loyalty, too. They'll know their voice matters and is helpful for others to make purchase decisions (and that also goes for some negative messages that show you're not hiding anything and are trustworthy).

Reap SEO Benefits by Appeasing the Algorithm's Relentless Search For Customer Endorsements

Google and other search engines fully appreciate unique content. If you'd like to separate your business for better rankings, customer reviews are a priceless form of personalized content. The more your small business collects, the more likely you are to increase your ranking on search engine results pages, which is absolutely crucial if you're going to pull in more organic traffic!

Search engines rank sites based on recency to guarantee searchers updated information, which is why third-party site reviews enhance domain authority and increase brand visibility. Since the first, second, and third results have 28%, 15%, and 11% click-through rates, respectively, according to Search Engine Journal, you want to be right up there. Use your customer testimonials to build real-life credibility so that you can grow.



New Ransomware Could Pose a Threat to Businesses

In recent months, cybersecurity researchers have found that a new ransomware strain has been affecting certain businesses using Windows desktops and devices that are still relying on old operating systems. Below, we'll explain how this works and what it could mean for your company, small or large.

New ShrinkLocker Ransomware

Using Visual Basic Scripting, hackers have released a ransomware strain known as ShrinkLocker. VBScript, a depreciating programming language that once popularly assisted with Microsoft Windows scripting, is now common among malicious activity, allowing the strain to encrypt corporate systems. But what does this mean for businesses?

How To Protect Your Business Before You Become a Statistic

Because hackers remove the system recovery options, meaning business owners cannot restore their files to get everything back on track, Kaspersky suggests taking preventative measures to ensure optimal data protection.

Updating Your Company Systems Regularly

The most obvious measure is updating your software. Google, Microsoft Windows, and all other programming companies are constantly releasing patches with each update to block the most recent strains of malware and keep users safe. While it may not catch zero-day exploits, most attackers target older systems that are easier to manipulate.

Adding the Right Security Measures

You can never have too many layers of security to diminish ransomware risks. So, alongside your company's firewall, consider adding:

- Anti-malware and antivirus software to protect against existing strains
 - Cloud data loss prevention that bars the leaking, misuse, or destruction of cloud applications and storage
- Spam filters that analyze emails alongside SMS and social media messages to detect and block harmful and suspicious communication

Allow Employees To Undergo Awareness Training

Human error is what causes insider threats to your business. For example, some employees fall victim to phishing when signing into a phony company account, while others believe it when someone calls and imitates their employer asking for important information. They may also click links or scan QR codes that release malware, so your personal data undergoes encryption or theft.

By teaching them about ransomware, the most recent strains, and the best practices for keeping an eye out, you no longer have a weak link in your business.

Follow these tips, and ShrinkLocker will be no match for you.

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Word Search

U R L O P K F V M C A Q P P E O T R U S T S E L U
 P J R T J U F M J K R U H C C S L P P F A S M I Q
 K R A N S O M W A R E E U W K O I R N P X R O H M
 W I C B G C X P A J C I D F V I S O T I V Q J W T
 G K D A R S U B K Z I N Y I Z H E T V W W R I F Y
 P M K C N A K G H I G Q W W B P G E U Q T H M Y C
 J R E W U D N O I N N T L X H I S C J M L H B J V
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|-----------------------|------------------|------------|
| Customer testimonials | Brand reputation | SEO |
| Cybersecurity | Credibility | Ransomware |
| Protection | Costumes | Pumpkins |
| Prevention | Haunted | Spooky |
| Malware | Trust | Candy |

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