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Tepato Systems offers software consulting services to help you, the small business owner. If you want to make better business decisions, software and other technology tools should be key parts of your business strategy.

## Feeling overwhelmed? Let us help...

### Software is a wonderful thing

*Just because you're a small business or non-profit group, that does not mean that technology support is beyond your means.*

*Tepato Systems can meet with you to analyze your needs and propose solutions that fit your budget.*

*Please contact Tepato Systems if any of the following could help your organization:*

- *name recognition*
- *company and/or product promotion*
- *tracking sales and analyzing profits*
- *meaningful reports that can help in decision making*
- *communicating to your current and potential customers*
- *generating excitement about your organization, products or programs*

- [Software Example - Data Management for Record Book](#)

- [Websites - Get Your Name Out There](#)

## Does Your Website Have Cobwebs?

### Outdated Content Reduces Your Site's Effectiveness

**COBWEB SITE: A website that hasn't been updated for a long time. A dead Web page.**

*The phrase "cobweb site" is only about a decade old, but every website owner is familiar with the concept. Savvy entrepreneurs are acutely aware that a website is necessary. It gives a business validation, a wide presence and another potential avenue for revenue. But when a website is not backed up by a thoughtful business process it can do more harm than good, as people tend to equate the lack of regular updating and attention to a site with how the business is run.*

*A recent survey conducted by Hostway, parent company of ValueWeb, reveals that while many site owners understand the need for frequent updating, a good portion*

still do not, with 37 percent of respondents saying they update content daily, 16 percent weekly, 16 percent monthly and a whopping 31 percent annually.

John Enright, Vice President of business development for Hostway, offers these tips to ensure a fresh and vital website.

1. *Establish a housekeeping schedule. Determine how often you should or will introduce new content.*
2. *Remove or refresh stale content. Remove all expired offers, products or services and update information if it has changed. If the site features spotlighted articles, replace them with new material, but be sure to offer an archive of past articles for reference.*
3. *Make it current. Even if your product or service is fairly static, find a way to show that the site - and the business - is up-to-date. Add time-sensitive comments or quotes from customers or associates, then be sure to replace them before they are old news.*
4. *Check links. Periodically test all links on the site to be sure they work properly. This is especially important if you link to other sites, as they may change their site or remove a page completely.*

***If it's been six months or more since your site has been updated, contact Tepato Systems today to get started.***

## **Product Spotlight - Passwords Tool**

### **Are you protected?**

*Do you use the same password for everything you do online? Is it your birthday? What about your spouse's name? If you're feeling vulnerable, there are many software products on the market that can help you.*

*If you'd like to use better, more secure passwords but have too many to remember, then RoboForm or RoboForm2Go can be a lifesaver. RoboForm is software that you can download for free to your computer. RoboForm2Go is the portable version of the same software, for use on your USB flash drive. If you have one of those tiny flash drives like I do, it's the perfect solution.*

*You set up RoboForm2Go on your flash drive and then carry your passwords wherever you go. Simply plug it into the computer you're using and you can select any of the logins you've saved. All of them are password protected, but you only have to remember a single password to use any of them. RoboForm2Go allows you to do "single-click" logins - it opens the page and enters your login information for you. You can also set up profiles called "identities" to fill in forms online for you, including billing address, phone numbers, and credit card numbers.*

*It's a real time saver, and best of all you can try it for FREE! The cost for an unrestricted license (unlimited number of passwords) is around \$40, so it's very affordable.*

- [Roboform and RoboForm2Go](#)

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