NEOLORE
NETWORKS INC.

TECHLORE

"Insider Tips to Make Your Business Run Faster, Easier and More Profitable"

INSIDE THIS ISSUE:

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"
-Jim Stackhouse
NeoLore Networks

Benefits of Google Analytics for Businesses

Google Analytics is an analytical tool that helps businesses to understand how well their website is performing. The tool offers detailed insights to teams so they can create a robust user experience for their customers. The notable advantage of this tool is the straightforward interface. Google Analytics allows you to set the complexity level according to your skills while allowing you to track key metrics so you can create a targeted market campaign. If you are wondering how Google Analytics can improve your website's performance, you can check these benefits:

Improve Website's Ranking on Search Engines

When you search on the Google search engine, you use a specific keyword to find the relevant content. But, have you ever wondered how Google's algorithm works? If not, then here is how things work. Google ranks different websites and content based on the keywords.

But keywords are not the only factor that improves your website's ranking. You have to maintain readability, internal linking, and content quality. Google Analytics shares insights about your website and determines how you can improve your websites' ranking. When your website follows Google algorithm's

guidelines, you can gain more leads and traffic.

Identify Right Keywords for Your Niche

Google Analytics helps your marketing teams to retain website traffic by offering a list of keywords. You can determine the ranking for every keyword so you can strategically use them in the content. When you embed relevant keywords in your content and URL, your content will appear on the first page.

For instance, if you have a clothing business, you can use "women's party dresses" as a keyword. This keyword will perform well with Google's algorithm. However, if you choose "dresses" as keywords, you will find huge competition. As a result, you won't rank in the top Google searches.

Know Your Customers

Google Analytics shares valuable insights about your website's visitors. Using these insights, you can choose the metrics for targeted marketing campaigns. With an improved marketing campaign, you can increase your website traffic. Google Analytics shares important metrics such as users' location, gender, and age. The geographical location of your users can share many factors, which help you to understand their buying behavior.

Set and Achieve Goals

Many people have a Google Analytics account, but they don't use it properly. For instance, they don't set goals for their account. Setting up your goals on Google Analytics improves your experience and offers you better insights. When you set up your goals, Google Analytics will display relevant information to meet your goals. As a result, you can simplify your workflow and focus on success.

Create Advanced Segments

When you create segments of your market, you can offer a personalized experience to your audience. With Google Analytics, you can use advanced segmentation features, so you can

understand your users. Segmentation helps you to modify your marketing campaign according to the target audience. When you create different segments you can create specific campaigns and drive more value for your users.

Evaluate Your Competitors

Google Analytics offers insights, so you can evaluate your competitors. You can use this tool to improve your strategies and divert more audiences to your website. By analyzing your competitors, you can identify where they are lacking and create useful content to target more audiences.

Litra Glow

Litra Glow is the fastest way to bring a premium lighting experience to any desktop or laptop. Featuring Logitech's TrueSoft technology and innovative edgeless diffuser, Litra Glow wraps your subject in soft,

flattering light for a professional look in any setting. Whether you're shooting a YouTube video, streaming on Twitch or just working from home, Litra Glow ensures you always look your best. Get yours at https://www.logitech.com/

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Why GitHub is an Important Tool for Businesses?

GitHub is a powerful tool for software development companies. Although this tool is popular for simplifying code changing process, you can use it for other tasks as well. Different departments such as marketing, usability testing, and customer support can use this tool for different purposes.

What is GitHub?

GitHub is a cloud-based platform that provides internet hosting and advanced developing tools to software development teams. To understand the term GitHub properly, you should divide it into two terms, which is Git, and Hub. Git acts as a version control system in a web development company, while Hub creates a community for the team so they can collaborate with like-minded participants.

Benefits of GitHub for Businesses

1. Project Management

GitHub offers a wide range of tools for businesses so they can manage tasks and goals. Your teams can simplify your workflow and follow-up with revisions. Important features for project management include:

- Milestone to track progress
- Task boards to simplify workflow
- Drag and drop cards to assign issues

2. Team Management

You can create teams in GitHub and assign different projects and tasks to them. Here are some features that GitHub offers to businesses for team management:

- Define roles for each team member
- Set access permissions to improve security and simplify employees' dashboards
- Bring new team members on board by quickly setting community guidelines
- Create discussion threads for different topics so team members can communicate

3. Seamless Code Review

GitHub is a built-in tool to review the code changes and verify everything is properly working. Many web and software developers struggle to identify the problems in the code. They can use GitHub to track and solve the problems. Here are some features of GitHub:

- Review requests
- Change proposals
- In-context comments
- Branch protection
- Difference comparisons

4. Social Coding

With GitHub, development teams can communicate with other teams and learn from professionals in the industry. They can create repositories and save changes made by other developers on a project.

5. Integrations

You can easily discover new tools through the GitHub marketplace and integrate them with your web interface. With integrations, you can automate your tasks and improve communication. GitHub also includes an API, so your teams can customize their workstation.

How MailChimp Help Businesses with Email Automation and Lead Collection?

Social media and SEO marketing techniques play a vital to engage targeted audiences. However, email marketing campaigns are still valid and effective to connect with your prospects.

There are several ways in which email marketing helps businesses. In the eCommerce industry, you can create an incredible user experience through strong email marketing campaigns.

How MailChimp Help Businesses?

Today, businesses use various advanced tools for email automation and lead generation. Among these tools, MailChimp is a prominent name because of a plethora of convenient tools.

Here are some benefits of using MailChimp:

- Use simple and customizable interface
- Generate detailed analytics and insights
- Automate announcement emails with this tool
- Send targeted emails to your audience
- Re-arrange your subscribers in different groups for a personalized experience
- Send follow up emails to potential customers
- Organize your workflow with automation tools

With MailChimp, you can organize and streamline your email campaign using automation tools. Also, you can manage your subscribers' list, create a campaign, and review your reports. The tool help will help you to schedule your email campaign to expand your business.

Improve Customer Satisfaction with Zoho CRM Tool

Zoho CRM tool is a customizable tool with many customer support features. It has a wide range of features to boost sales, and assure data security and compliance. Another major benefit of the Zoho CRM tool is customer satisfaction.

- Zoho shares key information team about customers with sales and marketing teams
- It offers tools for better segmentation so you can create personas
- It allows you to improve customer retention so you can send follow up emails to customer
- It offers communication tools so you can immediately respond to customers creating a sign of professionalism

How to Split a Screen With Snap Layout in Windows 11

Windows 11 includes a multitasking feature called Snap Layout. This feature provides a new option for organizing open windows. Here's how to split a screen with Snap Layout in Windows 11

- Hover the mouse cursor over a window's Maximize button.
- A menu of Snap Layout options will appear. Select the option you prefer.
- Select windows in Snap Flyout to snap additional windows.

How do I enable snap windows in Windows 11?

If you don't see snap windows available, go to Settings > System > Multitasking and enable Snap windows. From here, you can further customize your snap layout preferences.

Great Time Tracking Tools for Small Businesses

DeskTime

DeskTime is a project management tool with productive analysis, project management, and employee time management features. It automatically calculates employees' efficiency and daily productivity.

ProofHub

ProofHub is an online tool for time tracking and project management. The tool offers many powerful features to small businesses so they can customize workflow, improve internal communication, and share files.

Hours

Hours is a useful time tracking tool with simplified and basic features. If you don't want tools with complicated features and focus only on time management, you can opt for this tool.

Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an IT security policy in place? Do you know if you've been hacked or are leaking data?

If your answer was "no" or "I'm not sure" to any of those questions, your company may be at risk for a devastating cyberattack.

Get the NeoLore Networks Cyber Security eBook for Free!

It Features

- Information on the various threats to your business
- NIST Security Framework
- CIS Controls
- Basic Controls

And More!

https://neolore.com/cybersecurity

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