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

Google Analytics and the Advantages of Using It for Your Business

With the valuable insights that Google Analytics provides, you can make your business strategies successful. Even if you run an informative blog or an online store, you need to understand the aspects that will affect your business. This is where Google Analytics helps you. For instance, you own an online store and sell products, in order to deliver better customer service, you need to understand your customers and study their behavior.

Google Analytics helps you in understanding and tracking the behavior of your customers. It provides you with answers to questions, such as the following:

• What are your viewers looking for?
• Does business meet their needs?
• Do they like certain aspect of your website more than the other?

Here are some advantages of using Google Analytics for your business:

1. You can View Marketing Channels That Drive Traffic

Google Analytics provides you information on the source that diverts traffic to your website. By knowing such details, you can focus on channels that are effective instead of wasting time on those that do not generate traffic. You can adjust your campaigns if you know where most of your audience is coming

from. So we can say that you can get information about your sales and leads through Google Analytics.

For instance, if find out from Google Analytics that most of your audience comes from your Facebook advertisement, you can optimize your Facebook advertising campaigns rather than spending money on optimizing Instagram or Twitter marketing. It goes to show that Google Analytics saves you valuable time and useless expenses on futile campaigns.

2. You Can See the Most Profitable Marketing Channels

You can determine the most productive and profitable marketing channels by setting up your conversion goal on a landing page. For example, you start a Google Ad campaign, and divert leads to a landing page. This landing page will collect information about the people, and then you can send them a free guide. You can evaluate this information from Google Analytics.

3. You Can View Demographics Information of Your Website Visitors

With the help of demographics, you can see if your marketing efforts are targeting the right audience. If you know your website users, you can target a similar audience in

your marketing campaigns to achieve higher traffic on your site. For instance, if you are selling an Android app, but most of the users you are targeting are iOS users, then you are wasting your time and money in campaigns that are less likely to convert. To target the right audience, you need to understand the right people. To know the right audience, you need to know your users' information, such as their interests, gender, age, and location. Google Analytics shares such information so that you can make productive efforts.

4. You Can Analyze Your Best Pages

With the help of Google Analytics, you can find the pages on your site that your users visit the most and spend the most of their time. By

knowing this information, you can make suitable adjustments to other pages and generate more interaction on them. That's where AB testing can come in too. You can always find out which call-to-action buttons, color combinations, fonts, etc. are getting most of the attention of your website visitors. You can then incorporate those elements on other pages to optimize them as well.

With the report that Google generates, you can see the pages that are generating more traffic from SEO, and how well these pages are converting. This way, you can convert more and boost traffic on the web pages that your users usually do not spend much time on.

Ember Mug²

Designed for home or office, Ember Mug² does more than simply keep your coffee hot. Our smart mug allows you to set an exact drinking temperature, so your coffee is never too hot, or too cold.

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www.neolore.com
2781 Lancaster Rd, Ottawa, ON K1B 1A7
(613) 594-9199 | info@neolore.com
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Best Technologies to Support Working Remotely from Home

Working from home can be a big challenge when you don't know where to start. While all you need is an internet connection and a computer to start working, what's puzzling is the choice of tools to keep you productive and efficient. You do not need a lot of space to make your home office. You just need a chair, a table, and some key pieces of tech. This handy list of the best tech for working from home can increase your productivity while working from home.

Adaptive Wi-Fi

As your car or public transportation can manage your commute, Wi-Fi enables a reliable and efficient commute to the digital workplace. You need internet service to perform your tasks and communicate with your co-workers while working from home. However, the current pandemic situation has put a lot of load on the ISPs. You can play your part as a responsible citizen by using the internet as efficiently (read frugally) as possible.

So, why not consider Adaptive Wi-Fi. These devices use Artificial Intelligence to chart down the use of your internet throughout the day. It can tell when you are using your internet the most or least. It can also assign you the right bandwidth based on the peak hours of your usage. Think of this device as a traffic controller for your internet packets.

Video Calling Services

Video chat platforms such as Zoom are getting some big gains in the current situation. The backbone of every business is face to face meetings, and you cannot call them off just because you are working from home. By using platforms, such as Microsoft Teams, Google Hangouts, Skype, and Zoom, you can make your work-life easy. You can easily get in touch with your co-workers and clients anywhere in the world.

Instant Communication Tools

When your employees are working from home, you need to communicate and chat with them. Communicating with your co-workers on email can be rough. You need to refresh again and again, and formatting your messages can be a waste of time. You need an instant chat tool such as Quip, Telegram, or Slack to make communication through the web convenient. You can contact your employees either privately or in a group chat.

Project Management Platform

Many companies use project management platforms to manage their tasks and projects. These tools are essential for employees working from home. If you cannot check what work your employees are performing from home and its progress, it can be hard to manage the business process. To cope with this situation, you need to bring your teams in a collaborative environment. You can choose from a variety of project management tools based on the size and type of your business today. Some great options include Trello, Asana, and many more. You can share projects with your employees, check their performances, assign them roles, and also share and receive documents, making management a breeze.

What is a Dedicated Hosting Service?

With a dedicated hosting service, you can fully control your server and choose components such as OS and hardware. Many providers are offering dedicated hosting services; for instance, Linux server hosting and windows dedicated server hosting. Below are some of the benefits of a dedicated hosting service:

Benefits of a Dedicated Server

Reliability

You can control your resources and other factors like advertisements, images, and compatibility, impacting your website's performance. Better performance leads to better traffic on the website.

Unique IP Address

You will get your unique IP address, which can help boost your business reputation. If you use a shared IP address, any trouble caused by another website can affect your website too.

Security

You can secure your business, as no one has access to your server. You can also boost safety standards by controlling firewall settings without impacting the performance of your website.

Hassle-free Maintenance

You can address many issues and perform maintenance without updating anti-virus protection and managing local server update.

Customization

You have full access and control on the server environment, and you can customize software, RAM, disk space, and CPU, as per your need. You can also change the OS if you want.

Advantages of Edge Computing

Edge computing computes the data at the edge of the IoT network, and it happens where the data is produced. The handling of data is stored and handled locally without a cloud and centralized system. You can implement edge computing into your operations to have better results, improve efficiency, and reduce latency in computing the data away from the cloud.

- Analysis of the data in real-time at the local device level.
- Edge computing does not process the data through expensive data centers and cloud, saving you a lot of operating costs.
- Maintaining the latency level of the apps as low as possible for better performance.
- Reducing the traffic on the network as the transmission of the data is done through local devices.

How to Disable Startup Programs

Does your computer take to long to start up? You may have to many programs running when you start it up. Reducing these is easy and will speed up your computers boot time.

- Windows: Open the task manager (Ctrl + Shift + Esc) and head to the startup tab to configure what programs you want to launch with your system.
- Windows 7 and prior: Open run (*Windows key + R*) and enter *msconfig* to access a window with a similar startup section.
- macOS: Go to System Preferences > Users & Groups > Select your user and click on the Login Items tab. You can remove or hide startup applications from here.

Launch of IBM Rapid Supplier Connect

IBM has announced that they are launching a Rapid Supplier Connect to help healthcare organizations and government agencies with COVID-19 relief efforts. RSC is a network based on blockchain that can identify suppliers, whether new or non-traditional, and address their need for supply, devices, and equipment. Qualified suppliers and buyers can avail Rapid Supplier Connect without any cost in Canada and the United States.

IBM

The benefits that IBM's Rapid Supplier Connect can provide are as follows:

- Identifying new suppliers
- Understanding their need for inventory and verifying the availability in real-time
- Checking and involving them as certified suppliers.

Benefits that suppliers can get are as follows:

- Having a portable identity online
- Access to the feedback of the users
- Posting and managing the availability of the inventories

Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an I.T 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 cyber attack.

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!

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www.neolore.com
2781 Lancaster Rd, Ottawa, ON K1B 1A7
(613) 594-9199 | info@neolore.com

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