

# Ribb "IT" Review

## Happy 4th of July

We want to wish everyone a safe and fun Fourth of July this year from the Frogworks team! Have a wonderful day celebrating this beautiful nation and its independence!

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This monthly publication provided courtesy of Alex Bleam, Owner of Frogworks

*"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!"*

- Alex Bleam, Frogworks



**C**hances are that you have worked very hard on your website. You're probably proud of it, but that doesn't always mean the design and "feel" of the website are optimal. To drive more clients to buy while they're visiting your website, you have to make sure you don't annoy them on accident. Here are a couple of things that are commonly used on websites that just aren't good for business.

### Flash

Flash can be used in a good way, but most of the time it just means annoyance for your customers. They often take forever to load (especially on slow connections) and don't provide a lot of information to your website visitor. You want to

use your website space wisely; instead of having a Flash intro, write some interesting and helpful content and post it where you had the intro instead.

### Hiding Your Contact Information

Your potential clients are likely very busy people. Routing around your website for contact information not only takes up time, it's a frustrating process. A lot of the time, it'll convince your almost-client to go to another website that clearly states a number (or an e-mail) at the top of every page that can be used to contact the company.

### Pop-Ups

Most people think 'ads' when they think pop-ups, and those are obviously irritating. However, there are other types of pop-ups.

For example, what about a pop-up that tells you about a new e-book that the website has produced? Or one that tells you that you'll get a discount if you don't click on the "x" button in the corner? These pop-ups are just as bad and very unprofessional. They take away the air of simplicity and style

your website might otherwise have.

### Music

A lot of people like music, but not everyone likes the music you like. Putting any sort of sounds on your website that can't be stopped will cause most people to click back to the

search engine page. Playing music on your website (or auto-starting a video that can't be stopped until someone locates the pause button) is often viewed as downright rude and disruptive. Instead, kill the music, and make sure your videos have to be started manually.



## How to Jumpstart Your Small Business for Big Things This Year

So, you've set the goal to grow this year, but do you have a plan to accomplish that goal? Do you know where and how to start so that you have an excellent foundation for big things later on? Let's work on that foundation a little.

### Make a Plan

How do you plan on going about accomplishing your goals

this year? You need to have a solid plan in place. Don't just wing it. Make sure you've discussed something solid with your team and that everyone is aware of what they must do to accomplish your goals. This probably mean more time spent working with your team on creating your action plan. Whatever your plan is, make sure it's written down and

clearly defined within your organization.

### Where Will I Find the Time?

Finding the time to accomplish these tasks will be simple because you will create the time by forming new habits through daily tasks. Your daily tasks, after all, are the key to accomplishing your goals. First create a list of the most

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## Today's Technology



The eSight 3 is the most sophisticated breakthrough in electronic glasses that let the legally blind actually see. Setting the gold standard for the most sophisticated low vision glasses of its kind anywhere in the world. Enabling the legally blind to actually see, be mobile and independently carry out virtually all activities of daily living. eSight houses a high-speed, high-definition camera that captures everything the user is looking at. eSight's algorithms enhance the video feed and display it on two, OLED screens in front of the user's eyes. Full color video images are clearly seen by the eSight user with unprecedented visual clarity and virtually no lag. With eSight's patented Bioptic Tilt capability, users can adjust the device to the precise position that, for them, presents the best view of the video while maximizing side peripheral vision. This ensures a user's balance and prevents nausea.

important projects of the day. Then write down the steps required to complete the projects. Now assign the tasks to the appropriate team members. By creating an updated list everyday, this workflow will eventually become part of your routine.

### Track Your Progress

Finally, remember that even if it's just a single goal or project, you need to keep track of your progress. Looking back at the progress you've made when

you're discouraged can be inspiring during difficult moments when you don't feel like working. Use the momentum of your last completed task to give you a morale boost whenever your efforts begin to fade.

Using clearly defined goals, creating tasks lists, and tracking progress via the task lists, will make reaching your goals and completing projects much easier. Best of luck in all your 2017 goals!



## The Key to Making Your Personal Productivity Skyrocket

We've heard the question before, and we may have even had to consider it ourselves: "How do I get started making changes that last?"

The fact is that change doesn't happen overnight, and changing anything of substance can take a very long time and many failed attempts (consider smokers, for example). But that doesn't mean that it isn't impossible as long as you take it one step at a time. If you're not as productive as you'd like to be, ask yourself the four questions below.

### What are You Doing Now?

Well, what *are* you doing now? What is the habit you want to change? How do you want to change that habit? The important

part of this step is knowing that you just have to accept that something isn't the way you want it to be. Acceptance of your flaws gives you the unique opportunity to look at what you're doing from a perspective you don't usually take. This is the stem of change, and you can begin to make thoughtful, reasonable adjustments.

### What One Thing Do You Want to Change?

I know, I know – choosing one thing to change is a bit of a drag. But you have to start small, and choosing just one thing to change is critical. It removes all ambiguity when you choose a single thing over many things. Every decision you make shapes your life,

from which shirt to wear in the morning to which company to buy and merge with your own. Everything makes a difference, so figure out what kind of difference you want to make today.

### How are You Going to Monitor That One Change?

Give yourself a specific amount of time to work on your change. Say you want to drop your soda habit and pick up a water habit instead. A week or two of concentrated effort should reap a reward you're happy with. Think about those two weeks, and think about what you did each and every day to stop yourself from continuing your unwanted behavior. For a larger decision, obviously you

need more time to implement the change you expect to see. The insight you collect is absolutely invaluable to future changes.

### Are You Ready to Rinse and Repeat?

Once you have put significant effort into one change, it's time to select another to work on. This is called the "repeat" step, and it's essential in changing habits you don't like. Like everything, change only comes with practice; and instead of practice making perfect, we want it to make us comfortable. Once we are comfortable with our changes, they can last as long as we'd like them to last.

# Typing Tricks

## Delete an entire word

Instead of deleting a single letter, pressing CTRL + BKSP will delete the entire word behind the cursor. This makes deleting text quicker if you screw up a whole word.

## Move Cursor to beginning of the next or previous word

Moving the cursor around manually while typing is a great way to make your work take longer than it needs to. To speed up the process, move the cursor around with keyboard shortcuts. To move it to the beginning of the previous word, use CTRL + Left Arrow. To move it to the beginning of the next word, use CTRL + Right Arrow. In OS X you can accomplish the same using the Option key.



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