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From: info@podi.com
Sent: Thursday, January 30, 2020 11:24 AM
Subject: PODI News - New Year's Resolutions: Tackle SEO and Secure Web Logins



Starting a new year is a good time to recommit to a few simple tasks to improve your web site and protect your personal information.

Simple SEO Tune-Up Tasks

Because Google routinely changes its search indexing rules, it is a good strategy to revisit and refresh SEO elements on your web site regularly to get the most leverage from those new rules.

Revisit your content : Ensure your site content is up-to-date and relevant. It should be readable, well-written, and on topic. It should be optimized with keywords, but not overdone.

Add SEO elements to every page : A clear and concise TITLE tag and an up-to-date META DESCRIPTION are important. Search engines show the meta description in search results, so ensure it is present, correct, and mirrors your site's content.

Exchange Links : Take time to consider links your site provides to other sites and which sites you would like to link to your site. Contact the other sites and setup a link exchange. Both of you will benefit.

Here are a few technical "musts" for your website:

- Use a responsive design that supports desktop, tablet, and smartphone device formats.
- Optimize pages so that they load quickly (avoid using images with a dots-per-inch greater than 72).
- Ensure your site has an SSL certificate and forces use of the *https* protocol.
- Check your site for bad links (most frequent offender: links you provide to other sites).
- Provide descriptive URLs.
- Provide photo and image descriptions via ALT tags.
- Use clear, concise site navigation.
- Include a sitemap to help ensure indexing bots can find your content.

Refreshing these SEO elements will help more people find and use your website.

Protecting Your Online Accounts

Even if you are a casual web user, you probably have dozens of login credentials for different web sites. And if you use the same password on more than one website, your personal information on those shared-password sites is at greater exposure.

Hackers commonly take compromised passwords and try them on different sites. So, if your password is compromised in one company's data breach, hackers will try the compromised password elsewhere.

One shared password can expose your personal information without you realizing it.

How can you setup and manage unique passwords for your many sites? By using a password manager.

A password manager, like [Password Safe](#) (see also [CNET's Best Password Managers for 2020](#)), allows you to enter and organize all the sites you log into. Each site has one entry that contains the username and unique password combination for the site. Program settings enable Password Safe to create a unique password for each entry in the manager.

When I need to visit a site which requires a login, I open Password Safe, find the entry for the site, double click to copy my password, and then click on the handy "Go to the URL" to navigate to the target site. I then enter my username, paste my password and I'm "in".

While it is disappointing that we need to take these precautions, adding this to your daily routine may make for a happier 2020 down the road.

Other News and Notes

The [Hearing Industry Association](#)'s new [Better Hearing web site](#) debuts with new resources and all the latest information concerning hearing health.

[Step Into Podiatry](#) is the [American Podiatric Medical Association](#)'s new student recruitment site and it is loaded with resources for discovering the specialty, exploring educational opportunities, and connecting with a mentor.

[American Porphyria Foundation](#)'s [Purple Light Blog](#) has settled into its new home on the main APF web site. This active blog is a real asset to APF patients worldwide. The transfer to the new location included moving the blog archive with content dating back to 2010!

[Institute of Noise Control Engineering of the USA](#) recently launched its conference site, [Noise-Con 2020](#) , which will be held in New Orleans next June.

The [American Feed Industry Association](#) launched a flurry of microsites for upcoming events. Their [AFIA 500: Fundamentals of Feed Manufacturing](#) , [Purchasing & Ingredient Suppliers Conference](#) , and [Feed Industry Institute](#) are all happening in 2020.

The [Academy of Court Appointed Masters](#) is heading to Atlanta in May for its annual meeting. Learn more on the [ACAM conference microsite](#).

[Society of Radiation Oncology Administrators](#) members are heading to Florida next fall. Online registration for the meeting is available on the [SROA Annual Conference microsite](#).

Thanks for reading!

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