

We can't tell you
WHY
misanthropic
malcontents
spend so much
TIME
and **ENERGY**
messing with
other people's
websites,
but unfortunately
THEY DO.

point  media

BEST PRACTICES

TIPS TO HELP YOU GET THE MOST OUT OF YOUR WEBSITE

Computer hackers have been in the news a lot lately. From the Dutch group that posted former British Prime Minister Tony Blair's personal information to the LulzSec attacks on the CIA and Sony, a steady stream of reports reminds us that there are some very smart trouble-makers out there.

The simple, painful truth is as long as there is an Internet, there will be hackers, and there's no way to predict why, when or how they will strike. That might sound terrifying, but the same could be said of any other class of criminal. As long as there are houses, there will be burglars. As long as there are cars, there will be chop shops. The Internet isn't the problem. The small, determined group of criminals on it is.

Most news accounts focus on attacks on major corporations or government institutions, but little guys get hit, too. Some of our clients have recently come under attack by mischief makers from all corners of the globe. We reacted quickly and got the sites back to normal within a few hours, and the experience has helped us hone some of our security procedures. However, we know it can happen again. We want you be prepared in case it does.

The best way to protect yourself is to save copies of the information you upload to your site. When a hacker attacks a site, we rebuild it from the ground up, but we can only use the data we have available. We back up all of our customers' sites annually, when hosting is renewed, but if you've added something to your site since the last back-up and we have to rebuild your site, those changes will be lost. This isn't a problem for sites that don't get updated very often, but if you're constantly adding or changing content on your site, like adding new products, updating news feeds or adding pages, you need to be proactive about saving that content in a secure place.

If we're hosting your site, we can program a twice daily/daily/weekly/etc. back-up for individual site databases by section. For example, if you upload 20 new news stories a week that are archived in a database on the site, we can back up that news archive more often. Or, if your site features a staff directory that's constantly changing, we can back it up weekly so you don't lose any new database content you've added throughout the hosting calendar year. If you're interested or want more details, contact Michele Peck (936.568.9200 x3 or michele@pointamedia.com).

The Internet's greatest attribute – worldwide access to anyone and everyone – is also its biggest drawback. Just like the burglar who picks a lock or shimmies in through a broken window, hackers will find a way in. They'll take what they can and trash the place, and then they'll move on to the next victim. Luckily, websites are easier to fix than houses. As long as we have the material to work with, we can get your site back up and running. The more often you back up your site, the more material we have to work with, and the sooner you can put the unpleasant memory of a hack attack behind you.