

TEKKTIMES

February 2021

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The power of SEO

We have a new website! For the last few month's, we have been working on building content and modernising our current website. One thing is for sure, there is a lot more that goes into making a website than I thought! Being a complete beginner, I thought all I would have to do was to design the site and create some content. How wrong I was. There is so much that has to happen in the background.

One of these things is Search Engine Optimisation. SEO is basically 'optimising' your website to appear higher on search engines. There are many ways this could be achieved and here are some examples:

Keywords

Search engines show the most relevant website to answer the searcher's query. Your website should have keywords relating to your business or product throughout. This provides evidence to the search engines that your website would be the best match for the searcher.



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User experience

Your website should make it easy for potential leads to find what they need quickly. Search engines follow people's interactions. They see how many pages are clicked on and how long they stay. The right information should be 3 or fewer clicks away. For example, Our blog > Our IT hardware posts > The importance of being mobile.

Links

This could include internal links and backlinks. Internal links are on your pages throughout the website connecting one page to another, making it easier for people and search engines to navigate your website. Backlinks are other websites linking to your website. These links tell search engines that your website is popular, valuable and useful. However, be careful of dodgy websites linking to your website. Search engines may believe your website has the same reputation. There are ways to stop this from happening.

Optimise for Mobiles

It is increasingly evident that people are more likely to use their phones to search than opening up their laptop. Search engines recognise this and will rank websites higher if they are mobile responsive. If your website isn't optimised, users will find it hard to navigate and won't spend much time on it, decreasing your search engine ranking.

As I said, these are just a few of hundreds of ways you can improve your website SEO. But it is a good start. It is surprising how a few little tweaks can make a big difference.

If you haven't already, please visit our website. We would love to hear your thoughts and any feedback you may have. You can email me at bryony.brennan@dynamicedge.co.uk.

Bryony

Bryony Brennan,
Marketing Assistant

Our blog 0345 680 9660

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We provide IT support you can trust

Based in Aberdeen, Dundee, Guildford, Inverness, Fareham and Stirling we provide IT support and services throughout the UK. Our team of IT professionals combine decades of experience with unrivalled expertise.

Why use Dynamic Edge?

Ask Andy!

Answering your frequently asked questions!

Should I buy a desktop or a laptop?

Managed Service Providers (MSP) are in a unique position to be able to advise you on the best hardware and software for your business. By supporting your IT Infrastructure, MSP's can make experienced and justifiable recommendations all-around your current business operations. Hardware and Software can be moulded to your own business needs and as many MSP's are partnered resellers, they can provide both competitive pricing and end-to-end value-added service.

What is Microsoft Azure?

Conventional company IT Infrastructure is based on a Server in the office with their company data. Many businesses still operate like this and they have software and applications running on these to provide their critical business operations. These days, Hardware in the office is something that no business wants to keep up. The running costs, reliance on the internet connection, risk of hardware failures, it is a worry that is no longer needed. Microsoft Azure is a cloud-based platform that, amongst other things, can provide the same in-house server feel whilst not actually having any hardware in the office. Having these Virtual Servers in the cloud allows them to be accessed from anywhere, at any time, and without the worry of something going wrong. Microsoft Azure removed the reliance on a physical building and offers an increased amount of flexibility, reliability, and productivity to any company infrastructure.

What is FTTC and Leased Line Internet Connectivity?

Most of us are familiar with Fibre-to-the-Cabinet (FTTC), many of our own personal home broadband is not on this. FTTC provides superior speeds compared to the old ADSL Internet Connections. Higher speed cabling provides a quicker internet connection to get us online. However, FTTC, even business services, are still a contested service. Your high-speed cabling only goes as far as your closest cabinet in the street before it goes to slower and likely older copper cabling. If there are many other businesses around you that are all accessing the same internet lines, you may find that your speeds are not as quick as you need them to be. Leased Line Internet Connectivity is an alternative to this. It is a dedicated, uncontested link over high-speed Fibre cables that connect directly to your business. You can choose exactly how fast you need your internet to be and it does not matter who else is around, you are almost guaranteed to get those speeds. Leased Line connectivity is not available everywhere, but if you are on an FTTC Line, you should strongly consider how higher speed internet connections will improve your business productivity.

Meet The Team!



Hello, I'm Jason a Systems Engineer for the help desk at Dynamic Edge. I started my role with Dynamic Edge back in February 2018. I currently live in Inverness with my partner of 13 years Vicky, our 7 year old son Joshua, 9 year old cat Tizer and our 10 month old pup Freya who we adopted from Romania.

In my spare time, I enjoy spending it with my family, walking and training the pup, playing video games be it on console or on PC with a particular love for EVE online, playing around with Unity and Blender but also my main hobby which is painting miniature models.

How did I get into miniature painting? After spending many years playing video games, I wanted to find something that I hadn't done before and miniature painting seemed like a really good idea. Starting out with Warhammer 40k models, I gradually moved onto other models from tabletop games like Bloodbowl and 3D printed models. The model I'm most proud of finishing is my Contemptor Dreadnought from Warhammers Horus Heresy series purely for it's size and level of detail. What I really like about the hobby is that for me it is like meditation, settle down to a good audio book, music playlist or TV series and off I go.



Hi, I'm Richard Mount a Systems Engineer at Dynamic Edge Inverness. I have been working in IT since 1999, have worked for Sky TV, Fujitsu, Highland Council and others before Dynamic Edge.

I do a lot of the client visits and field engineering for the Highlands, client relations and problem resolution.

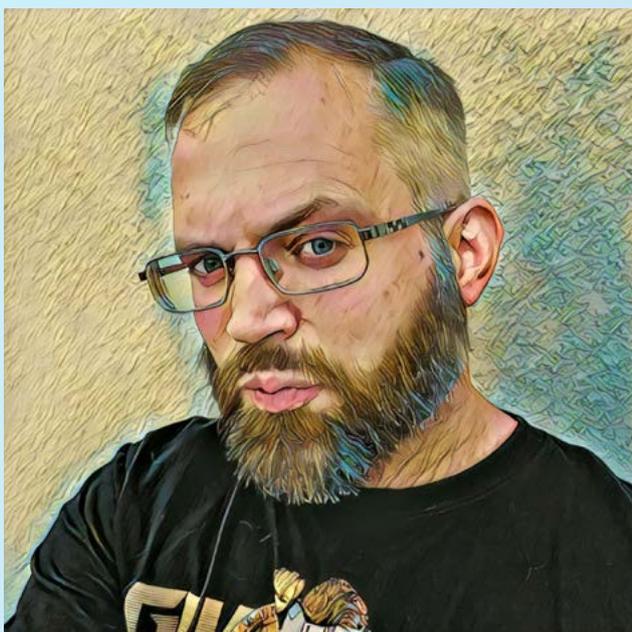
In my spare time I am a white water kayaker (Leader and coach), downhill mountain biker and weather permitting a snowboarder.



Hi, my name is Nikki, and I am the Fareham Helpdesk manager at Dynamic Edge. I have worked here for almost 2 years, during this time I have seen many changes including working from home becoming the new normal.

In my spare time, I love to travel with my family and normally have at least one holiday booked and looking to the next one after that. For now, we will think about mini-breaks. In 2019 I achieved my lifelong dream of going to Australia. It lived up to everything I had ever dreamt of and cannot wait to be able to travel there again soon.

I have a son, George who seems to have inherited my wanderlust, as he is currently studying in St Louis, USA, with an ambition of travelling the world in the future.



Hi, I'm James Benson, a Systems Engineer for Dynamic Edge based in their Guildford team.

In my spare time I enjoy digital photography. I like taking photos with my DSLR camera and editing them in Adobe Lightroom or Photoshop. I first got into the hobby when travelling abroad. I most enjoy being able to take a really stunning photo and then polishing it with some editing.

6 tips to keep your children safe online

With everyone having to adapt to home learning, it is important to keep your children safe online. Please feel free to share these 6 tips with your friends and family.



Get talking

Talk to your children about what they are reading, watching and who they may be talking to online. It is important to have these conversations to ensure they are not reading or seeing inappropriate content. Inform your children of the dangers of being online like Viruses, dangerous websites and harmful people.



Keep devices where you can see them

Keep the computers/devices in a commonplace in the house where it is easy to keep an eye on their activity. For mobile devices, you can set them to forget Wifi Passwords so your children can't go online without you knowing.



Parental controls

It can be easy for a child to click accidentally on a dodgy website. Use parental controls to minimising the risk by selecting what your child can or can't see. Parental controls can be found on search engines, internet service providers and devices.



Don't talk to strangers

This is an obvious one, but it is important to remind your children that online strangers are not their friends and can be dangerous. Discuss how strangers often lie about who they are and that they should never reveal any personal information. For example, their name, address, what school they go to or their friends' names.



Know who their friends are

On social media, you can become friends with anyone. Make sure you know and can see who your child is friends with online. They may find this a bit intrusive but illustrate the dangers of strangers online.



Digital Footprint

Whatever said or uploaded online, stays there even after being deleted. Teach your children to be mindful of what they put online. What your child says online cannot be taken back. We've seen many celebrities facing backlash from posts they wrote when they were younger. Be kind online. Sharing personal details online also applies to this, once it is uploaded it can't be taken away.

Teams vs Zoom

'You're on mute' – The three word phrase synonymous with video conferencing in the last year.

The coronavirus pandemic has forced us away from the traditional office and stopped us being able to see loved ones. Fortunately, cloud-based communication solutions have enabled us to continue to meet with our clients and colleagues as well as our family and friends during these challenging times.

In the business world, the two most popular solutions are Microsoft Teams and Zoom (How I wish I invested in this back in February). The big question though, which is better?

Microsoft Teams is the successor to Skype for Business and combines the ability to conduct video and voice calls and instant messaging with seamless integration with the Microsoft suite of applications. This allows for seamless collaboration, backups as well as file search, and has therefore become the one-stop solution for many organizations. Especially as Teams is included as part of Microsoft's business standard and business premium offerings. If you have one of these subscriptions and are not yet using it in any capacity, I would highly recommend trying it out. To find out more, check out our TEKKTALK Teams webinar on our YouTube channel.

Microsoft Teams webinar

[Watch Now](#)

Zoom on the other hand is currently less feature-rich than Teams. Not that I am trying to discount it, Zoom provides an excellent video conferencing experience for up to 100 people free for up to 40 minutes. However, for longer or larger meetings, you will need to pay to upgrade to one of their pro licenses.

I would argue that Zoom currently does the video conferencing side of things better than its counterpart. Zoom generally runs better on lower bandwidths than Teams. Whilst I also find it provides better audio and noise cancellation. Historically, Zoom has led the way with introducing video conferencing abilities, such as webinar hosting and break-out rooms.

Accessing a Zoom video /conference is also an easier prospect as well, you click on a hyperlink which will take you directly to the video call, either through the downloaded application or through your web browser. You do not even require an account to join a meeting. This is also possible with Teams, however, the process without an account is just that little bit more complicated.

Both Teams and Zoom now offer the ability to run your entire office telephony system through the applications. At Dynamic Edge, we use Teams telephony offering called direct routing which enables me to make and receive traditional PTSN calls through Teams enabled devices.

Overall, they are both excellent communications solutions, which are regularly being improved and made more secure. Personally, I tend to use Teams for internal communication and meetings, whereas I tend to use Zoom for external meetings as I find others are more comfortable with the platform.

Jared England

Business Support Consultant

Our Next Webinar

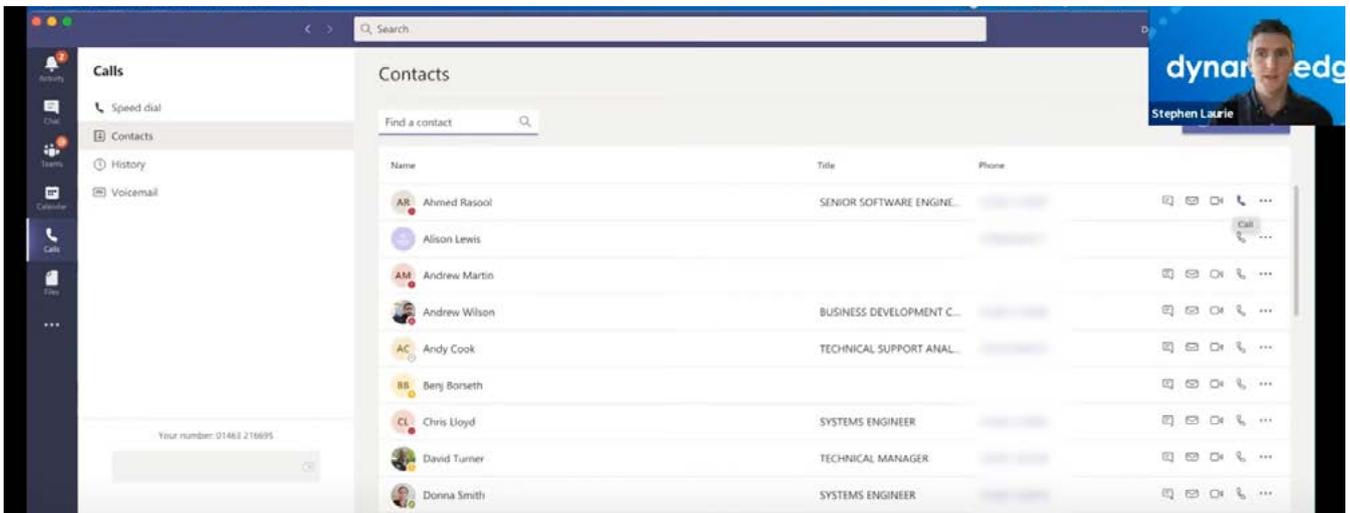
Let Power Automate take away the hassle and boost productivity. With Power automate you can create time-saving workflows to manage everyday tasks, no matter how big! This means you can automate all your time-consuming tasks, giving you more time to focus on your business. Don't worry you don't have to be a pro at coding, the whole process is completely easy to use and the workflows can be built in minutes.

In this webinar, Stephen will be explaining and demonstrating how you can utilise Power Automate within your business.

Tuesday 23rd February 2021
@ 1PM-2PM

Power Automate Webinar

Sign Up



If you were unable to attend our last webinar it is now available to watch on our [YouTube channel](#).

Teams Telephone System

Microsoft Teams have been essential for businesses to continue to communicate and thrive during the 'new normal'. With their many features, we have been able to share through video meetings, chat channel, document management and app integration. But why should it stop there?

Teams Telephone System (Teams Direct Routing) takes all the Teams features you love and integrates them with your telephone services.

Watch Now

We also have all our previous webinars ready to watch. If you have any questions or want to know more about the subject we talked about, please get in touch.

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