

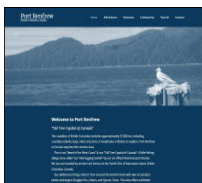
October 2019

portrenfrew.com Newsletter October 2019

Dear Port Renfrew Business Owner.

You are receiving this email because of your relationship as a business owner in Port Renfrew. Please confirm your continued interest in receiving our Bi-Monthly Newsletter from us. You may un-subscribe any time if you no longer wish to be on our mailing list.

What's in the October Newsletter?



Mobile web site



VPNs

We discuss in this issue the portrenfrew.com mobile web site and the importance and the transition of desktop web sites to mobile friendly web sites.

What is a VPN and what do VPNs have to do with search engines and our business?

Spotlight on Mobile Dominance Advertising

The mobile visitors to our site have surpassed the desktop visitors, and with our dependency on the cell phone, it is mandatory for us to have cell phone friendly web sites for our visitors - and in return, connecting us directly to that larger market share.

Website Updates

Port Renfrew Online has over one hundred pages and websites. We now have a mobile-optimized website capable of adjusting to cell phones, notepads and desktop viewing .

It has been very challenging and time consuming. It is over 200 pages. Many screen sizes affect viewing of the site. This is what we have come up with as our “now” solution. Working toward a more mobile friendly experience. Please be patient as we update and correct the community and services pages. The business directory has not been affected by these updates.

What is a VPN

- It is a Virtual Private Network. VPNs have become the ultimate tool for online security and privacy.

Why a VPN?

- You need a VPN because you deserve privacy and control in your own home or on the cell phone. A VPN is a key tool for making a safe and private Internet experience a reality.

The three components of VPN technologies are: encapsulation, encryption, and authentication.

"A VPN can encrypt your internet connection and allow you to 'virtually' locate your computer in 100's of locations around the world."



The Five Eyes

"It's very easy for internet providers to collect your browsing history by simply logging all your DNS requests (unless you're using a good VPN service)."

As a result of the NSA's secret treaties with foreign countries, data gathered by its surveillance programs are routinely shared with countries who are signatories to the UKUSA Agreement. These foreign countries also help to operate several NSA programs such as XKEYSCORE.

Your Web Site Search Engines & VPNs

- Due to the way a VPN works, it's not possible for the website that you want to visit to know your true location. If the VPN service has a server in the right part of the world, the web site will look to that site as if you're in that country.

Since most of the world is trending towards Privacy and VPNs, it would appear that using search terms like Renfrew" instead of "Port Renfrew" in Google's search engine would only take you away from where you would want to see the correct search term words "Port Renfrew", if using a VPN.

Having a VPN does not prevent others from finding your web site. But it can prevent others from accessing your geo-location information first if they are using a VPN, which in turn would prevent the correct location in this example from being found.

Your browser requires accessing your geo-location to find what world location you are in. If you have a VPN, it does not need to know where your geo-location is, so therefore you get a world generic lineup relevant to the world search in search terms.

That is why when you look for something in your browser WITHOUT a VPN you are not getting the full results, you are only getting what is local to your region "first". Your browser is trying to give you what is local to you for the advertisers in your region. Sometimes this will leak through with some sites, but very seldom.

"Port Renfrew" would be easily found, since there is only one place named Port Renfrew in the world. But the word by itself, "Renfrew", would be found where Renfrew is, beginning with the town of Renfrew in Northern Ontario (<https://www.renfrew.ca>). Which, by the way, in history, had the first community farm market in Canada, among many other things.

If you already have a VPN then try it and see for yourself. Turn your VPN OFF, and do the same search and see what happens.

Without a VPN another way to see what this means, go to a bargain flight travel web site and check for a cheap flight ticket somewhere. Then leave that one (close it out), and go to another web site and check their prices and then come back to the first one again. There is better than 80 per cent chance your prices have gone up. That is what means by knowing your geo-location. There learning from you!

Correct Search Terms for VPNs

So, as more folks start protecting themselves from intruders and spies, using VPNs, the trend will continue as it has been for some time now.

Correct search terms and key words will be crucial in locating and indexing your web site, especially now that most people want the security in privacy and are switching to VPNs.



Stop sharing your online activity with your ISP!



Internet service providers (ISPs) can see everything you do online.

Learning Links to VPN

- What is a VPN? - <https://www.technadu.com/what-is-vpn/6820/>
- Ten Reasons Why you use a VPN - <https://www.technadu.com/how-vpn-works/38640>
- How VPNs Work - <https://www.firesticktricks.com/why-use-vpn.html>
- 13 Amazing things you didn't know a VPN could do - <https://www.vpnuniversity.com/learn/what-you-can-do-with-a-vpn>
- Learn what you can do with a VPN. - <https://www.vpnuniversity.com/learn/what-you-can-do-with-a-vpn>

Costs

- Most VPNs are reasonably inexpensive. Anywhere from \$2.75 Cdn. a month to \$10 a month, one year in advance. Considering everyone using the service gets military-grade encryption of data, secure authentication, and secure access to web apps and services, it only makes business sense to be using VPN services or servers.

Expensive VPNs are the Best VPNs for a Reason, i.e. Quality

Choose your VPN wisely. Free is not good. Check their reputation online. Do your home work!

PIA has a large network of 3,300+ servers in 30+ countries. Very fast, and picks the fastest server at the time automatically. Very easy to set up and use. You do not even know it is running in the background. Very in-expensive! There are many more. <https://www.techradar.com/vpn/best-vpn>

I hope this issue informs you and brings to your attention important issues that will help benefit your business and yourself personally.

Your Input would be appreciated:

If you would like to receive newsletters in the future, send an email with "subscribe" in the SUBJECT: field. Each bi-monthly Newsletter starting with October 2019 will address issues related to web site business and portrenfrew.com.

Your ideas and progressive criticism are welcome. Let me know what you would like to see. Your creative thoughts on this would be helpful in future issue subject matters.

At this time I am in the stage of converting older online information pages to mobile phone friendly pages. This will continue on through the fall and winter months.

I look forward to continuing to work with you and help promote together our vision and an online presence of which we can be proud.

Thank you, and all the best.

Richard

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Richard Gillett studied Computer Based Information Systems (CBIS) at the University of Victoria, BC, Canada in the late 1990s. He wrote columns for Duncan's Cowichan Citizen newspaper for a year, titled "Internet Cyber Security", and taught Basic Computer Skills in an Adult Business Education Program for Community Futures Development at Malaspina College in early 2000. He has been active in web development and Internet technologies for over twenty five years.