

# June 2010 Newsletter



If you are receiving this message, it means that I have done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

Being that it is June, I will be sending out invoices to any of you for whom I have done work in May, or for those who have not yet paid for previous months.

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## News & Info

**Computer Performance** – If your computer is behaving a bit sluggishly, there are a number of things you can look at to increase performance:

**Anti-Virus/Anti-Malware** – If you do not have some form of this type of protection, you are living VERY dangerously. You should definitely have some version of anti “bad stuff” software and you should keep it current. There are versions you can download and run for free and they usually update their databases daily if not more frequently. If you haven’t done this, DO IT NOW!

**Registry** – The next thing you should check is your Registry, especially if you have installed and/or removed different pieces of software. If you are not familiar with what the Registry is, here is the Wikipedia definition:

The **Windows Registry** is a hierarchical database that stores configuration settings and options on Microsoft Windows operating systems. It contains settings for low-level operating system components as well as the applications running on the platform: the kernel, device drivers, services, SAM, user interface and third party applications all make use of the Registry. The registry also provides a means to access counters for profiling system performance.

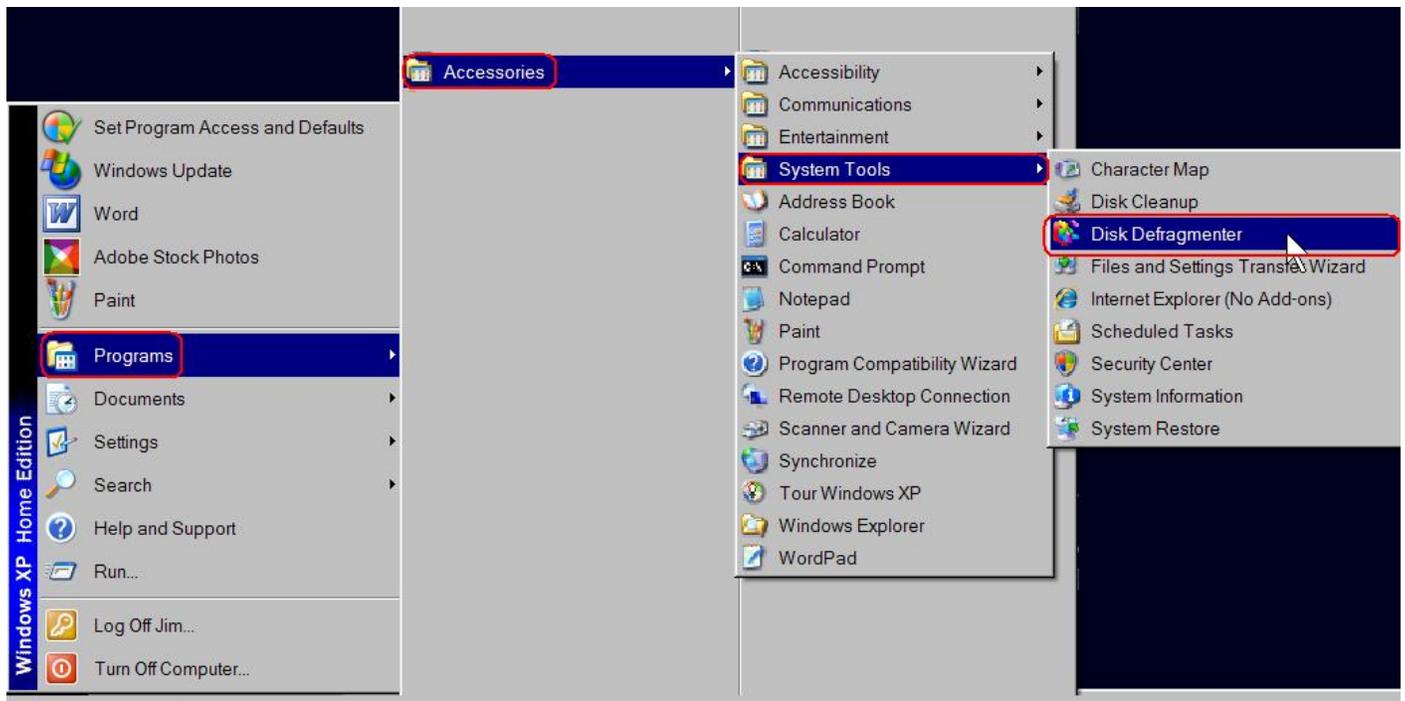
This is a VERY important part of your operating system and, as a result, I would not suggest playing with it unless you are ABSOLUTELY sure you know what you are doing. Make a wrong move and you could cause permanent damage to your system. Even people who do this professionally will back up a Registry before trying to make any fixes to it. Find yourself a pro.

**Disk Cleanup** – This Windows System Tool helps you get rid of unnecessary files that may be cluttering your hard drive(s). This can be done by going to My Computer, right-clicking on a disk drive, selecting Properties and then clicking the “Disk Cleanup” button. It can also be run from the System Tools menu similar to Disk Defragmenter as described next and is also visible on the image below. Relatively safe, you can probably handle this yourself, although you *could* remove a file that may cause problems with some software you are running. Unless you are sure about a file, do not delete it. Generally files with a “.tmp” suffix are safe to remove but be wary about things with suffixes like “.exe” or “.dll”, as these are important for running programs.

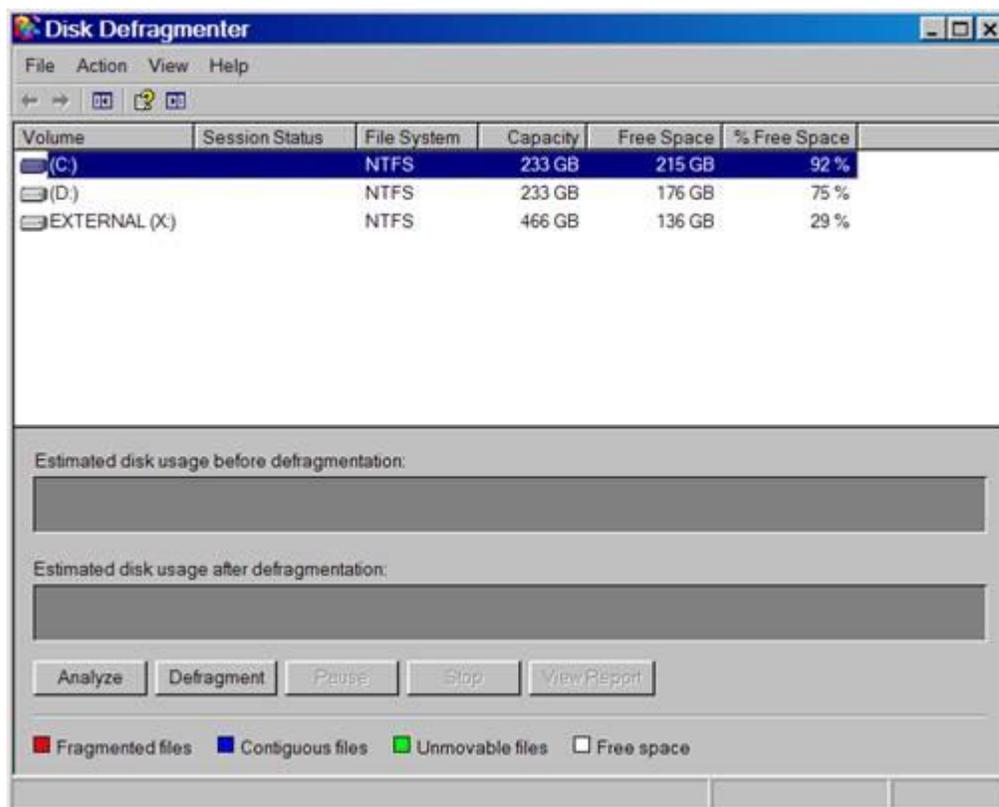
**Disk Defragmenter** – As you are continually writing to and removing data from your disk drive(s), these drives can become “fragmented” and, as a result, Windows provides you with a means of undoing this fragmentation. Before going into how to do this, a little bit of “prologue” is in order:

I won’t get too deep into how files get created but, if the system cannot find enough contiguous (which kinda means “all together”) space on your disk for a file, it will put pieces of the file in different places and there is a pointer system which tells the system where to go to find each component. When you delete files that have been created in this manner, the pieces are flagged as now available and so they can be used when other files are created. This is a quick way to describe fragmentation and, as you might think, this can decrease performance, since the system may have to bounce all over the place to acquire a file the next time you try to access it. What a “defrag” does, in a nutshell, is grab the pieces and put them all together.

To run Disk Defragmenter, click the Start button and select Programs, Accessories, System Tools and Disk Defragmenter (see how to go there in XP below):



This will display a window similar to the following:



If you click Analyze, the program will tell you if you need to do a defragment. If you click Defragment, the system will acquire the sections that make up files and put them together. There is a window that you can display that shows you the progress as the program does its thing. Be aware that this can take some time and you should leave the system alone while it is running and NOT turn off the machine while it is running. If you have never done this before, you may be a candidate for it but I would recommend having someone who is familiar with it do it the first time and maybe you can look over his or her shoulder.

Hopefully doing any or all of these things will help your computer's performance.

## **Clients & Affiliates**

(In this section, those of you who would like to can place ads, tips, references, etc. If you have something you would like to submit, please [email](#) me and I will get it in the next newsletter.)

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**Search Engine Placement** – For most people, getting on the first page of the search engines is the goal. There is another company here in San Diego that has been a leader in internet marketing strategies and search engine optimization services for over eight years. Go to [www.topimresults.com](http://www.topimresults.com) and you can, at the very least, get a free Website Marketing Analysis and a free Position Rank Report.

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**Thank you all for your business (and potential business...)**

**Jim**