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Cybersecurity:

What Is a VPN and How Can It Protect You?

(For Quantum Fiber, a CenturyLink Brand)

A few years ago, most people had no idea what a virtual private network (VPN) even was. However, as the ugly truth that internet service providers spy on their customers spread far and wide, these useful security tools exploded in popularity. The recent 300% rise in cybercrime raised VPN awareness as well.

By ensuring all the data flowing through your network is protected, VPNs are a game-changer for home network security. They're also extremely useful for small businesses worried about ransomware attacks and other common scams.

Whether you're a casual social media browser or a small business owner sitting on mountains of sensitive data, VPNs could revolutionize your browsing experience. So let's take an in-depth look at their many uses and benefits.

What is a VPN?

The encrypted connection of a VPN protects sensitive data such as social security numbers, financial information, and personal files and photos. When you use a VPN, the chance of hackers and other unwanted visitors penetrating your network decreases greatly.

In simple terms, a VPN transforms your public network into a private one. When you log on, your computer and the VPN exchange keys and verify each other's authenticity. From that point forward, all the information you view and transfer is encrypted, and not even your ISP can pry into your personal online business.

How can a VPN improve your digital experience?

By now, you might be wondering why your family should even use a VPN. After all, if you already have a firewall and follow good cybersecurity practices, why would you need to worry about hackers? And if you have nothing to hide, why would you care about your ISP spying on you? However, there are still plenty of reasons a free VPN could up your internet game.

Consider the following scenarios:

You're always on the go

It doesn't matter if you're traveling across the country for a business trip, or down the street to enjoy a cup of coffee at your favorite shop. Public networks are [notorious for their horrible security](#).

Some of their many risks and disadvantages include:

- **Outdated encryption techniques.** Poorly encrypted networks warp your computer into an open book. This makes you vulnerable to all sorts of unsavory spying and creeping around, courtesy of your local cybercriminals.

- **Malware attacks.** Due to their poor encryption, public WiFi networks are also a dream come true for tech-savvy criminals who can inject malicious software onto your device within minutes.

- **Rogue WiFi networks.** Cybercriminals conduct this [sinister scheme](#) by setting up their own "free" WiFi networks in high-traffic locations like coffee shops, offices, or restaurants. Then, they trick their victims into logging on by naming the network after the business they're impersonating.

If you plan on using public WiFi on your laptop or cell phone, a free VPN can protect your data by re-routing your traffic through a safe, encrypted channel.

You value your privacy

Let's face it, the thought of someone spying on you and your family's internet activity is downright weird. Who wants to think about a stranger sitting there snooping through everything you've looked at online? And as we mentioned earlier, [ISPs are now allowed to sell your data to third-parties](#). So if you're the type of person who doesn't want to feel eyes on the back of their neck in the comfort of their own home, a free VPN could be exactly what you need to browse in peace again.

You want to share files without feeling like a criminal

Torrenting programs like BitTorrent or uTorrent have gained a bad rep in recent years due to many people abusing them to share copyrighted content. However, [sharing non-copyrighted files with friends and family is completely legal across the United States](). But with all the recent crackdowns, you could end up under your ISP's microscope by innocently sharing large files with friends. By using a VPN to ward off prying eyes, you'll feel safe and secure again when using file sharing software.

Also, *you* may be following all the rules, but that doesn't mean that your roommates or your kids are. If you share a WiFi network with someone else who torrents copyrighted files illegally, you don't want to end up paying for their mistakes—and you could if your internet service is registered under your name. Luckily, having a VPN on your network will add an extra layer of protection.

You want to protect yourself—and your clients—from prying eyes

Small businesses around the world are plagued by pharming, automation scams, and other dangerous e-commerce fraud methods. Many companies pre-install VPNs on all company laptops, especially if employees are dealing with sensitive information. However, if you run your own small business—or if your employer's cybersecurity knowledge is lagging—you should consider investing in a VPN for your work computers.

We already covered the dangers of public WiFi networks, and these risks should be taken even more seriously when dealing with your business's financial data. If you have any employees, install VPNs on all their work computers and educate them on proper use. A data breach can be the end of a small business, so make sure everyone on your team stays in the loop about the importance of VPNs and information security.

A free VPN offers the peace of mind you deserve

Even if you weren't aware of spying and other security risks in the past, it's never too late to get a free VPN. Now that you know the dangers of letting cybercriminals spy on you unchecked, as well as your ISP selling your personal info to questionable third-parties, you're probably eager to pull down the curtain and gain back your privacy once and for all.

But before you begin your search, remember [not all free VPNs are created equal](). Research all prospective VPNs with a discerning eye to ensure you're making the right choice for you and your family. And don't forget to keep checking the Quantum Fiber blog for more helpful tech tips in the meantime!

How to Up Your Security Game With Google Authenticator and Other 2FA Tools

(For Quantum Fiber, a CenturyLink Brand)

Are you ready to learn why one factor isn't enough to keep you safe online? Let's take a look at how MFA tools like Google Authenticator help you step up your security game!

Two-factor authentication (also known as 2FA or multi-factor authentication) is an important security tool for both businesses and individuals. It requires login verification from two factors rather than one, providing a powerful security boost. There are [many 2FA apps](#) available to download on your phone, such as Google Authenticator and [Microsoft Authenticator](#).

However, before you set up two-factor authentication on all your accounts (if you haven't already), let's take a look at:

- What it is.
- How it works.
- Why it revolutionized online security.

So what exactly is two-factor authentication?

By using 2FA, you're casting a powerful defensive net over your accounts that safeguards your data like never before. Suddenly, it takes more than a password to get past the login screen. Another form of identification is required, creating a roadblock for all but the sharpest cybercriminals.
To [protect your devices with two-factor authentication](#), all you need is a combination of two of the following.

- Something you know (aka a password or a pin number)
- Something you have (usually a security code sent to your phone)
- Something you are (obtained from unique identifiers such as the outline of your fingerprints, or the structure of your face)

Since there's an extra step when you access your data with 2FA, it may take slightly longer to log in. But you can easily overcome that with our awesome fiber speeds of up to 940 Mbps!*

How can two-factor authentication benefit me or my business?

With cybercrime running rampant, small business owners must constantly stay on the lookout for spear phishing attempts, ransomware attacks, and other dangerous schemes. [Microsoft](#)

[Authenticator](#) and other such programs provide much-needed security to small businesses on the front lines of the cyber war!

Which two-factor authentication method is the most secure?

When going down the rabbit hole of 2FA, your first question is probably, "Which method will do the best job of keeping my data safe?" Biometric factors (aka "something you are") are generally considered the [most secure](#) of all two-factor authentication methods.

Although the simplicity of text messages makes them appealing for many users, they're actually considered the least secure method of two-factor authentication. In fact, [some cybersecurity professionals don't even consider them 2FA at all](#), but rather a type of "two-step verification." But that's not to say there isn't a time and a place for text message verification. For example, it can be extremely convenient for a personal email account that isn't linked to any financial data or sensitive information.

Now let's take a look at some of the different ways you can set up 2FA, as well as the pros and cons of each one.

What are some ways I can use two-factor authentication?

Whether you're using two-factor authentication to safeguard your personal accounts or setting up an impenetrable network for an entire organization, there are plenty of different 2FA methods to choose from. You should pick your digital armor based on:

- Your personal security needs. If you're an average internet user who rarely ventures beyond browsing Facebook, your needs will be very different from a business with 100 employees.
- Your company policies. Do you have a BYOD (bring your own device) policy in place for your small business? If so, you're going to need to educate all your employees on 2FA and provide the necessary tools.
- Your budget. Not everyone has the budget for Office 365 with [Microsoft Authenticator for business](#). So it's important to consider all your options.

Here are some of the many ways you can leverage two-factor authentication for yourself or your business.

Text message alerts

Often hailed as the go-to method of two-factor authentication, just about everyone with a cell phone is familiar with this method. First, you input your username and password. Next, the site prompts you to enter a short code that arrives on your phone within seconds.

This basic method is usually solid enough to keep out amateur hackers. But if you're dealing with highly-secure data we don't recommend it.

Pros:
- If you always carry your phone, this is a quick and easy way to verify your identity anytime, anywhere.
- Most big-name email providers and websites already have this two-factor authentication method built in, so setup is minimal.
- Since the verification code is delivered over the phone, you don't need to worry about your internet crashing or slowing you down (but with our 99.9% reliability^, this usually wouldn't be a factor anyway!)

Cons:
- Not everyone carries their phone with them everywhere, or even owns a cell phone to begin with.
- As we mentioned earlier, text messages can be intercepted. Therefore, text verification isn't as secure as other 2FA methods.

Biometric factors

2FA that runs on biometric factors such as facial recognition software and fingerprint readers are the best way to ensure your data stays secure.

Pros:
- Facial recognition is nearly impossible to bypass. According to Apple, cybercriminals stand less than a 1 in 1,000,000 chance of bypassing their facial recognition software.
- Simply pressing your finger against a button or holding a camera up to your face is easier than fumbling around for a code.

Cons:
- Devices with biometric recognition software tend to be more expensive than basic models.
- Some people are leery of biometric recognition, which can lead to conflict if you require employees to use it in an office.

Apps

Apps like Google Authenticator are a game-changer for both businesses and individuals. For example, Google Authenticator makes it easy to manage all your passwords and verification codes in one place. This simplifies life for both you and your employees if you run a business.

Pros:
- All your passwords and security codes are consolidated into a single app, streamlining the login process.
- Your information is available even when you're offline.

- [Google Authenticator reported a 50% reduction in account takeovers](#) when it "forced" qualified users to make the switch!

Cons:
- By securing all your account info in one place, if you lose your smartphone, you could be locked out for days.
- If cybercriminals gain access to your company's login credentials, they could hijack many accounts at once.

Two-factor authentication always has your back!

Now that you know about all the different two-factor authentication options out there, your opportunities are endless! It doesn't matter if you want a bit of extra security when logging into your personal email, or if you have an entire business to defend. Either way, 2FA is a security must-have!

To speed things up when you're logging in with Google Authenticator or your other 2FA method of choice, don't forget to take advantage of our 99.9% reliability^ and speeds of up to 940 Mbps.* And for more cybersecurity tips, check out the Quantum Fiber blog!

*Based on network uptime or availability. Speed may not be available in your area.

Avoiding Online Scams for Seniors

(For CenturyLink)

Living in the 21st century means living in the heyday of cybercrime. In fact, monetary loss from cybercrime incidents have been increasing exponentially every year since 2001. Criminals are constantly devising new ways to get their hands on credit card numbers, medical information, and other highly sensitive data. And they know targeting vulnerable groups tends to improve the success rates of their identity theft scams.

From a cybercriminal's perspective, seniors are the perfect target. Since they grew up in an age before computers, they're usually not as tech-savvy than their children and grandchildren. This makes them far more likely to fall victim to cybercrime. Unfortunately, targeting the older crowd is paying off: Seniors lost an incredible $3 billion to online scams in 2020 alone.

Don't panic. Educate yourself instead

If you're worried about navigating the internet without having your information stolen, relax. Elder identity theft is preventable as long as you learn what to watch out for. By familiarizing yourself with all the best ways to stay safe online, you'll be able to browse the internet in peace again whether you're 17 or 75.

Here are some of the latest identity theft scams aimed at seniors. If you ever encounter any of these schemes while browsing online, don't let cybercriminals take the wheel. Report them immediately and block and ignore the perpetrator.

The grandkid scam

The Grandkid Scam is one of the most common and successful identity theft schemes currently targeting seniors. Malicious hackers reach out through email, text message, telephone, and social media sites like Facebook and pose as a family member in dire need of cash. They spin sob stories about bail payments, high interest loans, overdue credit cards, and other desperate financial matters to tug at their elderly victim's heartstrings.

The backbone of this scam is naivety and emotional impulsivity. So even though it might be difficult to stay calm, if you receive any communications from someone claiming to be your grandchild or any other family member, do your research before sending them any money or personal information. Confirm the phone number the "loved one" calls from is theirs by calling them back on a number you recognize. And if someone reaches out through social media asking for money, make sure you aren't dealing with a fake profile.

Romance scams

Romance Scams are another one of the latest identity theft scams devised to prey on the emotional vulnerability of senior citizens. Cybercriminals steal photos of attractive (usually much younger) individuals. They then message people on social media with the aim of kindling a romantic relationship. Their goal is usually to trick their victim into sending them money and lavish gifts. They accomplish this through many means, including:

- Deep, caring conversations
- Private photos and videos
- Promises of meeting in person
- Marriage proposals
- In some cases, the scammer will also claim they had an accident at work or developed a sudden illness and need help paying their medical bills.

This scam is particularly cruel because many times, the cybercriminal will spend a considerable amount of time cultivating a relationship with their older victim. This leads to the victim growing emotionally attached to their so-called suitor, losing a lot of time and money in the process.

To avoid falling prey to this scheme, be wary of any strangers who add you on social media sites. Always trust your instincts when meeting new people online. If the man or woman of your dreams shows up out of nowhere and comes on far too strong, there's a good chance you're being targeted by a scam.

Fake prescription drug scams

Fake online pharmacies are everywhere. It's disturbingly easy to stumble across one during a simple Google search. Therefore, keep in mind even if an online pharmacy looks reputable, that doesn't mean it is. Scammers can set up convincing fake online pharmacies in a matter of hours. All it takes is a couple of clicks for them to gain access to your credit card numbers or bank information.

Use discretion when ordering your medications online. If you're not sure where to start, ask your doctor for recommendations of reputable online pharmacies. Also, be aware some of these cybercriminals go as far as soliciting seniors directly. If you receive an email or text offering prescriptions at an "unbelievably low price," report and delete it. You're far more likely to fall victim to a classic phishing scam than you are to get your prescriptions on time that month.

Social Security and Medicare scams

While all the scams we've covered pose a threat to seniors, Social Security and Medicare scams are actually the most common elder identity theft scam in the country. Cybercriminals use countless methods to trick seniors into divulging everything from full Social Security numbers to seemingly harmless tidbits of personal info that can later be used to access their accounts.

The classic version of this scam involves a cybercriminal sending a fake email claiming to be from the Social Security Administration, Medicare, or some other government entity. These emails almost always rely heavily on scare tactics and use urgent language. They threaten loss of Social Security benefits or health insurance. This naturally causes panic in the mind of the recipient. Desperate to hold on to their benefits, countless seniors have been tricked into giving away their Social Security numbers without a second thought.

Online scams are always evolving

As these old-school scams have drawn public scrutiny, cybercriminals have been forced to get creative. They've come up with even more devious techniques. In 2022, phone calls phishing for answers to security questions are common. If the scammer manages to get their hands on the senior's birthday (which takes only a minute or two of online research), they can access their Social Security account and wreak all sorts of havoc.

Some of these scams are downright strange. Seniors receive phone calls where the scammer simply attempts to lead them into saying "yes." This answer is recorded and used to impersonate the senior and gain access to their Social Security or Medicare benefits through automated phone menus.

Learn to identify and avoid online scams

These are only a few of the nefarious scams cybercriminals use to prey on thousands of seniors every single year. Fake lotteries and contests, ransomware, and timeshare scams are some other examples of common schemes you should watch out for.

In the war against cybercrime, knowledge is your most powerful weapon. You can learn to outwit hackers at any age by sharpening your tech skills. Our Guide to the Internet for Seniors is an excellent place to begin!

What Is Encryption and How Can It Protect Your Data?

(For Quantum Fiber, a CenturyLink Brand)

Many people think data encryption is something used only by the military and large organizations, but this isn't true at all. [In fact, you've already used encryption today](#) if you're reading this article over WiFi. Encryption is an essential part of home networks these days and is an invaluable tool to safeguard your network from hackers. And with so many security threats out there, gaining a clear understanding of encryption is more important than ever.

Let's learn a bit more about what encryption is and why you need it. Then we'll walk through how you can up your encryption game to ensure ultimate protection for your family!

What is encryption?

Encryption is a rabbit hole of a topic. You could read entire textbooks about one aspect of the subject alone and still have years to go before you even scratched the surface of its true capabilities. But luckily, to protect your home network, you only need to know the basics.

In simple terms, [encryption](#) is the process of taking the regular text you input into your computer (also known as "plaintext") and converting it to "ciphertext," which is unreadable to humans. A cryptographic key is used to scramble (and subsequently decode) the text, safeguarding it from cybercriminals and preventing common cybersecurity incidents.

How can data encryption protect you and your family?

By [encrypting your messages](#), you can send secure messages to friends and family and greatly reduce the chances of your conversations being intercepted by cybercriminals. Encrypting your messages makes you far less likely to fall victim to [Man in the Middle Attacks](#). These attacks involve a third-party gaining access to poorly secured data and spying on a conversation—or even an entire network—without the victims' knowledge.

If you or someone in your family works from home or even attends online classes, encryption is a security game-changer. [The sensitive data you send back and forth to your school or place of work will be much safer](#). And you won't have to worry about any unwanted outside parties spying on your private business.

And if you enjoy browsing for your next big purchase from the comfort of your couch, encryption can even protect you [while you shop online](#)!

How can you start encrypting your data and protecting your home network today?

Now that you've learned a bit about how encryption can safeguard your network and protect you from common threats, here are some ways you can take action and implement an extra layer of safety today!

Secure your WiFi

Securing your WiFi is an excellent way to ensure all your favorite devices are safe from prying eyes. There are many basic steps you can take towards securing your WiFi network, such as creating a guest network for visitors or hiding your network from prowling devices. However, [WPA2/WPA3 encryption](#) is the best method of encrypting all the traffic coming through your home network. It can bring you instant peace of mind and cast an impenetrable net of security over all your devices.

360 WiFi

Before you get intimidated by technical terms, don't worry. Our 360 WiFi comes built-in with state-of-the-art WPA3 encryption! Aside from creating a convenient mesh network that casts throughout your house and powers everything from vulnerable IoT devices to fortified gaming machines, our 360 WiFi runs on WiFi 6, which means you get WPA3 encryption—the highest grade available for home use in our time—straight out of the box.

So without even going down the rabbit hole of intricacies surrounding the many types of encryption, know you're in good hands with 360 WiFi from Quantum Fiber.

Use a VPN

If you've tried everything else and still want an extra shield preventing wannabe threat actors—and actual threats—from forcing their way onto your network, it's time to think about getting a VPN.

VPNs block threats from penetrating your network by exchanging a private key with your computer, decreasing your chances of Man in the Middle attacks and other unwanted interceptions. Even your ISP won't be able to spy on your personal business when you have one activated! They're another great example of how encryption can defend your privacy and promote a safe, free cyber world for everyone.

What is encryption? Your ticket to privacy and digital freedom!

Now that you're up to speed on encryption basics, it's time to decide which method is best for you and your family. As you can see, you have plenty of choices. But encrypting your data is easier than ever with Quantum Fiber. To stay up to date on ways to mitigate all the latest security threats and learn more about our awesome products like 360 WiFi, follow our blog today!

Guard Your Business From Cybersecurity Threats With 360 WiFi

(For Quantum Fiber, a CenturyLink Brand)

There's nothing worse than joining an important meeting only to find that your sound is garbled and your video lags. Well, maybe there is: Having all your company's data compromised by a cyberattack! Luckily, 360 WiFi from Quantum Fiber can decrease the chances of both. Read on to learn how you can browse without fear and safeguard yourself from cybersecurity threats with this cutting-edge network solution for your business.

What is 360 WiFi and how does it work?

360 WiFi creates a mesh system that blankets your office space, offering the clearest connection where—and when—you need it most. This powerful wireless mesh network is smart enough to communicate with all your devices and prioritize the connection through the node closest to you, even as you move from room-to-room. Placing WiFi pods around your business can elevate all your devices to peak performance, so you'll always be running at the best possible speed no matter where you are in the office.

Plus, with our innovative 360 WiFi app, your network is totally customizable. All it takes is a few clicks to:

- Disable WiFi on certain devices. This feature is incredibly useful if malicious activity is detected, or insider threats are suspected. For example, if an employee suspects they're going to be terminated that day and shows signs of destructive intent, you can disable WiFi on all their devices—which cuts off network access before they can do any damage.

- Create worry-free access controls. Following the Principle of Least Privilege is easy with our future-ready WiFi network. You'll gain instant insights into who has access to sensitive data. And if you determine an employee's privileges don't align with their job duties, it's easy to reconfigure them straight from the app.

- Manage guest access without the hassle. Say goodbye to your old-fashioned guest network. (It may have been a breeding ground for cybercrime anyway.) With 360 WiFi, you'll be able to monitor and control all outsider activity on your network. Kicking off misbehaving guests is easier than ever. And you'll even be able to set an expiration date for guest passwords, so no one lurks around on your network for a moment longer than intended.

But the benefits don't end there. Since you can [scatter your 360 WiFi pods across a 2,500-foot radius](#) (or far greater, if you're willing to sacrifice a bit of bandwidth) the service is ideal for offices both large and small. It's easy to [set up many different devices](#) and implement the appropriate access controls every time you gain a new employee—making user provisioning easier than ever.

In other words, 360 WiFi is a dream come true for any small business owner who wants to take control of their network and protect their assets from cybersecurity threats.

What are the top cybersecurity threats and how can 360 WiFi protect my business from them?

Now that you know about all the amazing security features 360 WiFi has to offer, let's take a look at some of the top cybersecurity threats. At the same time, we'll learn how 360 WiFi can keep your data and personally identifying information safe.

Forgot your manual updates? No problem

Our adaptive WiFi works around the clock to protect your business by updating its centralized Cloud controller software, so you won't have to worry about manually updating firmware on your individual devices. Plus, your new 360 WiFi network will continuously monitor surrounding networks to avoid interference, minimizing risk and vastly decreasing the chance of bad actors getting through.

Your IoT devices won't be sitting ducks anymore

Your network is only as strong as its weakest device, and with 360 WiFi, cybercriminals are far less likely to breach it by targeting your smart devices. IoT products such as smart cameras and TVs are [some of the easiest targets out there in the cyber world](#). However, our 360 WiFi offers advanced IoT protection that comes equipped with anomaly detection. This constantly monitors all your smart devices and quarantines them from the second they enter an unknown domain. And you don't even have to worry about [zero-day attacks](#), since our anomaly detection isn't reliant on known risks.

Real-time protection from phishing, vishing, and smishing

With so many [laptops, phones, tablets, and other devices running](#) wild in your office, the threat of [phishing](#)—and similar schemes such as [vishing and smishing](#)—is constant. But with 360 WiFi, your network has a global threat intelligence service at its back.

Your new 360 WiFi network will constantly scan over 27 billion known URLs, along with 600 million domains. It then classifies them by threat level and blocks access to phishing links, bots, malware, and other threats. Put simply, if an absentminded employee falls for a phishing scam and clicks a malicious link in their email, 360 WiFi stops their device in its tracks. This keeps

your network safe and greatly reduces the chance of data theft and other top cybersecurity threats.

Top-tier malware prevention

[Malware](#) is the cybersecurity bane of every small business, especially with [the threat of ransomware attacks increasing rapidly](#). Luckily, the same protections that safeguard your business from phishing apply to malware as well. Plus, you'll feel confident knowing our IP protection services block inbound and outbound connections to known harmful IP addresses. You can even apply content rules to specific devices, so certain users can't stray too far from work-related sites and increase their chances of stumbling across malicious code. [Even experienced social engineers will have a much harder time](#) penetrating your defenses with 360 WiFi.

Built in ad-blocking for a smooth, safe browsing experience

Our 360 WiFi also comes with built in ad-blocking, reducing your chances of a security incident even further. Our ad-blocking software prevents access to many known ad servers that spam users while watching videos or browsing the web. And since some users are bound to fall for common cybersecurity threats like the [Windows 10 Virus Popup](#), it's best to stop the problem before it starts with 360 WiFi.

Minimize your risk of cybersecurity threats with Quantum Fiber 360 WiFi

Whether you and your employees are working out of a bustling office or [the comfort of home](#), our 360 WiFi provides you with the speed and security you need to stay ahead of the competition. You and your employees will enjoy a smoother connection, along with privacy and protection from top cybersecurity threats.

To secure a top-tier mesh network for your business, [sign up for 360 WiFi today](#). And don't forget to [check out our blog](#) to stay ahead of all the latest cybersecurity threats!

Networking:

What Is Gig Speed and Why Do You Need It?
(For Quantum Fiber, a CenturyLink Brand)

If you've spent even a few minutes researching internet providers on Google, you've probably seen lots of ads talking about gig speed: But what do these numbers really mean? We're going to clear up the confusion and give you a crash course on gig speed so you can stream faster, game harder, and change your digital life.

Starting simple: Understanding gig speed "bit by bit"

To understand the power of gig speed—and how it can bring you 99.9% reliability^—you first need to understand the "bit."

^Based on network uptime or availability.

[To put it simply, a bit is a digital unit of measurement](.) The smallest unit your computer can process, in fact. Bits are used to measure data transfer speeds, and [8 bits make up a byte](.). Now, get ready for a massive jump: It takes a million bytes to make up a single megabyte, and that's the unit that's used to measure internet gig speeds.

But even with this crash course in data transfer, phrases like "up to 940 megabits per second*" may still leave you in the dark. So let's translate all this tech jargon into a meaningful path to achieving maximum speed and improving your digital life.

*Speed may not be available in your area.

What is Multi-Gig speed and how does it relate?

If you thought 900 Mbps sounded awesome, don't get out your party hat yet. It gets even better, because a single gigabyte is about a thousand megabytes—and with Multi-Gig speeds now available in select locations, your digital life could get even faster!

Quantum Fiber is now offering speeds of up to 1 Gbps, 3 Gbps, and even 8 Gbps in certain areas. But if you're lucky enough to have this service available to you, you'll want to make sure you have a clear understanding of what Multi-Gigabit speed really means, and how it compares to our old friend gig speed. Limited availability, service and speed in select locations only.

When you enter the realm of Multi-Gig fiber, an up to 8 Gig speed plan is 40X faster than the average U.S. download speed.* But even though "speed" is the buzzword of the hour, what really makes the difference is bandwidth. While speed is exactly what it sounds like—the length of time it takes for data to transfer to and from your device—bandwidth measures the maximum amount of data that your connection can handle.

**Based on the weighted average advertised U.S. data connection download speed of participating Internet Service Providers of 193.9 Mbps. FCC Measuring Fixed Broadband Eleventh Report, December 2021.

Don't feel intimidated by all these numbers. Whether you're dealing with gig speed or Multi-Gig, in the end, it comes down to a simple "equation":

Bandwidth + Speed = The freedom to use all the devices your family needs without worrying about buffering.

How can Multi-Gig speeds make your life easier?

Now that gigabit speed measurements are more than just numbers on the screen, let's take a look at why Multi-Gig speed is so important—and how it can help you work, play, and stream like never before.

Stop competing for bandwidth and enjoy true digital peace

When you're dealing in Multi-Gig speeds, fighting over bandwidth is a thing of the past. Your family will no longer be limited by the restrictions of slow internet, and you'll be able to use many devices at once. Laptops, tablets, cell phones, and smart devices will all play together seamlessly without any competition.

Enter your gaming fantasy world with Multi-Gigabit speed and uninterrupted playtime

If you're planning on exploring the world of VR gaming, Multi-Gig speed will help you roam freely through mind-blowing imaginary worlds without latency holding you back. And if you've built an awesome gaming PC with all sorts of next-level modifications, you'll want the power and speed that comes from Multi-Gig internet. With low-latency connections, it won't matter if someone else is streaming a 4K movie in the next room: Finally, you can stop worrying about lag and focus on taking down your opponents instead!

Streaming so clear you'll feel like part of the show

With so many streaming services to choose from, there's something for everyone. Unfortunately, with internet connections running on older tech, that leads to endless buffering and poor video quality when family members tune in on different devices—but not with the high bandwidth that comes with Multi-Gig speed. With the right plan, you'll be able to catch the latest sports game in one room while your kids watch cartoons in the next. Your family can even enjoy immersive 4K streaming services like Disney+ on many devices at once.

Stay connected to friends and coworkers with crystal-clear video

There's nothing more frustrating than having your call drop in the middle of a fun conversation or an important meeting. Whether you're catching up with long-distance friends or having your yearly performance review at a remote job, Multi-Gig speed makes all the difference.

Also, if you or your kids are attending online classes, Multi-Gig speeds can tremendously enhance the learning experience for everyone. Since so many schools now offer large group classes filled with 20 students or more, you're going to need the best of the best to keep up with the rest: And Multi-Gig speed internet offers the video quality you need to feel truly immersed in your online education.

Rest easy knowing your data is safe

Multi-Gig speeds have also revolutionized the world of backup storage. Instead of relying on external hard drives to store all your photos, videos, and other files, Multi-Gig speeds allow you to back up all your data in the Cloud. This means you can access your files from any device, on the go or at home. And if you schedule regular auto-backups, you'll never have to worry about your files slipping off into a digital black hole again.

Embrace the future of gig speed today with Quantum Fiber

Now that gig (and Multi-Gig) speed is more than just a bunch of numbers on the screen, it's easy to see how fiber internet can revolutionize your family's internet experience. Isn't it incredible that world-class streaming, an unforgettable gaming experience, and worry-free videos all go back to a single "bit"? When the limitations of cable internet are finally lifted, you'll be able to enjoy all these incredible features and more in the world of Multi-Gig speed.

Even without bringing Multi-Gig into the picture, our usual speeds of up to 940 Mbps are more than enough for most families to game, work, and stream.

(Speed may not be available in your area.)

**Based on network uptime or availability.

To learn more about the importance of gigabit speed, check out our Speed Hub—or experience the future of gig speed firsthand by signing up for one of our versatile internet plans.

How to Choose the Right Internet Plan for Gaming

(For Quantum Fiber, a CenturyLink Brand)

Whether you have a home-built gaming PC or a standard model straight out of the box, you're going to need a reliable internet connection if you want to play the latest, hottest games. And the harder you game, the more likely you are to need a high-speed broadband internet connection you can count on—if you don't want to experience issues like lag, mid-game crashing, and long loading screens, that is. Read on to learn more about internet for gaming and why choosing the right connection is important.

What are some signs my internet isn't up to speed?

Even if you have an awesome graphics card and a custom PC for the ages, you won't get far in your favorite new online games with an underperforming internet connection. Here are some common signs it's time for a service upgrade:

- **Lag:** We're all familiar with lag. In fact, it's every online gamer's worst nightmare in a competitive setting. If your graphics card is compatible with your game of choice, there's a good chance your character is stuck in one place because of lag.

- **Connectivity issues:** Is there anything more frustrating than your session dropping in the middle of a match? If you're losing momentum due to this common network issue, it may be time to investigate other internet for gaming.

- **Long load times:** Load screens can be annoying even during the best of times. But if you're experiencing long delays between online matches and everything else on your computer is running fine, your internet connection could be the problem.

How do I know if I need high-speed internet for gaming?

If you've experienced any of these issues, it's probably time to investigate other internet options as soon as possible for the optimal gaming experience. When shopping around, you should consider the importance of symmetrical speeds. Symmetrical speed refers to your upload and download speeds moving at the same rate. For example, a 940 Mbps upload speed would be paired with a 940 Mbps download speed in a symmetrical model.

Choosing a provider with high download speed paired with low upload speed can cause major issues with video calls, VoIP, and of course, gaming. This is why it's important to evaluate symmetrical speed, alongside these other key factors below.

You play online games with high latency

Latency is the arch-nemesis of online gaming. It's the reason your character [lags behind the rest](#) in online matches, and it's especially critical when you're playing real-time matches in arena games or first-person shooters. Even if your connection is smooth most of the time, [latency spikes](#) can still cause issues that grind your optimal gaming experience to a halt. For max performance, you should [aim for 30ms latency or below](#).

If you're a fan of games that are generally known for high latency (like Overwatch or Elder Scrolls Online), an upgrade may be in order. Low latency leads to an awesome gaming experience, and you can achieve this by choosing the right high gig speed internet for gaming.

You live in a house with a lot of other gamers

Bandwidth measures the total amount of data your connection can handle at any given time (for example, 940 Mbps). This is critical if you live in a house with other gamers—or even people who like to stream in 4K. Even if your hardware is modern and top-notch, if you don't have the right internet connection for gaming, your devices are all going to be fighting with each other. By increasing your bandwidth, you and your family will all be able to game, stream, and video chat with confidence. The best part is, with the right connection and hardware combo, you can do all of this and more at the exact same time!

You're interested in VR gaming

With so many cool new wearable gaming devices on the horizon, it seems like everyone is talking about virtual reality these days. But even if you invest in one of these awesome new gadgets, you may be disappointed when you put it on and find your gaming experience is a bust. With VR, [you should aim for a latency of 20ms or below](#) for optimal performance. And with the Metaverse making major progress recently, you want to be prepared to experience the ultimate destiny of the internet in fully-immersive VR beauty!

You plan on streaming your gaming sessions

If you're [an aspiring streamer on a site like Twitch](#), symmetrical speeds are especially critical, as you'll be uploading and downloading data at the exact same time. When running multiple applications like Twitch and guest chats alongside your gaming platform of choice, you'll need low latency and high upload speeds for the best possible performance. Otherwise, you may find yourself dealing with lag, endless buffering, and an overall frustrating streaming experience.

What if I don't play fancy new games?

Even if you aren't into MMOs or FPS games that take up tons of bandwidth, you and your family can still benefit from a high-speed internet upgrade. Bandwidth is important for so many other things besides gaming. More bandwidth on your home network means that everyone will be able to stream, video chat, back up data, and download files in perfect harmony.

While backing up files, symmetrical speed comes into play again, as you'll be uploading large amounts of data while others are downloading at the same time. This is another reason you should always look for a provider with symmetrical speeds, whether or not you're a dedicated gamer.

With upgraded internet for gaming, you're bound to see improvement in performance across all your network devices—even if you're a "single gamer household" with only one kid who likes playing Overwatch after school.

Upgrade your digital life with high-speed internet for gaming

Now that you know how important it is to choose the right internet for gaming, it's time to do some research. How much gig speed do you really need? Is your connection really the problem, or should you blame your graphics card instead? Read about all this and more in the Quantum Fiber blog, and don't forget to bookmark our site!

Advantages of WiFi 6 and Why You Should Upgrade

(For Quantum Fiber, a CenturyLink Brand)

If you're eager to take your internet speed to the next level, here's your chance: WiFi 6 is here, and that means heightened security, faster browsing, and more bandwidth for your family to enjoy. While WiFi 5 is limited by 5GHz bands, the new and improved WiFi 6 offers frequencies of 5.0 or 2.4GHz, ensuring maximum speed and reliability.

Fewer devices use the 5GHz band that WiFi 6 utilizes, which means that it can help you work, play, and stream at speeds you could only imagine before. This band offers 23 channels for you to tap into with all your devices. The 2.4GHz band offers compelling advantages, too: Although it's a bit slower than its 5GHz counterpart, it actually provides the best range and far-spanning coverage. This makes it a great option for people with large houses who want to make sure their connection doesn't fade if they wander too far from the router.

WiFi 5 vs. WiFi 6: who will win?

According to Popular Science, WiFi 6 devices run approximately 40% faster than WiFi 5 devices on most networks. Therefore, WiFi 6 is the perfect companion for Quantum Fiber. There's no better way to tap into our ultra-fast speeds of up to 940 Mbps than by upgrading your service and seeing the power of WiFi 6 firsthand.

Speed may not be available in your area.

Aside from speed, there are many other clear WiFi 6 advantages, such as:

- **Less interference and lower latency:** This means less lag for multi-user, high-traffic households.
- **Higher allowance of maximum users:** WiFi 5 allows 4 users, while WiFi 6 permits 8.
- **Better traffic management:** By harnessing the power of MU-MIMO and OFDMA tech, your network won't stumble anymore. Instead, it'll become the trailblazer it was always meant to be!

How can you tell what type of WiFi you have?

Now that you know a few of the many WiFi 6 advantages, you're probably eager to make the big switch. But first, you should figure out what type of WiFi you already have. The easiest way to do this is by simply looking at your router or network settings. If you find a 2.4GHz or 5GHz WiFi network, congratulations! You may already have this awesome new tech at your fingertips. However, be sure to check with your internet provider before you start celebrating.

Alternatively, you can also [check the documentation that came with your router](#). If it came from your ISP, the frequency of the signal is probably printed on a label on the back. If you find that you're missing out on all the WiFi 6 advantages, it's easy to make the switch to Quantum Fiber. Then you'll enjoy our 99.9% reliability^ network, along with speeds that will help you bypass every obstacle that stands in your way!

^Based on network uptime or availability.

What devices can you use with WiFi 6?

[Many new devices](#), such as the MacBook M1 models, support WiFi 6. However, [many older devices still aren't compatible with this new technology yet](#)—but that doesn't mean that you shouldn't take the plunge anyways. Thankfully, [WiFi 6 is backwards compatible](#), and a WiFi 6 router can be used with any device that supports WiFi 5. However, if you want to enjoy the full benefits of WiFi 6, you should be sure that [any new device you purchase is WiFi 6 compatible](#). This includes phones, laptops, smart home devices, and of course, routers.

How can WiFi 6 help you live your digital life to the max?
By now, you're probably wondering how you can apply the many perks of WiFi 6 to your everyday life. The opportunities are endless! Here are just a few of the benefits you'll enjoy when you upgrade to WiFi 6 today.

Lightning-fast streaming

Anyone who loves watching all the latest sports, shows, and movies knows that streaming is synonymous with speed—especially if you're watching everything in 4K. From catching all the latest sports games to keeping your kids entertained all afternoon, WiFi 6 will make your streaming experience more immersive than ever before.

Gaming with friends near and far

If you or someone in your family enjoys gaming, WiFi 6 can help you leave the competition in the dust: Especially if you have multiple gamers in the same house, on the same network. Since WiFi 6 offers less latency than WiFi 5, you'll be able to breeze past all your opponents with less chance of lag.

Robust security you can count on

With cybercriminals lurking at every turn trying to steal your family's data, online security is more important than ever. One of the best ways you can keep your data safe from criminals is by securing your WiFi network, and that's easier than ever with WiFi 6. This is because [WiFi 6 supports WPA3](#), which has far better encryption capabilities than WPA2 (which is generally offered by WiFi 5).

WPA3 creates a new key for each device that signs on to your network, making password cracking more difficult than ever, and stopping cybercriminals in their tracks. Even if outside threats manage to penetrate your network, with WPA3 and WiFi 6, [accessing your data is still extremely tricky](#).

WiFi 5 vs. WiFi 6 isn't a tough choice anymore

These WiFi 6 advantages are undeniable, and all of them can take your home network to the next level. That's why you should make the switch to a Quantum Fiber plan with up to 940 Mbps and see the magic of WiFi 6 firsthand! You'll enjoy seamless streaming, awesome gaming sessions, worry-free browsing when you embrace the future of the internet. To learn more about all the ways you can enhance your life with WiFi 6 and other cutting-edge tech advancements, be sure to follow the Quantum Fiber blog.

Speed may not be available in your area.

Technology:

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9 Reasons to Switch to Mobile Performance Support
For Train by Cell

In the past, many companies wasted valuable time with unproductive training classes. They dedicated countless hours to lengthy, slow-paced training sessions that could have been condensed into a much simpler format through a mobile-based program. Making the switch to mobile content will keep your employees engaged throughout the training process, and will save time and effort in the long run. If you're interested in revolutionizing your company's training program, here are the top 9 reasons to make your content mobile.

1. Mobile content is travel-friendly

Mobile content enables your employees to access training material anywhere, whether they're sitting at their desks or traveling across the country. A relief for employees who travel frequently, they'll no longer have to worry about carrying along laptops or finding access to a desktop while on a business trip. Since most people have their cell phones within an arm's reach at all times, mobile content is the best choice for modern companies.

2. You'll save money, paper and prevent unnecessary waste

In some cases, employers will go through thousands of sheets of paper during their training programs. By switching to mobile content, you won't have to waste paper by printing endless copies of training material. This will save your company money in the long run—and you'll be able to benefit the environment by reducing waste.

3. Save time by streamlining the onboarding process

The growing trend in training is to send small, easy-to-digest bits of content to your employees via SMS. You won't waste time with lengthy training presentations that your employees can't focus on. Instead, you'll keep their attention throughout the training process and get them ready to perform their jobs much faster and more effectively.

4. Your employees won't have to deal with clunky handbooks

Mobile content allows you to offer a modern approach to the traditional employee handbook. Instead of having to leaf through countless pages of irrelevant information, they'll be able to use the "search" feature on their phones to find what they're looking for in an instant. And best of all, they'll be able to access the information from anywhere.

5. Employees can access mobile training materials 24/7

Traditional training programs can only be accessed from 9 to 5. However, a mobile-based program gives your employees the ability to view training materials any time of day or night. If they're looking to reinforce their training after the work day draws to a close, they'll be able to review documents directly from their mobile phones. Since they'll be able to browse training materials from anywhere, they won't have to worry about forgetting them at work ever again.

6. Mobile training documents are easy to update and revise

At Train by Cell, we know you put a great deal of time and effort into developing your training materials. However, errors will inevitably slip through from time to time, even if you take extra steps to be careful. If you spot errors in your training material, it's easy for you to correct them with Train by Cell. You'll never have to worry about reprinting countless documents after a mistake is detected. Train by Cell allows you to send out a simple link to your employees with the amended information, and not a single sheet of paper is wasted.

7. You'll be able to easily send out reminders to view new content

Keeping your employees on track is easier than ever with Train by Cell. Instead of hovering behind your employees and asking them if they've had time to look at new training material yet, you'll be able to send them friendly reminders through SMS. Sending a reminder along with a direct link to the content you want them to view is a great way to keep your employees focused, from across the office or a thousand miles away.

8. Mobile content increases compliance and comprehension

During employee training, it's important to regularly assess comprehension and compliance. Train by Cell makes it easy to keep your employees in check with tests, quizzes, polls, and surveys. Regular testing will ensure that they're benefitting from their mobile training. You'll be able to view their results instantly on your phone, and modify training materials to reinforce concepts that your employees may have missed.

9. You'll be able to provide incentives for employee engagement

Detailed reporting capabilities allow you to manage employee engagement far more effectively. You'll be able to see which employees have viewed your content, along with which pages they've viewed. Our reporting module allows you to keep track of which documents they downloaded, as well as how long they viewed the content. Additionally, you can view results from polls, quizzes, and surveys in our reporting module. It's easier than ever to keep track of employee training progress with mobile content—and you can even gamify training stats by displaying points on the Leaderboard!

Streamline the Training Process by Embracing Mobile Content

In the modern age, mobile-based training will leave traditional methods in the dust. By choosing to embrace mobile content and leave time-consuming, dull training classes in the last decade, you'll brighten the future of your company. Your employees will be more engaged and alert throughout the training process, and their increased performance will convince you that you've made the right decision by switching to mobile content.

Head Back to School with Refurbished Sustainable Technology

(For CenturyLink)

With [concerns about climate change rising across the entire world](#), it's no surprise [the global refurbished PC market size is projected to grow by 6.8% between 2020 and 2027](#). And that's excellent news, considering that [electronic waste is increasing at an unsustainable rate around the world](#).

Every single refurbished device you buy frees up [much-needed landfill space](#), and contributes to our planet's well-being and sustainability. So if you're interested in going green with your back-to-school tech, choosing a refurbished laptop, modem, or phone should be on the top of your list.

Read on to learn how you can reduce your carbon footprint and help protect our precious planet with sustainable technology!

What are refurbished devices?

Refurbished devices are previously owned products that are returned to the manufacturer. [They undergo a refurbishing process](#) that can involve anything from a simple paint job to a full hardware overhaul. Some refurbished devices are practically brand-new, while others have been used for years on end. And the amount of wear and tear is often reflected in the price.

Some of the most common refurbished devices are:

- Tablets
- Smartphones
- Modems
- Laptops
- Desktops
- IoT devices such as doorbell cameras
- Smart watches
- TVs

Why should you buy a refurbished device?

Although some people look at refurbished electronics negatively, [as long as you do your research before making a purchase](#), you'll be doing yourself—and the planet—a favor by choosing sustainable back-to-school tech.

Here are just a few of the [great reasons you should consider buying refurbished devices this back-to-school season](#):

- They can save your wallet along with the environment. Refurbished devices can be [up to 50% cheaper](#) than brand new products!

- You'll make a difference by using less resources. Did you know an iPhone 7 emits 10% more carbon than an iPhone 6? 85 to 95% of this higher carbon footprint is due to the mining process: New phones use freshly-mined minerals—[and cause more indirect harm to the environment](#).

- You'll help save space in landfills. A whopping [65,000 tons of cell phones become electronic garbage every year in the US](#). This is also a great reason to learn to repair your old devices on your own.

- Your customers will respect your commitment to the environment. If you're a small business owner venturing into the e-commerce world, showing solidarity with the environment is a great way to attract eco-friendly customers. In fact, [75% of people surveyed in a study by AnalyticsIQ said they preferred eco-friendly brands as long as the price wasn't higher than regular products](#).

How to shop the best refurbished back-to-school tech

When it's time to head to the store (or open up your browser) to shop the latest in sustainable technology, there are a few important things you should know. First and foremost, there are some refurbished items that experts agree you should avoid. [Hard drives](#), [TVs](#), and [printers](#) are at the top of the list.

However, there are plenty of other refurbished items that hold up well and are just as reliable as their brand-new counterparts. As long as you [buy your items from a reputable store](#)—preferably one that offers a warranty—you're doing the environment and your bank account a favor.

Here are some of the most reliable refurbished items you can buy this back-to-school season.

Modems

Even though [modems can last up to ten years if maintained properly](#), you may want to consider upgrading if you've noticed your connection isn't what it used to be. By opting to go the sustainable route with your next modem purchase, you can stream, chat, and surf the web at our incredible speeds of up to 940 Mbps* without old hardware holding you back!

[Since some older modems are built more reliably than newer models](#), a refurbished one might be exactly what you need to bring your family's internet up to speed. If you're renting a modem and you opt to replace it with sustainable technology instead, follow this simple guide to return your old hardware to us.

*Speed may not be available in your area.

Laptops

These days, laptops are practically a back-to-school essential. Buying a refurbished model is a great way to save another perfectly good laptop from sitting in a landfill. Also, you'll have the chance to get your hands on some high-end tech at an awesome price.

[Many refurbished laptops haven't even been heavily used](). A lot of them are:

- Gifts that were removed from the box but never even turned on.
- Store display models.
- Perfectly good machines that simply have a few scratches on the case.
- Canceled orders for custom machines.

So if you're looking for an upgrade—or you want your kid to stand out and climb to the top of the class with a cutting-edge new device this fall—consider going with a refurbished, environmentally-friendly laptop.

Cell phones

Refurbished cell phones are another great sustainable technology option for environmentally conscious parents and students. Since there's such a high demand for them, [many retailers have developed rigorous testing programs]() to ensure their refurbished phones are as good as new. If you're shopping for a refurbished iPhone, for example, you can usually get the latest model for the same price (or even cheaper) than a brand-new device from last year. And with [over 130 million cell phones thrown away annually](), every single eco-friendly purchase makes a difference!

The future is bright with sustainable technology

By shopping for refurbished tech this back-to-school season, you can help preserve our beautiful planet and work towards a better, more sustainable future. And if you make the switch to a refurbished laptop or modem when it's time to go back to school, your new device will perform better than ever with up to 99.9% reliability^. Head over to our blog to learn more ways you can stay eco-friendly while heading back to school in confidence!

^Based on network uptime or availability.

How to Create a Website for Your Small Business Without Breaking the Bank

(For Quantum Fiber, a CenturyLink Brand)

So you want to learn how to create a website? Then you're on the right track! Websites are the business cards of the digital age: They allow you to express yourself and your brand in ways that wouldn't have been possible a few decades ago. That's why creating a website is a key milestone for any small business.

Developing a clear design plan for your new webpage is vital. Will you hire someone else to do all the hard work, or set off on the exciting (and sometimes challenging) journey of DIY website design?

If you're a trailblazer with a passion for learning, here are six tips for website design that will leave a lasting impression.

1. Develop a brand personality that appeals to your target audience

Before you begin your DIY web design journey, it's important to [decide how you want to present yourself and your brand to the world](#).

Some important questions you should ask yourself are:

- Who is your target audience? Are you aiming to attract middle-aged couples who love reading and cats? Or edgy college kids who love skateboarding and tattoos?

- What tone will you choose to express yourself? Imagine yourself talking to the people in the previous bullet point and let your creativity go wild!

Once you settle on a target audience and tone, your brand personality will begin to build itself. You'll be able to choose other important features of your new website, such as:

- Colors that let your brand's personality shine. Make sure you [settle on a striking palette that sets you apart](#) before you get to work.

- Eye-catching photos that will keep viewers scrolling. Coming up with a photo plan is another essential part of learning how to create a website.

- A brand story or mission that makes you feel "real." Your [brand story](#) should be the candle that guides your way down the long and winding road of DIY website design!

2. Choose your web builder

Now that you've ironed out the basics, it's time to dive into the fun part: Choosing your web builder! There are so many options available it might seem overwhelming at first, but don't worry. Once you figure out what you want most out of a web builder, it's easy to narrow your options down.

If this is your first foray into web design, you're better off sticking with a beginner-friendly builder like Wix. However, if you're a quick learner who enjoys a challenge, you could give Squarespace a try. Although their interface is a bit harder to master than Wix's, they're known for their wide variety of eye-catching templates. On the other hand, if your main focus is web content and blog posts, WordPress is an excellent choice. The highly-customizable text posting features make it hard to beat for newbies!

3. Keep it simple and don't overload your viewers

Now that you've settled on a web builder, you probably want to dive in and start filling your website with all awesome content. However, one of our most important tips for website design is to keep it simple. Research has shown visually complex websites are less effective in engaging viewers. In fact, the busier your new site is, the less likely you are to keep your customers' attention.

Minimalist web design has really taken off in recent years, so it's a good idea to stick with the simple premade templates that come with your web builder at first. Also, don't be tempted by all the fancy widgets that your new web builder may have. Stick with simple banners that link to your brand's social media and don't go overboard!

4. Consistency is key with fonts and colors

In our first tip for how to create a webpage, we discussed the importance of choosing color schemes and fonts to define your brand. Once you settle on one color scheme or photo style, be sure to stay consistent across every page.

According to Wix, you should never use more than three different fonts for your website. Otherwise, you'll run the risk of your page looking cluttered and disorganized. When choosing your fonts, return to our first tip and think about what your brand represents. It's generally best to choose simple and easy to read fonts like Arial. But don't be afraid to throw a pinch of personality in and get creative! After all, DIY website design is all about self-expression.

The consistency rule applies to color as well. Stick with the color palette you chose in step one on every page of your site.

5. Don't waste your visitors' time with extra clicks

If you think creating tons of sub-pages and forcing your visitors to navigate through a maze of menus will keep them engaged, think again. [Research has shown that readers prefer scrolling to clicking](#) in recent years. This doesn't mean you should spam your new website with endless images and blocks of text, however. The key to keeping your viewers scrolling is simple. Make sure your content is engaging, interesting, and true to your brand's image.

6. Don't let security fall by the wayside

Now you've come a long way on your DIY website design adventure, it's time to face one of the more unpleasant parts. Unfortunately, putting all your info out there makes you a target for cyber criminals and scammers. Before you release your site out into the world with all sorts of potentially sensitive data ready for the taking, make sure you educate yourself on the many dangers website owners face on a regular basis. Some common threats are:

- Phishing scams
- Malware
- [DDOS Attacks](#)
- Social Engineering schemes

Staying up to date on all the latest scams that target small businesses will greatly improve your chances of avoiding cybercriminals and safeguarding your data while you're mastering the art of DIY web design!

Now that you know how to create a website, get to work!

These six tips for website design are enough to get you started, but don't think you're anywhere near the finish line yet! Even after your site is live, be prepared to do your research to stay up to date on the latest design and SEO trends. But for now, go out there and create something awesome for your brand. And remember, web design is even more fun at speeds of up to 940 Mbps* with Quantum Fiber!

*Speed may not be available in your area.

ACS Email Newsletters

For Advanced Computer Solutions

ACS Advanced Computer Solutions

Where would your business be if all your files were gone overnight?

You'll never have to find out if you stop storing files on your desktop and back them up on the Cloud instead.

Lost files are one of the biggest causes of downtime a business can face, and desktop storage is a leading cause of preventable data loss. By embracing a bright new future with our Cloud-based solutions, you'll be able to:

Instantly secure photos, spreadsheets, blueprints, reports, and everything else that keeps your business running

Spend less time worrying and more time working: Your documents will be safe from both human error and malfunctioning tech

Access your files any time, anywhere—and seamlessly share them with employees and clients

Invest in the future of your business with Cloud-based storage today.

ACS Advanced Computer Solutions

Does the thought of running back to the office ruin your vacation before it starts?

With ACS Remote Access, you'll finally have the peace of mind you deserve during your long-awaited vacay! And even if work can't wait, you'll be able to log in safely from anywhere in the world rather than dropping everything for an unexpected office run.

Whether you're planning a staycation or a trip around the world, here are some tips to help you prepare for your next vacation:

Transition to Cloud-based storage: With all your documents uploaded safely to the Cloud, you'll be able to access your work files anywhere

Stay proactive and plan ahead: Let your team know what's expected of them while you're away—and not at the last minute!

Set ground rules for contact before you leave: Unless you want your phone ringing off the hook while you're kicking back on the beach, that is!

With ACS Remote Access, you'll never dread another vacation again!

Would you trust your entire business with a random internet stranger?

Then you shouldn't trust your network with one, either! Luckily, ACS is here to help you fortify your systems and protect your business.

In a digital world swamped with hackers, ransomware, and other constant threats, here are some steps you can take to stay on guard:

- Back up your data frequently, and check the backups regularly
- Segregate data and avoid 'putting all your eggs in one basket': This prevents bad actors from gaining access to <u>all</u> your data in the event of an attack
- Don't be too liberal with handing out user rights: To limit the damage from ransomware attacks, administrators can allow access to sensitive files on an as-needed basis
- Disable and remove inactive user accounts: This prevents hackers from sneaking in through unseen back doors in your network

Build a safer business with a custom ACS Security Bundle.
Call us at <u>231-933-6333</u>
Or just respond to this email!

Thank you for reading. For more samples, please email me at <u>eciko731@gmail.com</u> or reach out to me through <u>LinkedIn</u>.