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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Security Issues Everyone Should Know About Online Shopping**

**By Alan Grissett**

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While there is no foolproof way to ensure that no one will EVER access information you don't want them to, there are several very effective steps that you can take to minimize the risk.

When passing sensitive data like credit card numbers, addresses, or social security numbers over the Internet, be sure that the connection you are using or implementing is encrypted using Secure Sockets Layer (SSL). SSL is a commonly-used protocol for managing the security of message transmissions over the Internet. Essentially, SSL works by using a public key, or password, to encrypt data that's transferred over the connection. The receiving software, usually a browser such as Microsoft Internet Explorer or Netscape Navigator, decrypts the message into meaningful information for the intended recipient. The encryption of the data prevents unauthorized access while the data is being transmitted over the network. (By convention, URL's that require a SSL connection start with https instead of http.)

Another step that can be taken to minimize the risk involved with transmitting information across the Internet is to use several different e-mail accounts, each with a specific purpose. To limit your exposure to unwanted spam and potentially dangerous viruses, the e-mail address provided by your ISP or Web host should only be given to trusted parties, such as family members, friends, co-workers, and business associates. If you frequently fill out online forms that require the use of an e-mail address, use a "throw-away" address, such as one that can be obtained from Yahoo! or Hotmail. This will help stop your primary e-mail account from being flooded with unwanted mail, and it might reduce your exposure to viruses as well.

Several other key preventative measures to safeguard your personal information include checking your credit reports regularly, paying by credit card for online transactions (instead of ACH bank account debits), and searching for your name at a good search engine, like Google, to find out what information about you is online.

Alan is the lead developer for InfoServe Media, LLC (<http://www.infoservemedia.com/>), a Web development company that specializes in Web site design, hosting, domain name registration, and promotion for small businesses.

## **Small Business Web Shopping Cart Software: 7 Reasons Hosted Is Better**

**By Joel Walsh**

Why should you pay for a remotely hosted shopping cart for your small business website, rather than just install a free OpenSource shopping cart on your site?

There are a lot of reasons:

- 1) Focus. Your business is selling stuff, not installing and managing a complicated script. You'll have enough issues running a business that you won't be able to outsource to someone else the way you can with a shopping cart script.
- 2) Price. Paid hosted shopping cart software's price is inconsequential: \$10–\$100/month. If that's a significant expense for your business, you need to look into improving your profit margin.
- 3) Support. While support for "paid" business software is included in the cheap price, support for "free" business software is pretty expensive. OpenSource and other free software come without any support except forums for do-it-yourself-ers to share ideas. So, you'll end up paying someone to install and maintain it. Or you do it yourself, which costs so much time it's more expensive than paying someone if your time is worth anything.
- 4) Installation. When you buy hosted software on a subscription plan, installation is already done and support is included. When you have an issue-and have you ever had software that you didn't have an issue with at least once?-you don't have to pay a developer \$150/hour to make it go away.
- 5) Security. Security issues are taken care of for you by the provider-no patching software.
- 6) Speed. Hosted online shopping carts really do work now, out of the box. You just input your inventory and go. OpenSource shopping carts come with dozens of customization options that will take you hours just to decide you don't need most of them.
- 7) Peace of mind. The shopping cart is the jugular vein of an online business. If anything makes the blood stop flowing, however minor the cause, you'll feel it fast. If you are the one who has to make sure the blood stays flowing, or if you have to rely on the availability of a freelance programmer, you won't be getting the soundest sleep. Let a specialist do that worrying for you, 24 hours a day.

About the author: Joel Walsh is a business writer. Try EasyStoreCreator for an easy hosted

[Publish this article on your website! Requirement: live link for above

URL/web address w/ link text/anchor text: "shopping cart software" OR leave this bracketed message intact.]



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