

Radio Days – 2009-08-22

Tip of the Week – Changing Your Address

A client was so upset with the lack of service from his ISP that he changed to a new ISP. This meant that he had to inform all the people in his address book that he had changed his email address. This was easier said than done as, like so many people, he had no real idea of how this could be done. He had also cancelled his service with the old ISP, so there was no way of getting those emails still coming into the old address.

There were some people who were easy to notify: it was easy to send a bulk email to them all with the new address and instructions on how to change his address in their address book. The people who he found impossible to notify were those who sent an email newsletter each day, week or month. I showed him that most of these people had a link at the bottom of the email for this purpose. Some of the newsletters made it very easy to change the address: just type in the old address then the new address and press *Submit*. For others it was a matter of creating a new account with his name and email details. The most difficult were those where you had to pay and the only way was to send an email and hope that they made the changes to their database.

You can have a permanent email address by registering a domain name (a domain name, like tobybainbridge.com, is your internet address) then using a third party to host your emails at this domain. Typical costs for this service are about \$50 to \$100 for a two-year name registration and between \$40 and \$150 for one year's email hosting.

The advantage of this address is that you will never have to change your email address again as long as you pay the bills when they come in.

Software Sneaking In

More free products are arriving with a sneaky toolbar or two to slide gently into your browser so that you will soon have very little room available in your browser window for browsing. This trend can only increase with the imminent merger of Microsoft and Yahoo: expect that they will both insert their own toolbars to ensure that they take as much business away from Google as possible. In the meantime Microsoft is enticing you to use its Bing search engine.

This means that you will have to be cautious when installing the programs which I suggest to help you in your daily computing work. One of my favourite programs, CCleaner, asks you if you want it to install the Yahoo toolbar *so that you can use CCleaner inside your browser*. I cannot see how being able to use CCleaner from your web browser can possibly help you in your computing life so I always remove the tick from that option when installing CCleaner.

Two companies whose products often ask if they can add yet another toolbar to clutter your work space are Adobe and Apple. Both companies also ask if you would like to receive email newsletters as well, and Apple tries to add other Apple products to your download. One of the main problems with this approach is that you will find that either your programs will load more slowly or your computer will take longer to start and shut down: both because of all this clutter. Another major problem which I see from time to time is that the browser window is so cluttered with these toolbars that there is very little room to actually browse the web. What a waste of screen real estate!

The moral of this story is to look before you click on anything.

Websites

None this week