

# CYBERBULLETIN

The bulletin that powers up your online presence



More Than Just a Pretty Site!

Webmaster for Hire, LLC

July 6, 2006

## THANK YOU TO:

**Elle Morrison** -- Referred  
Garden of Eden Market  
Place - Jupiter

**Pastor Jim Collin's Radio  
Broadcast** introduced me  
to Kid's Kickin' IT for Christ

## Visit Our Sponsors Sites:



**Hawke  
Media  
Services**

Refer to this ezine for the  
following writing discounts:

Web Content —  
\$40 per page - data provided  
\$50 per page with research

Articles — \$40 ea/600 words

See samples at:

[www.patriciahawke.com](http://www.patriciahawke.com)

**VIVATOUGH™**

What foods are  
causing your body to  
retain fat?

VivaTouch identifies your  
nutritional needs and  
identifies foods that do not  
react well with your body.

Contact us today at  
(561) 762-5010 or  
[pj4joy@yahoo.com](mailto:pj4joy@yahoo.com).

<http://toxicfree1.vivatru.com>

## Is Your Web Site Safe?

### SSL protects more than your customer transactions — it protects YOU!

Generally, Secure Sockets Layer (SSL) Certificate encryption is used for web pages that handle sensitive buyer information. You know the ones — they have the little padlock on the right side of the status bar, located at the bottom of your browser. That locked padlock shows your customers that their data is protected from cyber criminals.



With the ever expanding Internet community, the growth of these cyber crooks is rapidly keeping pace and their schemes more sophisticated, making security for your business web site and your customers' information paramount. SSL certificates protect you against hackers hijacking your customers' data at the buyer order pages by encrypting all information that passes between your customer and your SSL Certified web page or your entire site. Now, they also protect you and your customers against "phishing" and the most recent scheme called "pharming".

### Phishing

This illegal scheme attempts to steal and exploit your customers' sensitive data by tricking them into accessing a fraudulent web site that is an exact duplicate of yours. Generally, victims of this scheme receive an email, that they believe is from you, asking them to click an embedded link.

Victims believe the link has taken them to your web site, and they enter their information. Though phishing usually abuses banks, eBay and Paypal-type accounts, your web site is even more vulnerable if targeted by this scam — you do not have the same resources the big corporations have to fight such schemes or the clout to track down and prosecute the criminals.

### Pharming

This scheme is a bit more complicated but more rewarding to the cyber criminal, taking advantage of the Internet's structure and user ignorance thereof to rip off sensitive personal data.

[Continue](#) →

# CYBERBULLETIN

The bulletin that powers up your online presence



More Than Just a Pretty Site!

Webmaster for Hire, LLC

July 6, 2006

Referrals  
Welcomed

## Rate High?!?!

Are you guessing where you place when people search for you on the web? Stop guessing.

Our Search Engine Reports puts accurate, easy to read results in your hands.

Call 561-748-7766 today!



## Is Your Web Site Safe? Continued

People erroneously believe that, when information is entered into a browser, it goes directly to the server where the web site resides. The Internet structure is built to make it appear this seamless, yet it is in truth an organized anarchy with little oversight that literally runs itself.

Think of the Internet like the historic Pony Express of the "Old West". A rider at point A would take the mail and ride as fast as he could to point B, where he handed the mail off to another rider who would continue the journey. There would be a multitude of mail handoffs between riders before the mail finally reached its destination. It is the same with the Internet.

Information entered into your customer's browser (as well as email) is sent to the closest computer server on the Internet route. It is then handed off to another, and another, and another — going through an unknown multitude of individual computer servers before it reaches your web site.

As the Pony Express riders were many times killed along the way and the mail stolen, so can your customer's information sent through a browser be hijacked and stolen. At least with the Pony Express, people knew the mail had not been received. With the Internet, the information is copied and the original information passed on to the next computer. Usually, a hacker or dishonest employee is running the scheme without the server owner's knowledge, placing illegal software on the server that makes the copies. This is how cyber criminals steal unsecured information across the Internet.

Pharming uses the Internet structure a bit differently. This sophisticated scheme actually hijacks an Internet Service Provider's (ISP) domain name server entries. Each person who connects to the Internet has an ISP that provides their connection either by dialup service or DSL/broadband connection. Examples of ISPs are Qwest, Earthlink, AOL, and local cable companies.

[Continue](#) →

# CYBERBULLETIN

The bulletin that powers up your online presence



More Than Just a Pretty Site!

Webmaster for Hire, LLC

July 6, 2006

Referrals  
Welcomed

## Is Your Web Site Safe? Continued

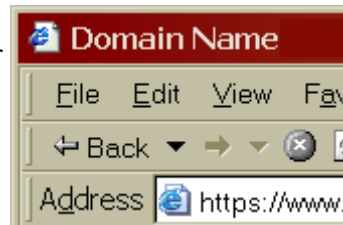
Once the ISP hijack has been accomplished, the cyber criminal can control the destination of anyone connecting to the Internet using that ISP. Here is how it works:

- Your customer puts your URL into the browser address bar.
- The customer is redirected to a fraudulent web site that is an exact duplicate of yours.
- Your customer's information is stolen.

Not only will the customer become a victim, you too become a victim by losing all those customers, who will fear using your URL again.

### Protect Your Web Site

An SSL Certificate added to your web site is an effective weapon against identity theft of personal data, phishing and pharming. If your customer accesses a web site that is posing as yours, your SSL Certificate (attached to your URL) causes the browser to instantly alert the customer that there is a problem with the "supposedly" secure connection. There will be no locked padlock icon in the bottom, right side of the browser's status bar. The address field will not show an **https://** with the URL that indicates a secure connection.



Though requesters for SSL Certificates are rigorously authenticated, the occasional pharming cyber criminal is going to get one. In such a case, the browser will warn the customer that the intended URL does not match the certificate presented by the fake web site. This allows your customers to immediately abandon their activities, keeping their information secure.

Protecting your business web site with SSL Certification encryption is easy and cost effective. Call [Webmaster for Hire](http://www.webmasterforhire.us) today to discuss obtaining an SSL Certificate for your web site to ensure a safe and secure business environment for you and your customers.

### E-Newsletter Designs

Market to your existing clients with professional, custom designed e-newsletters from Webmaster for Hire.

Call today for pricing.

PDF or HTML Email Designs



### Do You Know?



Business owners who need a new web site, redesign of an existing site or would like to increase their visibility on the Internet?

They can call me @ 561-748-7766