



**Welcome to our SiteBrandBuilder newsletter!** I'm more optimistic than ever about our business, even though the fears continue to increase in the US over our economy. We are finding more and more customers are turning to the web as a foundation to service and market their business! See the following press release we recently released on this topic.

## Inside this Issue

Financial crisis and your business

Pg. 2

Are your Newsletters Compliant?

Pg. 2-4

Oak Portals and Permissions

Pg. 4

What is Clickjacking?

Pg. 5

### **Financial crisis makes Imagination & Creativity more important now than ever for businesses and websites**

*"Businesses are concerned about cash flow and new business, while their customers are concerned about spending money. Knowing how to create a win-win result for both effectively can mean the survival – and growth – of any size business". ([more...](#))*

### **\*Are your Newsletters Compliant?**

As many of you are aware, SiteBrandBuilder.com has a Newsletter/Email Marketing Database module available for all of our clients to utilize and send out mass emails and announcements. But did you know that if you use the Newsletter/Email Marketing Database you are required, by law, to comply with the CAN-SPAM Act? ([more...](#))

### **"Everest Institute of Rochester offering personal service to students...**

To better service their students and meet the demands of changing technology; Everest Institute of Rochester recently decided to expand their services by using [www.OakPortals.com](http://www.OakPortals.com). Technology, such as portals, has changed the way people communicate. ([more...](#))



### **\*What is Clickjacking?**

Recent months have shown the rapid growth of a new type of attack to Web sites known as Clickjacking. The act of Clickjacking can occur when an attacker injects your Web site into ([more...](#))



*“Your website is a reflection of your culture, your customers, your business”*

## **Financial crisis makes Imagination & Creativity more important now than ever for businesses and websites**

It's more necessary than ever to be creative in your business. Businesses are concerned about cash flow and new business, while their customers are concerned about spending money. Knowing how to create a win-win result for both effectively can mean the survival – and growth – of any size business.

We have tips that can help accomplish profitability. Bringing an immediate, positive result is crucial. Understanding your customer's needs is more important than ever. If you can show them how an investment in your product will help them immediately – it's a win-win. Some examples below:

- *Marketing products or services online*
- *Reducing process time*
- *Servicing current customers more effectively*

Consider what other companies have done to be successful when a crisis was at hand. Henry Ford's low-cost mass production line created a fortune. Japanese company Toyota became the largest automotive company by continuously improving their processes through Kaizen events. This is where creativity and imagination are important.

## **\*Making your Newsletter/Marketing Database Module Compliant with the CAN-SPAM Act.**

As many of you are aware, SiteBrandBuilder.com has a Newsletter/Email Marketing Database module available for all of our clients to utilize and send out mass emails and announcements. But did you know that if you use the Newsletter/Email Marketing Database you are required, by law, to comply with the **CAN-SPAM Act**?

The **CAN-SPAM Act of 2003** was passed into law on January 1<sup>st</sup>, 2004, and is enforced by the Federal Trade Commission, to cover *“email, whose primary purpose is advertising or promoting a commercial product or service, including content on a website”*. The law's main provisions require that anyone sending out mass emails follow these basic requirements:

## **Inside this Issue**

**Financial crisis and your business**

Pg. 2

**Are your Newsletters Compliant?**

Pg. 2-4

**Oak Portals and Permissions**

Pg. 4

**What is Clickjacking?**

Pg. 5



*“Your website is a reflection of your culture, your customers, your business”*

## Inside this Issue

**Financial crisis and your business**

Pg. 2

**Are your Newsletters Compliant?**

Pg. 2-4

**Oak Portals and Permissions**

Pg. 4

**What is Clickjacking?**

Pg. 5

1. **The sender cannot contain false or misleading information in the email header.** Your email's "To", and "From" fields must be accurate and identify the person who initiated the email.
2. **The email's subject line cannot be deceptive.** The subject line cannot falsify or mislead the recipient in regards to the content or subject matter of the email.
3. **All emails must have an Opt-Out Option.** You must provide one of two methods that will allow the recipient to request that they do not receive emails from you in the future. You must provide either a return email address where they can reply back, requesting that they be removed from the mailing list, or you must provide an Internet-based response method that allows the user to request that they be removed from the mailing list. Any opt-out method that you provide must be able to process requests for at least 30 days after you send your emails. The law also gives you, the sender, 10 business days to stop sending the emails to the recipient's email address.
4. **All emails must provide identification of the validity of their identity.** Any email you send must contain a clearly defined and valid physical address. Your message should also make it clear that the letter being sent is a solicitation or advertisement and that the recipient can opt-out from receiving further mailings.

The full law can be found on the Federal Trade Commission's website at: <http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtml>.

So how do you make sure that your emails are compliant with the FTC's laws? SiteBrandBuilder.com has made sure that the Newsletter/Email Marketing Database module is setup so that you can make sure that you have all of the available tools to make your emails compliant. In your Newsletter Module you have the ability to put in a valid and legitimate email address in the "From" field of the email and there is a title field available for you to type in the appropriate subject line for your email.



*“You’re website is a reflection of your culture, your customers, your business”*

All emails generated by the Newsletter/Email Marketing Database have, encoded at the bottom, a link for the recipient to opt-out of any future mailings. If the recipient selects this link then the program will automatically remove the email address from your mailing list without any further action required by the sender. If the recipient actually sends an email to the sender, asking to be removed from the mailing list then it is up to you to remove their address from the database within 10 business days upon receiving the request.

The SiteBrandBuilder.com Newsletter/Email Marketing Database also has an area within your control panel where you can update your street address. This information is directly tied into the mass email so that you can provide a valid physical address, business name and phone number. This can be found under the “Edit Site Information” link on your control panel.

We hope you have found this article informative and helpful. If you have any questions about how to make your Newsletter/Email Marketing Database compliant with the FTC laws please contact us at anytime and we would be glad to assist you in making your emails compliant.

## Inside this Issue

**Financial crisis and your business**

Pg. 2

**CAN-SPAM Act**

Pg. 2-4

**Oak Portals and Permissions**

Pg. 4

**What is Clickjacking?**

Pg. 5

### **“Everest Institute offering personal service to students...”**

To better service their students and meet the demands of changing technology; Everest Institute recently decided to expand their services by using [www.OakPortals.com](http://www.OakPortals.com). Technology, such as portals, has changed the way people communicate. Students can visit their main website and click on their class to view homework, notices from teachers regarding a class cancellation, messages, etc. Teachers have the ability to log in share information, upload class assignments and leaves message for their students. Not only does this save many hours and provides both students and teachers a level of convenience that is not possible manually; it allows both students and teachers the capability to access and update information 24/7. Also, teachers do not have to print out homework assignments saving the cost and the time to hand them out. We feel Web-based services strengthen the relationship whether it’s with a client, student or teacher. Technology enable’s schools and companies to better service the needs by openly communicating and reducing process time. With efficiencies for student/teacher or business/customer you can only strength the relationships. Visit [www.OakPortals.com](http://www.OakPortals.com) or contact Wendy Brabon today for more information [Wendy@OakPortals.com](mailto:Wendy@OakPortals.com)



*“Your website is a reflection of your culture, your customers, your business”*

## **\*What is Clickjacking?**

Recent months have shown the rapid growth of a new type of attack to Web sites known as Clickjacking. The act of Clickjacking can occur when an attacker injects your Web site into an iframe (an inline frame) and then covers this iframe with transparent iframe containing the malicious code. A second method of Clickjacking is through the uses of embedded plug-ins (e.g. Flash). Typical attacks involve actions like turning on your computer's webcam and microphone, or sending personal information to an unintended party. Because of the nature of Clickjacking the iframe based attack is more prevalent because it works on browsers out-of-the-box. SiteBrandBuilder® is working on keeping your site safe and secure.

## **Inside this Issue**

**Financial crisis and your  
business**

**Pg. 2**

**Are your Newsletters  
Compliant?**

**Pg. 2-4**

**Oak Portals and  
Permissions**

**Pg. 4**

**What is Clickjacking?**

**Pg. 5**