

Upgrade Your Website Security

10 Point Checklist

Jonathan Hochman

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Internet marketing and Internet security are closely related because it's all about identity. It's about figuring out who you're dealing with online.”

JONATHAN HOCHMAN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Establish protocols and implement procedures that will keep my website secure. Protect my intellectual property in every way I can.
- Always remember the acronym CIA: Confidentiality, Integrity, and Availability. These are the three characteristics of a good security system in a computer network.
- Always create a backup, preferably a cloud backup, for all my essential data. Invest in an overly secured cloud storage software and regularly create backups upon backups of my files.
- Don't forget to backup first before making any changes or updates to my website. Avoid losing crucial data when implementing significant changes.
- Monitor my site, online presence, and activity regularly. It's crucial to implement reputation management. Watch out for other landing pages that could potentially steal my identity and use it to slander my name.
- Acquire insurance for my business to protect my assets. These will come in handy whenever something gets stolen, hacked, or if I get sued.
- Respect copyright laws at all costs. Make sure I am not infringing on anyone's intellectual property by doing due diligence before I publish anything or claim it as my own.
- Maintain good relations with everyone. It's a small world in business. Best to be in harmony with others and not burn bridges.
- Focus more on solutions rather than problems. When I remain in this type of mindset, I can think more creatively and discern sound decisions for my business.
- Visit Jonathan Hochman's [website](#) to learn more about his company's services that involve online business security and marketing.