

THE NetworkGuy

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Learn from The Network Guy

How do I change my Wi-Fi password?

The Network Guy:

It's important to change the default Wi-Fi password when you first purchase a new router. If you don't, it's like buying a new house but never changing the locks – anyone with keys will have access to your home. In fact, anyone who has access to your router can even change the password and lock you out! Some experts also recommend changing the Wi-Fi password every 30-90 days as a safety precaution.

Changing the password depends on the brand router you own. If you are unsure how to change the password on your own, it is best practice to contact the router manufacturer or the user guide for assistance. Visiting the FAQ section of your manufacturer's website might provide the quickest answers.

PenTeleData's Account Management Tool

Did you know that you can manage many features of your PenTeleData service from our Account Management Tool? You can control your email subscriptions from us, forward emails, change your email password, report a problem with your account, and more.



To visit our page, visit www.ptd.net/accountmanagement

The Network Guy Quiz Challenge

PenTeleData is giving one lucky winner a \$150 Amazon Gift Card. Just visit www.ptd.net/quiz-challenge by **December 31, 2020** to answer the question below. We will select a winner at random from all correct entries. **Good Luck!**

Which website can you use our Account Management tool to manage many features of your PenTeleData service, such as email subscriptions from us, forwarding emails, changing your email password, reporting a problem with your account, and more?



Ecommerce Statistics & Facts

If you have an interest in online sales or marketing, you already know that the Internet is always changing, so it's important to know how consumers are searching for information and making online purchases. Here are a few random statistics from multiple sources about ecommerce:

- Amazon is responsible for more than 49% of all online sales and about 5% of all sales in the United States.
- A one second delay in page loading speed can cost you 7% of your ecommerce conversions.
- Sites on the first page of Google search results have an average page load speed of less than 2000 milliseconds.
- According to Pingdom, the fastest website to date is bhphotovideo.com, followed by hm.com and bestbuy.com, all of which have page loading speeds of under 0.5 second.
- Ecommerce sales reached \$2.29 trillion in 2017 and is expected to reach \$3.45 trillion worth of sales in 2020.
- 47.3% of world population is expected to buy online in 2020.
- One in four people will continue to shop online at least once a week, and yet only 28% of U.S. small businesses are selling their products online.
- 71% of shoppers believe they will get a better deal online than in stores.
- 28% of online shoppers will abandon their cart if the shipping costs are too high.
- Using product videos can increase product purchases by an impressive 144%.
- 47% of all online orders include free shipping.
- Online shoppers will spend 30% more per order when free shipping is included.
- While the majority of smartphone and tablet owners (68%) have attempted to make a purchase on their device, two-thirds (66%) failed to complete a transaction due to obstacles encountered during checkout.
- The top reasons for cart abandonment include – shipping costs too high, not ready to purchase, not qualifying for free shipping, shipping costs shown too late in the purchase process, and websites loading too slowly.
- 71% of all buyers start with generic unbranded searches.
- Mobile checkout options are increasing since 84% of people have at least one concern with data breaches and online shopping.
- Shopify powers over 1 million merchants and has generated over \$155 billion in sales, and it's the 3rd largest online retailer in the United States, after Amazon and eBay.

Browser Wars: Who Will Win Your Desktop?

Google's Chrome, Microsoft Internet Explorer, Mozilla Firefox, Apple Safari, even others – they're all trying their best to earn your desktop. Perhaps you've never even given it any thought, and just use whatever browser was on your computer when it was purchased. So how should you choose?

First and foremost, whatever browser you choose should be up-to-date. The newest versions, are equipped with the latest technology and features to simplify, speed-up, and boost your Internet experience. More importantly, anything old is a security risk. You'll also want to consider privacy, customization, convenience features, start-page tools and mobile integration. Here are some factors to consider:

Security - The best browsers protect against pop-ups, viruses and phishing. They should also allow you to clear personal information, including your search history. Some even offer a do not track or private browsing option for users to block websites from gathering information.

Features - With a goal of faster and easier Internet, browsers offer features like integrated search engines, tabbed browsing and thumbnail previews. Find out which ones have the benefits most useful to you.

Speed - The speed of your computer and Internet connection are the primary factors when it comes to how fast you get information, but your browser also determines how quickly a page will open.

Support - Does the browser you choose offer support through e-mail, FAQs, tutorials or phone? Although many browsers are free, it's helpful to have customer support if a problem does arise.

Compatibility - Your browser must work well with your operating system.

When Was the Last Time You Upgraded Your Wireless Router?

Perhaps you're still using the dusty old router you first bought when your broadband cable was installed or perhaps you use the Internet much more than in the past.

As our smarthomes become smarter and smarter, the Wi-Fi Router is more important than ever. If it isn't capable of handling the speeds coming into your home, it will affect the efficiency of your service. If it is time to replace your router, be sure the new one you choose is capable of the speed package you've chosen. You should also consider whether the router can deliver Wi-Fi far enough to reach all corners of your home. This is especially important now that many of us are spending more time at home, even for work and school, and are depending on our home network more than ever before. A mesh system can offer multiple access points to make sure your service is fast enough no matter where you need it to reach. *(On a side-note, our cable partners offer Eero with multiple access points and TrueMesh technology. Visit the website or call the cable partner that serves your area for more information.)*