



February 2009 Newsletter #13

Client Information page

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www.cobourginternet.com/webnewsletters.htm This page can also be accessed from the Cobourg Internet web site from the main menu.

Florida

It seems like only last week that I took a week off to go to Florida – but it was last September. And now I'm doing it again! Going to Florida that is. I'll be away from Feb 6th to **Feb 17th** but as usual I'll have my trusty Laptop for emails and any urgent updates. And email response might take a day instead of my usual hour or two.

Customer Managed Sites

Many people like the idea of managing the content of their sites themselves – it could save money and perhaps time. There are basically two ways to do this:

1. Do it the same way that I do it – but perhaps do only simple things – let's call this "**Writing HTML code**".
2. Use a site designed for that from the beginning – let's call these Content Management Systems or **CMS sites**

The advantage of "**Writing HTML code**" is that the original site design can be almost whatever you want and layouts and workflows are not constrained. The disadvantage is that you have to learn more about sites and it helps if you are (or could be) comfortable with computer code. To change a page, you FTP download the page from the site, modify it with a suitable editor then upload again. If you want to do this, let me know and I'll recommend some suitable free FTP and editing programs.

The advantage of a **CMS site** is that if you know the admin password, you can write articles, upload pictures and edit existing articles about the same as you would in WORD. You can even have multiple people do the work with different degrees of access.

So why don't I make all sites like this? Because you are generally stuck with the layout they provide which may not suit. I can change it to some extent but I am just changing colours and shapes and not the way it's organized. (And the colours/shapes are limited.) This would suit a site that's article oriented (e.g. a news site) but not most business sites.

One alternative is to do a mix of both methods and that works if you have a large site. Note that a Blog is a particular kind of CMS as is a full e-commerce site. General purpose sources of CMS software include Joomla, Mambo, Xoops, PHP-Nuke, Drupal and more.

Special Note on Spam Assassin and Mail Limits

I have discovered that Spam Assassin causes more problems than it solves so I have **disabled Spam Assassin** on all accounts. The problems were that some people were not receiving all their mail and that it generates excessive server load which could cause web site delays.

There are two situations:

1. If you have **mail forwarded**, it is likely that your end account (e.g. sympatico, cogeco) will kill most spam – so you don't need anything on your account.
2. If you are using **direct pick up mail** on your own domain, I recommend box-trapper.

This is not perfect but the three criticisms of it are that:

- a. not everyone wants to use a system that checks all people who send them email
- b. it increases traffic with all the rejection messages that go nowhere
- c. newsletters (etc) get rejected. But you can go in to boxtrapper and tell it that specific good mail is OK! After you've done that for a month or so, all your newsletters will be OK.

Another reason to limit to just Box-Trapper: CPanel documentation warns against using Spam Assassin at the same time as Box-Trapper and since Box-Trapper works best, that's what we're using.

And to assist with keeping our collective reputation as non-spammers, remember that the **email limit per domain is 500 per hour**. So if you want to send a mailing of more than 500, space it in groups over more than one hour. Note that the 500 is for all emails sent using your domain each hour.

John Draper