



Dashboard Interactive

WEBSITE CYBER SECURITY SEMINARS

WEBSITE SECURITY BREACHES: A GROWING THREAT FOR SMALL AND MEDIUM-SIZED BUSINESSES

Do you think that website security is someone else's problem? Think again. Cyber attacks are on the rise and many small and medium-sized businesses (SMB's) are the targets.

SMB's are at the center of a growing storm of cyber crimes.

- 691,671 websites are deemed dangerous by Google due to Phishing activity. *
- 504,322 websites are deemed dangerous by Google as hosting Malware. *
- 43% of cyberattacks target small and medium-sized businesses.
- 55% of small businesses experienced a cyber attack in the last 12 months.

**as of December 31, 2017*

If cybersecurity isn't top of mind for your member businesses, it should be.

WHY YOUR BUSINESS CAN BENEFIT FROM THIS SEMINAR

Many business owners feel that cyber attacks happen to the other guy. Others feel that the risks can be managed by their administrative staff, if needed. Unfortunately, neither may be true.

Every SMB is at risk of a cyber attack. Few can afford dedicated IT resources to prevent or repair the damage done by hackers and very few website developers or hosting providers have certified website cybersecurity expertise.

Small and Medium-Sized businesses hit by hackers are at risk for:

- Potential lawsuits
- Loss of revenue
- Decline in Google rankings and a reduction in qualified website visitors
- High expenses to fix data breaches
- Lost reputation and trust

INFORM, EDUCATE, AND MOTIVATE BUSINESS OWNERS

This seminar informs, educates, and motivates business owners on how to protect against website cyber attacks. It is taught by Duane Coleman, President of Dashboard Interactive, a digital marketing agency that combines digital marketing skills with website cybersecurity expertise.

WHAT YOU WILL LEARN

In this informative seminar, we'll provide insight into:

- Cybersecurity Realities
- Why Hackers Do What They Do
- How Hackers Access Websites
- What You Can Do to Protect Your Website?
- Website Security Audit
- Google and the Role They Play in Identifying Breached Websites
- What Happens if Google Penalizes Your Website
- Case Studies

Our website security seminars help arm business owners with the information they need to help protect against website cyber-attacks.

We'll share case studies of SMB's who survived cyber-attacks and describe, in detail, what occurred, why it occurred, how it was fixed and what can be done to reduce the likelihood of future attacks.

THE SPEAKER

Duane Coleman is the President of Dashboard Interactive. His company offers digital marketing services and high-end marketing and website cybersecurity expertise to SMB's and agencies and has been in business since 2006.

Dashboard Interactive is one of a few interactive agencies in the United States that brings together professionals with interactive marketing expertise, strategic business experience, and certified website cybersecurity expertise.