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Is Your Website Compliant with Cookie Laws?



Do you know the old saying about how the shoe cobbler always has holes in his boots? As an MSP, you are always thinking about the compliance of your clients, to the point where you might put your own security on the back burner. It's easy to shove your website to the furthest corner of your to-do list, so let's take a quick look at a couple of things you definitely should be thinking about.

Today we're going to be talking about Cookie Laws and how your MSP should handle them.

What are Cookie Laws, and Do Businesses in the US Need to Comply with Them?

You've definitely come across websites that give you a little popup that says something along the lines of "This website uses cookies!" and makes you agree to it. This comes from the EU Cookie Law, also known as the ePrivacy Directive. The first EU cookie law came into effect way back in 2002 and was amended in 2009, and with the release of the GDPR (General Data Protection Regulation) in 2016, the importance of data privacy, including cookies, has come into play a lot more.

Everyone is welcome to their own opinion on this, but when it comes to protecting the personal information of a user, the GDPR is some pretty fair but powerful legislation that puts control over personal information into the user's hands. It doesn't only cover businesses in Europe, but any business that potentially does business with citizens and entities within the EU.

That being said, the GDPR has been influential, and there are state-level regulations that take a lot of the parts of the GDPR and make it their own, such as the California

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Important - Setup SMTP Mail for Your Website!



If you haven't done this yet, your website might not send emails out.

Did you know... that emails from your website, such as password resets, notifications, and form submissions, need to be sent using a verified SMTP user.

Due to sender verification changes earlier this year, it's crucial to set up a mailbox within your website CMS.

Failing to do so may result in missed opportunities from website forms, unreceived support ticket requests, and clients not receiving password resets.

[Please go to our guide to learn more about setting up SMTP Mail](https://dti.io/smtppmail)

<https://dti.io/smtppmail>

You can also reach out to us at support@joomconnect.com with any questions.

Failure to do this could result in missed leads from your website!

I Don't Feel SEO is Working for My MSP Marketing



There is no denying that SEO can seem to be a little... nebulous at times. However, there are many ways to measure if SEO is working for your MSP: your analytics, search position, and of course conversions. Despite these tangible measurements, many MSPs don't feel their SEO is working. Before you call it quits, here are some questions to answer before you give up on your SEO.

Have You Updated Your SEO for the Modern Age?

When developing their SEO strategy, many MSPs continue to fall back to the old tactics of yesterday. That is, focusing solely on or rather hoping for that silver bullet of a keyword that opens the flood gate of traffic and leads...



Read the Rest Online!
junct.io/seonotworking

Is Your Website Compliant with Cookie Laws?

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Consumer Privacy Act (CCPA) and the Virginia Consumer Data Protection Act (CDPA).

The short answer is this: There are no federal laws in the US that regulate the use of cookies, but certain states consider cookies as personal information and have guidelines around them.

But Aren't Cookies Basically a Required Part of the Internet?

They sure are. These days, just about every single website uses cookies. If your website has any sort of login functionality (even a backend) or does any sort of metric tracking for analytics, it likely uses cookies. Sure, there are some fancy ways around this, but most MSPs aren't building and coding their websites by hand just to avoid using standard web practices (nor should they).

These days, cookies are a fact of life, and unfortunately, the average American user doesn't really understand what cookies are or what they do, so they don't know if, when, or why they should agree to them or not. It's likely going to get better, as more and more bigger entities have to comply with the GDPR and therefore cookie policies are showing up more frequently, but it's not a bad idea for MSPs to pave the way when it comes to educating the public on things like data privacy.

It also puts your business at a bit of a disadvantage. After all, you are now asking each visitor if they want to be tracked or not—of course, you want to track them. That's how you gain insight into how your website and marketing are performing, and how dare anyone tell you that you can't collect that data and use it to make

informed decisions on your marketing budget!

It's a double-edged sword.

This takes us back to why it's so important for MSPs to act as educators for their local community.

Should My MSP Website Have a Cookie Policy?

MSPs in the EU

If you are in the EU or directly work with businesses or individuals within the EU, then absolutely. We've always included a free cookie plugin that asks visitors to opt-in to using cookies, and there are plenty of premium tools out there for this as well. Often, our EU-based clients usually already have tools that help them comply with the GDPR outside of their website that includes a script to comply with the cookie laws, so there's that too.

We recommend reading up on our blog post about the GDPR.

To fully comply with the GDPR, your MSP needs a clear and precise privacy policy, cookie consent, your MSP needs a clear and precise privacy policy and cookie consent.

MSPs in Canada

Canada's privacy laws tend to be more strict than most US states but aren't as strict as the EU. Currently, Canada's two main privacy laws are the Personal Information Protection and Electronic Documents Act (PIPEDA) and Canada's Anti-Spam Legislation (CASL).

According to the PIPEDA, websites are required to obtain consent from users to track, collect, and use their data. There are a handful of exceptions for PIPEDA, like non-profit organizations,

but generally, Canadian businesses like MSPs need to follow the PIPEDA. CASL deals with spam, but it also prohibits the installation of any computer program and software on a user's device for commercial purposes without the owner's express consent. This applies to cookies as well.

Canadian MSPs need to provide clear information on cookies and allow users to opt out if they do not consent to cookies.

MSPs in the United States

This is going to vary from state to state. California, Virginia, Connecticut, Utah, and Colorado have implemented cookie laws. This year (2024), Texas, Oregon, and Montana are kicking off data privacy laws that cover cookies too.

In California, the California Consumer Privacy Act (CCPA) states that consent isn't required for collecting and using personal information such as cookies, but if you sell that personal information to third parties, you need to give users the right to opt out of the sale.

In Virginia, the Virginia Consumer Data Protection Act (VCDPA) is similar to the CCPA in California, in that you don't need consent to collect information, but the user needs to have the right to opt out.

In Connecticut, the Connecticut Data Privacy Act (CTDPA) currently applies to businesses that control or process the personal data of at least 100,000 consumers, or at least 25,000 consumers, and derive over 25 percent of their gross revenue from the sale of personal data. Cookie...



Read the Rest Online!
jmct.io/cookie laws

How Many Marketing Emails Are Too Many?

Email is a hugely effective tool that you can use to boost your business' marketing efforts, provided you use them correctly. If misused, however, email marketing can be less beneficial (or worse, actively harmful) to your business' self-promotion.

Let's determine how to balance between overdoing your email marketing and neglecting your contacts so that you can get the most value out of your efforts.

Unfortunately, There's No "Ideal" Number for Email Frequency

As lovely as it would be to say, "Email your contacts x times a month," and give you a concrete number for x, that isn't how this works. Too many variables are involved, such as...

- The industry you operate in
- The services you offer
- The preferences of your target audience
- The message you're sharing

That said, most businesses measured by various surveys responded best to

about one email per week. Some A/B testing and some focus on your email marketing platform's metrics can help you determine your ideal rate for sending messages to your contacts.



Let's dive into some factors you'll need to pay attention to.

What to Look For When Deciding How Often to Send Emails

Why send messages to someone who isn't going to open them?

If a contact (let's call them Taylor) repeatedly ignores your

communications, you should strongly consider sending Taylor fewer messages overall. There are a few reasons for this.

First, there's the greymail phenomenon. Greymail is the term for legitimate emails sent with the recipient's permission only to rot in their inbox, unopened and ignored. While this won't inherently hurt your delivery rates, it will significantly impact your engagement levels as your audience gets used to ignoring your messages. Taylor already has plenty of emails to sort through... do you expect them to have the patience to deal with another offering the same thing for the fourth time this week?

Then, if Taylor really loses their patience, they could unsubscribe from your email lists, leaving you with one less contact (and all the business opportunities they'd have brought). This is bad, as it means all your efforts to that point have been wasted, so...



[Read the Rest Online!](http://jmct.io/toomany)
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4 Ways to Get More Value Out of Your Blog Content



As MSPs, delivering value goes beyond just providing services—it's about giving knowledge to our clients and

prospects. However, with so little time in the day to manage and maintain your existing client base, how can you even think of providing this information, too? This is a question our MSP blog service answers.

If you are not already subscribed to the blog service, we encourage you to check it out. If you are, we want you to share four creative ways of using it to educate and engage your audience beyond just website updates.

1. Email Campaigns

If you have permission to email your contacts, why not use it to send the content to your marketing list every month? Select a blog or two (or even more) and write a quick email, including what you want them to get from reading the blog. Insert a link to the blog and send it.

When you send curated, relevant content, you inform your audience about their technology and solidify your role as their trusted provider.

You could also use this monthly content to build a newsletter for your clients. If time is a concern, don't worry... we can help you with that, too.

2. Sales Nurturing

Though this will be about sending more emails, this topic is important enough to deserve a section in this blog. Nurturing a prospect involves so many touches, so why not include integrating links to blogs in your email messages throughout your sales campaign?

Here are some reasons why you should incorporate your blogs into your sales toolkit:

- *Relevant Insights:* Whether addressing IT trends or common challenges, featuring your blog content adds value and shares your team's knowledge with those who can benefit from it.
- *Educate:* Not only can you enhance your audience's understanding of how and why your help is so valuable, but you also establish your team's commitment to educating your prospects on various IT solutions.
- *Follow-Up Communications:* After a meeting or demonstration, you can reinforce key points of the conversation with links to relevant blogs, making your message more impactful and lasting.

3. Sharing with Your Chamber(s) and Other Associations

So many of these great organizations often welcome informative content for their members and would be happy to share it. Doing this will extend the reach of your...



Read the Rest Online!
jmct.io/blogvalue



Monthly Campaign

The topic for this month's marketing campaign content for our **Ultimate MSP Website** subscribers is:

IT for Veterinarians

Free monthly content to market your services!

Marketing Tidbits

"Content Marketing is not simply a campaign or a tactic, it's a commitment." – Valerie Uhler

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