



January 25, 2023

White Space, YouTube Data, and Kaspersky's 2023 Security Report

Hello Ruth Ann,

Me again, which I read is one of the nicer nicknames the British tabloids gave the Duchess of Sussex.

I have not read Prince Harry's memoir but I did watch his interviews with Anderson Cooper and Tom Bradby. The biggest shock to me is that no one in his family denounced their buddy Jeremy Clarkson for editorializing his grotesque *Game of Thrones* fantasy on Megan.

I might eventually buy *Spare*, which you have to admit is a pretty great title. I suspect it came from Harry's co-writer, J.R. Moehringer. Moehringer's memoir *The Tender Bar* is one of the best books I've ever read.

A chunk of that particular book takes place around the corner from where I live in Scottsdale, Arizona. I even worked at the same location where JR once worked, albeit after it had a major renovation. And yes, there is a Saguaro High School - my son is a graduate!

Til next week,

Ruth Ann Monti

Writing Tips

When you write anything that will be read on a desktop or mobile device, remember that white space is your friend.

This means keeping sentences and paragraphs brief. Limit yourself to four or five lines per paragraph and keep sentences to two lines.

Use bullet points or numbers when you have a list. Limit your lists to five points and two lines for each one.



Avoid cramming in too many words.

If you have a lot of suggestions, use more headers, especially H2 headers. They tell search engines that you have a lot of useful information.

SEO/Content News

Search Engine Journal reports YouTube is expanding the data it provides to users.

'Tubers can now see the number of new subscribers based on the type of content they viewed. This will give them a better idea of what content their followers want to see.



YouTube also expanded analytics available through its Studio Mobile app. Small screens can now access data on views by content type - certainly a benefit for videographers on the go.

Kaspersky's Risk Predictions

I've long admired the work of the online security firm Kaspersky. The war has obviously complicated things and it didn't help that its founder urged Ukraine to settle.



Still, if anyone can forecast security risks for 2023, it's someone who lives in the thick of it. I'd recommend checking out Kaspersky's report or a summary like the one provided by TechRepublic which says there will be more:

- Data leaks
- Invasion of corporate emails - two-factor authorization is encouraged
- Ransomware
- "Malware-as-a-Service" used by cyber bad guys

I have removed Kaspersky software from my devices. You can't be too safe.



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