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To ad block or not to ad block?

by Drew Rowe

One of the biggest annoyances of using the internet today is the constant barrage of advertisements that pop up, pop out, or start playing videos the instant you load a webpage. Some advertisements are even designed to infect your computer with malware or to try scaring you into calling fake tech support companies that want to sell you unneeded products and services.

Not all ads are annoying or malicious, but the ones that are often evoke frustration and anger. Some people became so frustrated with ads that they started developing programs to prevent ads from loading or being displayed while browsing the internet. Generically these programs are called ad blockers. Today there are numerous ad blockers available for virtually every web browser. They may have slightly different features, but they all perform the same basic function.

Ad blockers can drastically reduce the number of annoying and malicious ads that you see while online. This typically leads to a more enjoyable web browsing experience and can even help keep you and your computer safer online. Ad blockers can also improve the load times on webpages that have an excessive number of ads, since the ads are not actually being loaded.

While the benefits of using ad blockers can be very appealing, there are also some downsides. Ad blockers are not perfect and may not block all ads on a website. Ad blockers can even block legitimate content or services by mistake. Some websites, especially news outlets, have started blocking users of ad blockers from accessing their websites. The user may be asked to either pay for a subscription to the website or disable the ad blocker completely before they are allowed access. Website owners do this to try and recover or prevent lost revenue from the ads that are normally displayed on their website. Some ad blockers have lists of non-malicious ads and websites that are allowed past the ad blocker in an effort to appease both the user and website owner.

Ultimately the decision to use an ad blocker belongs to the user. *CCS Technologies* does not recommend for or against the use of ad blockers. We want to provide our customers with the information they need to make educated decisions for themselves and their computers. If you have any questions about ad blockers or would like assistance installing, configuring, or removing an ad blocker, *CCS Technologies* is here to help.

Check out our new website: www.ccstech.net

If you frequent the web and want to know what is going on at your favorite technology company, it's all there. Same web address, new look!

Our site has been redesigned and is now more mobile device friendly! As your technology company, we have a lot to offer and you can find out all about it at our updated website. There you will find information about Backup options, ProVent, Office365, Business Class email services and much more. Our store locations are listed and you can even read a bit about your favorite technicians.

Our latest YouTube video is located at the bottom of the home page. We give you helpful advice concerning browser scams. We also have customer testimonials that talk about their experience with us and why they keep coming back to *CCS Technologies* for all of their computer needs. For those of you who use our remote help, that menu item is still there, so we can help you quickly. Don't forget you can also view, print, or download almost 2 years worth of our monthly Newsletters, as well as a sign-up form to receive monthly newsletters in your email!

Just another way we want to help you......*"Relax...we're on IT"*

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CCS Technologies Store Hours

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Grand Haven Store
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Sat 10 - 3

Hudsonville Store
Mon-Thu 9 - 6 & Fri 10- 6
Sat 10 – 1