

FIVE SIMPLE BUT...

COSTLY MISTAKES BUSINESS OWNERS MAKE

with Google Workspace

PETER MORIARTY
itGenius.com



Business Owners, Operations Managers and newbie IT Administrators often make these 5 potentially costly mistakes when getting started with Google Workspace.

In the 10+yrs since I founded itGenius, I've worked with thousands of business owners and tens of thousands of their staff all over the world with a simple mission - to help people get more out of the technology investments in their business. We've worked across all industries and business sizes and when it comes to Google Workspace, the central nervous system of many modern businesses, our customers often have a case of 'what you don't know, you can't fix. We're always finding quick wins and important fixes to help business leaders better protect their business and capitalise on their investment in advanced cloud technology.

Most subscribers to Workspace either set up their Google account themselves some time ago, or had a web consultant or web hosting service configure their emails for them. While well intended, this is akin to hiring your gardener or even you yourself to attempt to build a house. You probably know which aisle to visit in the hardware store for all the building supplies... however if you're not an expert in bricklaying, plumbing and electrical work - would you trust yourself to get the job done? Would you feel comfortable with your family sleeping safely in that home?

DNS, administration settings, mailflow configuration... it all gets a little complicated and geeky quite quickly - alas, there's hope! In the following pages I'll be sharing the 5 most common mistakes we see in virtually all our new customer engagements - and providing simple resources on how you can fix them to avoid costs, headaches and security risks.

Of course if you'd like some help from our team along the way, be sure to reach out.

Cheers,

Peter Moriarty
Founder & Executive Chairman
itGenius.com



TABLE OF CONTENTS

MISTAKE
#1

NOT ENABLING 2FA

MISTAKE
#2

NOT USING SHARED DRIVES

MISTAKE
#3

**NOT SHARING MAILBOXES
AND CALENDARS**

MISTAKE
#4

INCORRECT DNS SETUP

MISTAKE
#5

**NOT ARCHIVING OLD
ACCOUNTS**

MISTAKE #1

NOT ENABLING 2FA

Two-factor Authentication, or 2FA for short, is a simple yet vital step in protecting account security. Like you probably have set up with your bank, the '2nd factor' for your Workspace account is usually a text sent to your mobile phone on login, though can also be a code generated in an app, or a physical hardware 'key' plugged into your computer.

A Workspace account without 2FA enabled is a little like leaving your front door latched with a single door lock rather than a 'deadbolt' lock which are much harder to pick. 95% of compromised Workspace accounts that are reported to our helpdesk are accounts with 2FA left OFF. The issue is much more common than I'd like to see - and it escapes me why Google doesn't enable it for all accounts out of the box!

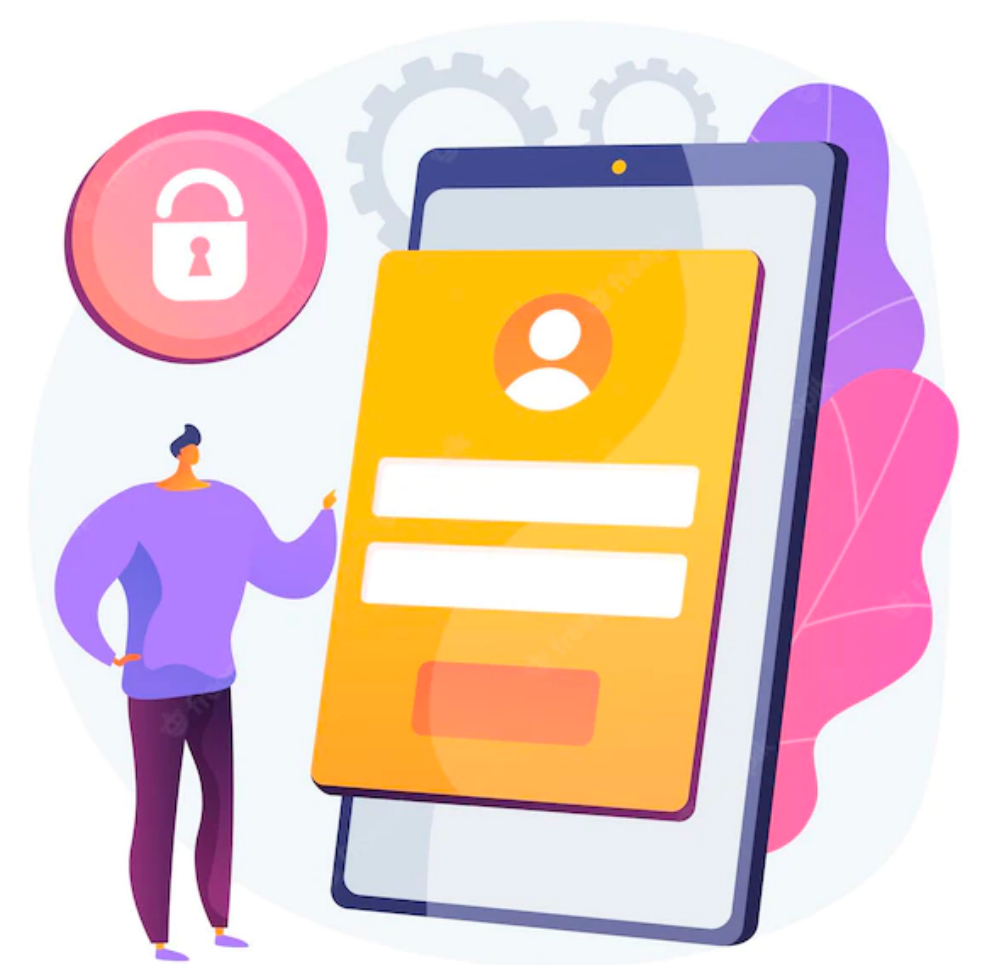
Google allows you to switch it on individually per account, though it's our recommendation to 'enforce' 2FA for all accounts in your business. This simple step will dramatically reduce the risk of accounts being compromised by a 3rd party, risking critical business information getting into the wrong hands.

This is the FIRST setting I enable anytime I get my hands on someone's Workspace account... do it today!

Recommended Action

Navigate to admin.google.com and configure a 2FA policy for your business under Security Settings.

*"If GM had kept up with technology like the computer industry has, we would all be driving \$25 cars that got 1,000 MPG."
-Bill Gates*



Additional Resources

Check out [5 Tips for New Google Workspace Admins](#), or we will do this for you with our [Quick Fix Service](#).

MISTAKE #2

NOT USING SHARED DRIVES

A number of years ago, Google introduced one of their most groundbreaking updates to Drive since local desktop syncing was introduced - and it's called Shared Drives. Years in the making, it solved one of the biggest challenges that companies face when using the Google ecosystem for file sharing - orphaned and lost files.

Did you know that any shared folder you own in your 'My Drive' may contain business files that you don't control because you don't own them? I'll wait while you go take a peek at the 'owner' column on the files in your My Drive... See any other names? Those are files you don't own (or control!). We often see contractors who've been long since disengaged from a business innocently spring clean their Drive to save storage space and DELETE important company documents from the drives of our customers. The worst part is you may not notice until they're gone from their trash, meaning the files are no longer recoverable.

Shared Drives allow you to create special 'company-owned' folders in Drive, controlled by Google Workspace admins (or administrators you choose within your business). Depending on your security settings for each Shared Drive, collaborators can add but not delete files. Managers in your business can then be delegated organising rights to move files and keep the Shared Drive tidy. This is the perfect antidote to a messy Google Drive file structure - or the problem of external parties (i.e. contractors) 'owning' your files when they're shared to your business from external accounts ending with @gmail.com.



Recommended Action

Set up Shared Drives with the correct permissions and migrate your shared company data into your new secure folders.

Additional Resources

Here's why you should set up [Shared Drive for Business](#).

"Good companies do whatever it takes to make sure apps are great and don't hesitate to add features."
- Sundar Pichai
(Google CEO)

MISTAKE #3

NOT SHARING MAILBOXES AND CALENDARS

WWW.ITGENIUS.COM

Google's Workspace ecosystem is one of the most innovative and collaborative work platforms available. The focus on sharing for teams cuts down on manual communication and is particularly useful for remote and hybrid teams who may not be working face to face.

Need to arrange a time that works for everyone's schedule without bothering them? Automate it. Need to check if your team member is in a Meet before you pick up the phone? Check it. Need to peek into a colleagues mailbox while they're on leave without knowing their password? Easy. Need 3 staff to access one 'shared' mailbox without all logging in at the same time? Done.

Wait... you're not set up for this?

View-only sharing of calendars within internal company accounts is usually enabled by default in the Workspace Admin settings - but most teams we work with haven't actually added their colleague's calendars so they can view them.

'Delegated Mailboxes' is a nifty feature to share access to a mailbox with permission to read and send on behalf of that account, without needing the password of the shared account (or exposing Drive, Calendar or other data). This is perfect for sharing a mailbox like sales@yourcompany.com or support@yourcompany.com with your team.

Recommended Action

Have your team 'subscribe' to each other's calendars in the Calendar app.

Recommended Action

Delegate a shared mailbox to others to access from the destination account's Gmail settings (hint: it's in the Accounts tab).

*"To err is human, but to really foul things up you need a computer."
-Paul R. Ehrlich*



MISTAKE #4

INCORRECT DNS SETUP

WWW.ITGENIUS.COM

Brace yourself... this one's a little technical! If you're not familiar with the term DNS, I've got a useful explainer video here.

Most Workspace accounts configured by someone other than a Google-certified Workspace Deployment Specialist will likely have some of the correct DNS settings applied (like MX records), though miss out on some of the more complex and often disregarded records like DKIM, SPF and DMARC. The latter records help 'digitally sign' your emails so they don't end up in your customers' spam folders, and protect your domain from being blacklisted on delivery servers in the case that someone is pretending to send emails from your business address.

Heard about the scams where an email requesting an international funds transfer from your CFO or accountant's email address is actually a fraudulent 3rd party 'pretending' to be a legitimate sender? This security hole is how it's easily done.

"Any sufficiently advanced technology is indistinguishable from magic."
-Arthur C. Clarke

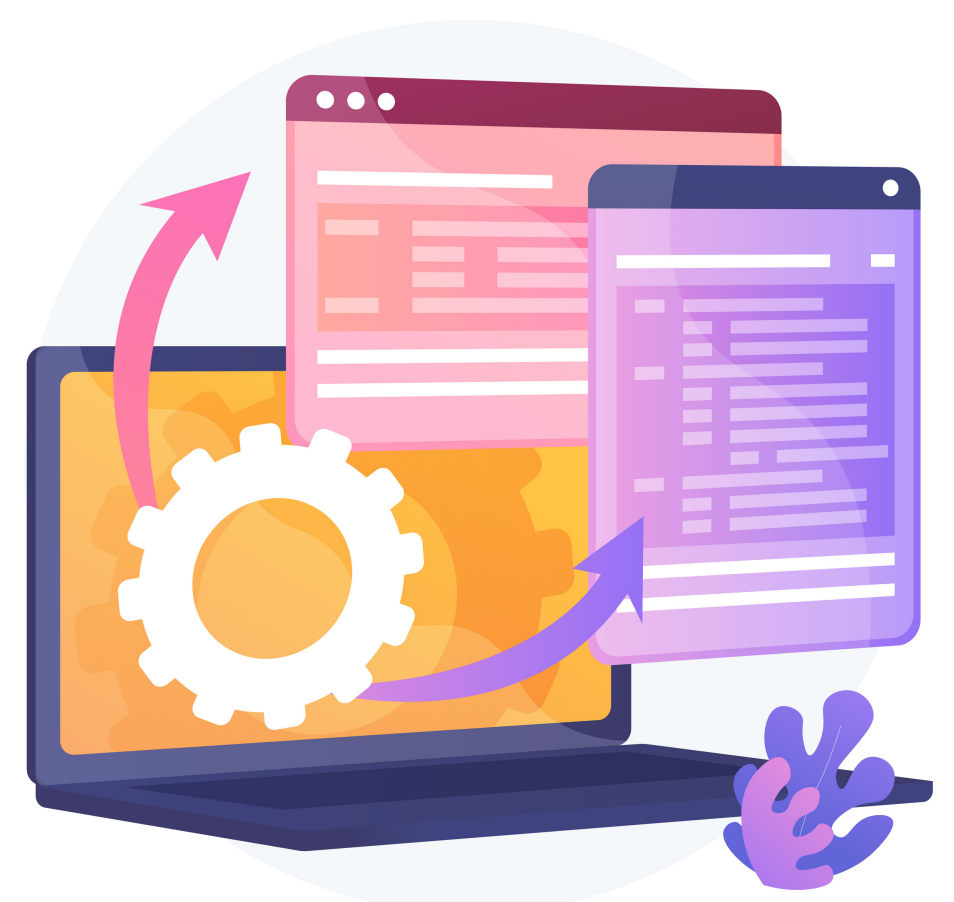
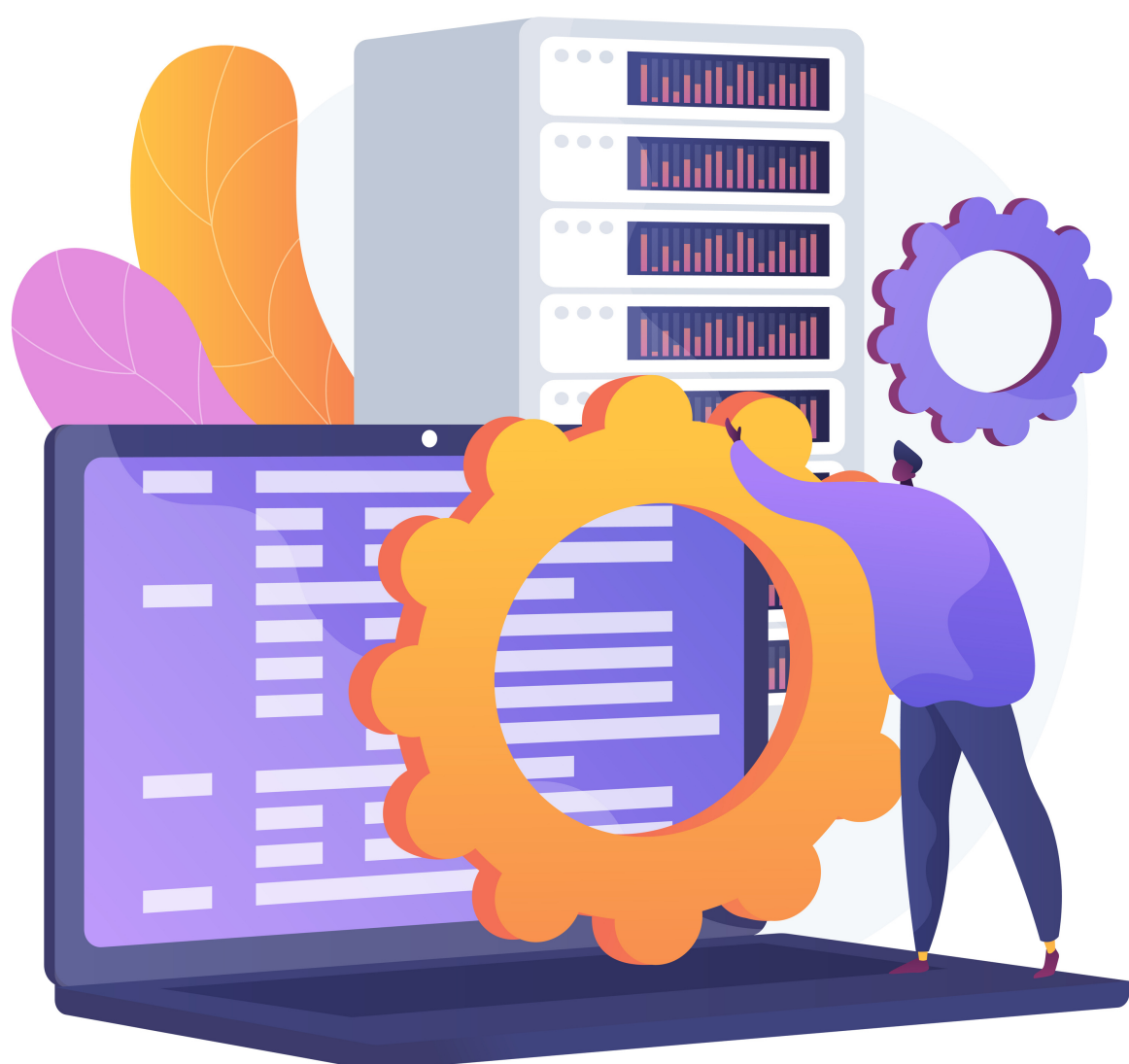
Incorrect DNS records could mean that you miss out on important orders or communications from your customers - or worse, expose your business to risk of fraud or identity theft.

Recommended Action

Use [Google's DNS checker](#) to make sure your DNS is fully compliant.

Additional Resources

We will check and set this up for you with our [Cloud Concierge](#) service.

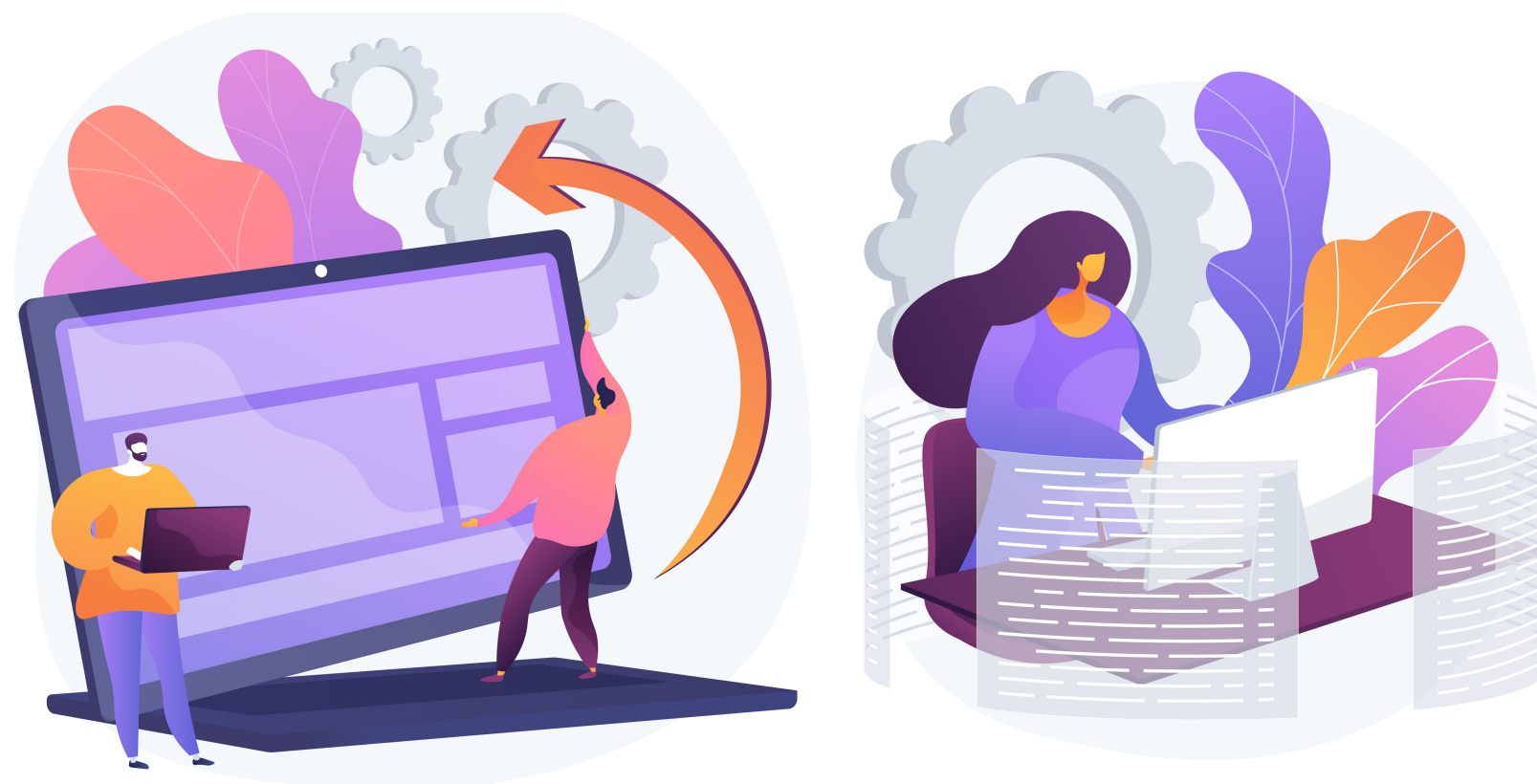


MISTAKE #5

NOT ARCHIVING OLD ACCOUNTS

WWW.ITGENIUS.COM

Team members will come and go from your business though their files and emails remain... sound like a familiar story?



When a key employee moves on from a business their company data is often kept 'in limbo' in a suspended (or worse, still active) email account in the Workspace Admin panel. It's a catch 22... important to reduce licences to keep costs down, but you don't want to lose the data in case you need to check up on some old correspondence.

Most business owners will keep these accounts active for a while and then eventually delete them - which is the worst of both worlds... paying extra now and then losing the data later. Google do have 'archived user' licences available though they can also add up if you have ongoing staff turnover and are only available for premium Workspace plans.

A MUCH better solution is to utilise one business licence for an 'archive' account, and each disused employee account can be 'emptied' into that account upon their termination. You can use the Migration tool in the Workspace Admin panel to archive their Mail and Drive data (and our team have additional resources to automate this process).

Recommended Action

Set up a user account called 'Archived Users' and archive your unused accounts into this profile.

Additional Resources

We will archive old accounts for you with our [Cloud Concierge](#) service.

"Everything should be made as simple as possible, but not simpler."
- Albert Einstein

THANK YOU!

I hope you've enjoyed this guide, here's 3 ways we can help on your journey with Google Workspace:



Transfer-in Offer

If you're comfortable implementing the above suggestions yourself, and you're interested in more useful resources like this, our Transfer-in offer includes a free account & DNS check and a library of video training resources for you and your team to get the most out of your investment in Google Workspace. Get started [here](#).



Quick-fix Support

Need help implementing anything in this guide or want someone to check your work? Our Google-certified professional support team is on hand to help you and ready to get started on your project quickly. Get started [here](#).



Free Consultation

Have questions for our team not covered here or within our other resources? Submit a consultation request and our team will schedule a call with you to discuss your business needs and see if we're a good fit to work together. Get started [here](#).

Cheers,

Peter Moriarty
Founder & Executive Chairman

WWW.ITGENIUS.COM

