



## Letter from the Editor

Web Site Hosting - Design - Marketing - Management

### News and helpful information from your friends at AmeriWeb Hosting April 2025



#### WEB NEWS

#### Interesting Stats Revealed

We have uncovered several interesting statistics via our friends at Cloudflare.

Mobile web browsing has overtaken desktop/laptop browsing by over 10%. Any website that is not mobile optimized is surely at a disadvantage.



#### Mobile vs. Desktop

Mobile device vs. desktop HTTP requests distribution   



Web browsers are still chosen by personal preference, however, Chrome is the clear leader overall.

#### Top Browsers & User Agents

Distribution of requests to Cloudflare by user agent  

Chrome Mobile	Chrome	Mobile Safari	Chrome Webview	Edge	Firefox	Safari	Samsung Internet
<b>30.3%</b>	<b>27.0%</b>	<b>13.7%</b>	<b>8.5%</b>	<b>5.6%</b>	<b>3.7%</b>	<b>3.3%</b>	<b>2.0%</b>
↑ +0.04%	↓ -0.27%	↑ +0.33%	↓ -0.08%	↓ -0.14%	↓ -0.08%	↑ +0.05%	↓ -0.01%

Each browser has its hardcore supporters who would never consider another choice. Most people are simply looking for a secure way to efficiently browse the internet. We do recommend [Firefox](#) or [Brave](#) for consideration, but as always, choose the browser you feel comfortable with.

#### SSL Certificates

After several years of cajoling, Google has finally convinced most website owners that a SSL certificate is a basic requirement. AmeriWeb Hosting provides a free SSL certificate for all hosted accounts.

With over 95% of all websites now serving pages using a security certificate (SSL), it doesn't make sense to go without one. Especially when you consider we offer them free!



#### AmeriWeb Links

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## HOW TO

### **Replying To Negative Reviews**

Responding to negative reviews on Google, Yext, Yelp or other sites might feel more challenging than addressing positive ones, but they're actually an excellent opportunity to showcase your commitment to customer satisfaction.

Don't use generic responses, instead, take the time to understand why the customer left a poor review. A personalized and thoughtful response can go a long way. If an apology is warranted, offer one – customers value honesty and generally appreciate when a business works to make things right.

Interestingly, having a few negative reviews can actually build credibility. A spotless 5-star rating might seem too good to be true, and could make potential customers question the authenticity of the reviews.

When replying to a review, maintain a professional and courteous tone in your responses. Always avoid personal attacks or defensive language – it's rarely productive. Instead, focus on a constructive message that addresses concerns and leaves a positive impression.

When handled with care and compassion, even negative reviews can help your business grow.

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## MARKETING

### **Understanding On-Line Marketing**

It is useful to break down the different sources of visitors to your website. Each has its own benefits and detractors.

#### **Organic Search**

Traffic generated through a search engine (Google/Bing/Etc) or a directory listing (Yelp/Etc). The ranking comes from an algorithm based upon your key word usage, frequency, and other factors. Produces free traffic when done properly, although for some business types, achieving success is problematic when competing with huge corporations.

#### **Organic Social**

Same as organic search, with traffic being generated through social media. Traffic generated from your posts. Produces free traffic when done properly, although achieving a critical mass of "likes" takes time.

#### **Referral**

Traffic generated by your URL being listed on another business site, such as a chamber of commerce site. Cost varies.

#### **Direct**

Traffic generated by visitors who type in your URL. Visitors can obtain your URL through many ways, including off-line advertising (newspaper ads/receipt listing/signage/business cards/etc). Use your imagination to generate this type of traffic.

#### **Email**

Traffic generated as a response to an email, whether person to person or through an emailing list and newsletter. Virtually every business should have a mailing list and send out newsletters periodically. Proof: You are reading my newsletter, right? Also on your business email, be sure you list your full contact information AND your URL in the signature. It is free advertising!

[Discount VOIP Phone](#)

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[VPN Service](#)

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[Self Marketing](#)

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[eCommerce](#)

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[Sell Products On-Line](#)

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[Accept Credit Cards](#)

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**Paid Search**

Paid search includes adwords, paid listings and more. Some businesses show zero results for their paid ads, and some see 60-80% of their search engine traffic coming from paid ads. (The other 20-40% is organic). Testing adwords is important, to ensure you get results from your ad dollars.

A good marketing program uses all of the above to create a marketing package, and will share results for comparison. Call us for ideas on good marketing for your business.

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**ASK A TECH**

**Q:** How do I set up an emailing list and begin producing a newsletter?

**A:** There are several different options, including mailings hosted by AmeriWeb or by external vendors like MailChimp, Brevo or Constant Contact. There are many, MANY others to choose from, often offering free plans. We can set you up with a program at reasonable cost, or you can go the do-it-yourself route and save money.

AmeriNews is published approximately 10 times a year  
by AmeriWeb Hosting for our customers, friends and those curious about our business.  
If you have a question for our ASK A TECH section, email it to  
[support@ameriwebhosting.com](mailto:support@ameriwebhosting.com)

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