



## Letter from the Editor

Web Site Hosting - Design - Marketing - Management

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



#### WEB NEWS

#### What is Gzip/Brotli Compression, and do I need it?

What does Gzip and Brotli Compression do?

Gzip is a compression algorithm that reduces the size of web files (mainly HTML, CSS, and JavaScript files) to a tinier version, sometimes up to 70%-80% smaller. This much smaller compressed version of a file is then sent to the browser of the user requesting it, instead of the larger original file. The browser of the user will then automatically decompress the compressed file, and serve the uncompressed original file.

Brotli is an open source data compression algorithm. In the majority of cases, Brotli can compress files to a smaller size than Gzip can, it is therefore generally a better compression method compared to Gzip. Brotli also decompresses files faster in comparison with Gzip.

To test your site to see which compression method is being used (and the compression savings) click [HERE](#).

Should I use Brotli instead of Gzip?

At the moment Brotli is supported by all major browsers but not all browsers support Brotli yet. Older technology or smaller, specialized browsers may have difficulty with Brotli.

How do I enable Gzip or Brotli?

All hosted sites with AmeriWeb Hosting include either Gzip or Brotli automatically enabled. This helps load your web site faster. While a few sites have compression disabled, this is not the norm. We select which to use (use only one!) based upon many factors; including your server, site coding, even your DNS. You need to do nothing, we've got it done for you!

Want To Have The Maximum Page Speed Possible For Your Website? We can help with that! We have professionally optimized the speed of multiple websites. Because of this we know how to get the best results quickly while keeping our prices low. Contact us for a price quote for our services.



#### HOW TO

#### All About DNS Settings

Select the DNS record whose propagation status you would like to check. Click on the drop-down menu right next to the search bar, and choose

#### AmeriWeb Links

##### Account Services

[Accounting & Invoices](#)

[Make Payment](#)

[Site Control Panel](#)

[WebMail](#)

[Knowledgebase](#)

[Support](#)

##### Introducing AmeriWeb

[About Us](#)

[Our Guarantee](#)

[About Our Servers](#)

[History](#)

[News](#)

[Visit us on Facebook](#)

[Testimonials](#)

##### Site Packages

[\\$1995 Custom Sites](#)

[\\$895 Premium Sites](#)

[\\$199 One Page Sites](#)

[Sitebuilder](#)

[Site Redesigns](#)

[Site Management](#)

##### Web Hosting

[Managed Hosting](#)

[Bulk Hosting](#)

##### Web SiteBuilders

[\\$99 SiteBuilder](#)

[CMS WebSites](#)

##### Services

[Site Marketing](#)

[Site Management](#)

##### Extras

[Advanced Spam Filtering](#)

any of the following records:

- **A record:** contains the IPv4 address info of the hostname.
- **AAAA record:** contains the IPv6 address info of the hostname.
- **CNAME record:** also known as alias record. It points the sub-domain to its domain, like pointing [www.dnschecker.org](http://www.dnschecker.org) to [dnschecker.org](http://dnschecker.org). Get comprehensive insights about the domain's CNAME records with [CNAME record lookup](#).
- **MX record:** contains the info where the domain's email should be routed to and mail servers priority. [Lookup MX record](#) for more info about the domain's MX records.
- **NS record:** contains information about the authoritative nameservers of a domain. [NS Checker](#) will provide you with all the name servers associated with a domain.
- **PTR record:** used in [reverse IP lookup](#) to map an IP address to a domain name, allowing the identification of the host associated with a particular IP address.
- **SRV record:** specifies the location and configuration of a particular service, such as email or voice over IP (VoIP), allowing clients to discover and connect to the appropriate server.
- **SOA record:** the start of authority is responsible for holding and specifying information about the DNS zone.
- **TXT record:** is commonly used for other DNS records configurations like [SPF](#), [DKIM](#), or [DMARC records](#).
- **CAA record:** used to assist in SSL validation by highlighting which authorities can issue certificates for a domain.
- **DS record:** acts as a delegation signer, maintaining a chain of trust between the parent zone and child zone. Use the [DS record Lookup](#) tool to dig deeper.
- **DNSKEY record:** contains the public signing keys like Zone Signing Key (ZSK) and Key Signing Key (KSK). Check the [DNSKEY record](#) for more info.

You can see your domain's (or any domain's) DNS from many online resources, one commonly used is:  
<https://viewdns.info/dnsrecord/>



## **MARKETING**

### **A Beautiful Website**

A beautiful website that doesn't convert is like a Ferrari with no engine. Great to look at. Completely useless on the road.

Yet this happens all the time.

- Buttons are missing.
- Contact info is buried.
- Menus are confusing.
- And there's no clear call to action (CTA).
- Visitors leave — because there's no obvious next step.
- 70% of small business websites don't have appropriate CTA on their homepage.
- Nearly half of visitors bounce, if there's no contact information.
- That's not a design problem.
- That's a sales problem.

Great design doesn't just look good. It guides visitors to the next step—clicking the button, filling the form, making the call.

We create web sites that are logical, rank well, are attractive, and have a

[Discount VOIP Phone](#)

---

[VPN Service](#)

---

[Self Marketing](#)

---

[eCommerce](#)

---

[Sell Products On-Line](#)

---

[Accept Credit Cards](#)

---

clear call to action. Pricing for many sites is \$895, and includes a full year's hosting free.

MY CTA: Call or email for a flyer to see what is included on our sites!

---



#### ASK A TECH

**Q:** How do I add a link to my web site code?

**A:** A link can be added easily, using the following code format:

```
<a href="https://www.targetURL.com">Text to display</a>
```

You can also have it open the linked content in a new browser, or tab using this code:

```
<a href="https://www.targetURL.com" target="blank">Text to display</a>
```