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News and helpful information from your friends at AmeriWeb Hosting August 2026



WEB NEWS

Failure in CAPITAL Letters --- OOPS!

If you are not familiar with Yahoo, they were the original search engine.

Founded in 1994 by Stanford students Jerry Yang and David Filo, Yahoo! began as "Jerry and David's Guide to the World Wide Web," a print directory of websites in catalog form. It was renamed "Yahoo!" (Yet Another Hierarchical Official Oracle) in April 1994. It quickly became a dominant 1990s web portal and search engine, peaking at over \$125 billion market cap in 2000.

Way back in 2008, Microsoft bid \$45 Billion for Yahoo.

Yahoo rejected the \$45 Billion.

9 years later, in 2017 they were sold to Verizon for \$4.4 Billion. I imagine that was a heartbreaking mistake!

If Microsoft offers you \$45 Billion for your business, TAKE IT !

Read Yahoo's History [HERE](#)



HOW TO

Every 60 seconds in 2026

Every 60 seconds in 2026, the internet is comfortably sending about 270 million emails, roughly 18,000 Amazon products are ordered, and more than 3.4 million YouTube videos are watched.

Nearly half of those emails are spam, Amazon is feeding the shopping habits of around 230 million Prime members, and YouTube is still happily devouring everyone's attention span, one thumbnail at a time.

Looking at this another way, if your analytics show approximately 44,000 hits a month, you are averaging one visit to your site every 60 seconds. 22,000 hits are one visitor every other minute.

Discouraged? Don't be. Most businesses are most productive with some sort of market filtering. A local business that focuses on hamburgers in a Chicago suburb is not very interested in local shoppers in California, Alaska or anywhere greater than 50 miles away. Many businesses do just fine with 10+ visits a DAY, or around 700 visits per month (assuming they are QUALIFIED visitors). Ask yourself, are you better with 3 qualified buyers, or 3000 leads that are unlikely to order from you?

For a quick comparison, take your monthly hits, and divide it by 30. This will tell you a quick daily average. Then divide this by 24 for your hourly average. Just remember, the wee hours at night may see zero actual visits, and morning or afternoon may see the bulk of your visits. Averages are a convenient way to compare.

Do you need monthly assistance with your marketing? I am glad to help! Just contact us for information.



MARKETING

Best Google Organic Search Ranking

For the best Google organic search ranking, focus on one primary keyword (the main topic) per page, supported by 2–4 closely related secondary or long-tail keywords. This strategy builds topical authority while avoiding keyword stuffing or cannibalization, allowing you to rank for variations, without confusing search engines. Key Recommendations:

1. Optimize for 1 primary topic, and use 3–5 secondary keywords to build out subtopics.
2. Primary keyword selected for best descriptive fit for your page, highest search volume, best fit.
3. Use long tail keyword phrases, related terms, and variations. Long-tail keywords are longer, highly specific phrases (usually 3-5+ words) that users search when closer to a purchase, or using voice search. While having lower search volume than "head" keywords, they are less competitive, easier to rank for, and boast higher conversion rates due to clear user intent.
4. Keyword density: 1-2% (though this matters less than natural placement).
5. Placement your keywords in the Title tag, H1, headers, and naturally throughout content.
6. Short articles (300-500 words) should stick to 1–2 keywords, while long-form content (1,000+ words) can naturally include 4–6.
7. Avoid Dilution: Targeting too many distinct, non-related keywords decreases the power of each, which can weaken your overall rankings.
8. Best Practices: Place your primary keyword in the URL, title tag, H1, headers, opening paragraph, and naturally throughout content
9. Ensure all secondary keywords are variations, or closely related to the core topic.

Focus on satisfying user search intent, rather than simply inserting keywords randomly. Write your copy to benefit the visitor, not robots. Google and Bing constantly change their algorithms, and adjust a site's ranking based upon their new rules. For our managed clients, we automatically update text message portions of sites to conform.



ASK A TECH

Q: My site is experiencing a lot of hacker attempts. Looking at the reports, they come from all countries across the world, and seem to be insistent in their efforts. Is this normal? What a world we live in.

A: Yes, this is typical. They are using other people's compromised servers across the world.

Our servers have firewalls installed to keep bad actors out, and filters to lock out repeat offenders. Once we lock their IP out, they move on to another of the thousands (millions) of unsecured servers and IP addresses they have access to.

Allowing the IP block to expire discourages the hacker in the immediate term, while allowing victim visitors to access your site in the future, should they wish to. And these attempts are no longer made by some minimum wage putz pushing keys (apologies to the putzes of the world, not meant to be personal). It is done by a computer making millions of attempts per day, all automated. Could ultimately be run by some teenager (or the Russian Mafia, who knows?) on an old computer locked in a bedroom closet.

We can take you off the notification list, but that won't affect the attempts at all. They will continue in the background. You just won't hear about it.

OR

I can add additional filters, but then we risk locking out valid visitors. Not optimal.

Best course of action at this point is to continue with current filters and firewall, monitoring carefully, and to tolerate the nuisance of it all.