



# Letter from the Editor

Web Site Hosting - Design - Marketing - Management

## News and helpful information from your friends at AmeriWeb Hosting December 2024



### WEB NEWS

#### A Christmas Message



I had the opportunity to speak one-on-one with a very successful marketer, and he was enthusiastic about Christmas marketing. The message he shared with me was "send everyone a 10% off coupon. It's Christmas and people will buy anything".

We at AmeriWeb try to be less casual about marketing. We have customers across the world, who celebrate many different holidays. There are two common themes in virtually all holidays across the board. They are meant to bring family together, and it is a time to share with others. On a personal note, yes, that is me in the red suit. Santa has been coming around for many years to my house on Christmas Eve, bringing small gifts for our kids, and lately our grandkids.

We also take this time to ensure our charitable donations are being made in a timely manner.

To our many customers and friends, I'd like to simply and humbly say:

Happy Holidays to you and your family.  
And Thank You for Patronizing AmeriWeb.



### HOW TO

#### Fun Sites

Here are two of my favorite sites for watching. I am sure you will enjoy them as well!

#### Track International Space Station

[Track the international space station in real time on a map. You can also track various satellites as desired.](#)

#### Track Aircraft on the FAA radar site

[Track overhead aircraft in real time on a map](#)

I challenge you to resist the urge to run outside and watch them go by!

## AmeriWeb Links

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## **MARKETING**

### **Google Rolls Out AI-Organized Search Results**

*NOTE: This important info is quoted from Loren Baker, Founder, Search Engine Journal and is worth reading.*

Google is re-imagining the traditional search results page by introducing AI-organized results in the U.S., starting with recipes and meal searches on mobile devices.

This is a significant shift. Instead of the classic list of blue links, users now get a full-page experience combining articles, videos, forums, and more—all adjusted to their search intent.

While this begins with meal-related searches, it's a glimpse into how Google might handle other categories. The big question is, how will this affect traffic to individual websites and publishers?

Google made a comment to Search Engine Journal that there will not be a dedicated report in search console for AI-organized search results performance, but it will be reflected in reports, so we need to see what numbers look like in order to conclude.

### **Google's Shift Toward User-Generated Content**

Speaking of AI-Organized Search Results which surfaces new formats, such as forums, it aligns with Danny Sullivan's statements that Google is increasing focus on UGC in the interview with Aleyda Solis.

Roger highlighted that UGC often provides real experiences from real people, which is sometimes lacking in traditional content. He shared personal experiences searching for authentic recipes online, only to find that many sites were copying each other's content without genuine expertise.

However, Roger also pointed out the downside of UGC. On some sites, people discuss topics without real experience, offering opinions, rather than expertise. This can lead to misinformation and a lack of valuable content.

On the positive side, he mentioned instances where UGC was incredibly helpful. For example, when searching for new tires, he added "forum" to his search query and found car forums with hands-on experiences that were much more valuable than generic sites.



## **ASK A TECH**

**Q:** I use an online form to collect info from prospects. The spam being sent to it is overwhelming. What can I do?

**A:** Spam in itself accounts for an estimated 160 BILLION emails each day, or approx 50% of all email sent. Email from online forms is higher, our estimate is 90-95% spam. The problem is, that 5-10% is a valuable resource to any business.

[Discount VOIP Phone](#)

[VPN Service](#)

[Self Marketing](#)

[eCommerce](#)

[Sell Products On-Line](#)

[Accept Credit Cards](#)

We have no magic solution, but can help. We have 4 possible solutions, which have exhibited varying levels of success. Contact us for more information and a free quote.

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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