

News and helpful information from your friends at AmeriWeb Hosting December 2025



It's Christmas!

December is traditionally a month of low activity for many businesses. And like a super energy drink for others. Like retailers.

AmeriWeb Hosting is in the low activity arena. We use the month to catch up on pending and deferred work, and like to spend extra time with family and friends.

There is no rhyme or reason for it, but January, February and March are traditionally our busy months. As retailers snooze a little, we are wearing our fingertips out on our keyboards.

Go figure!

Which ever type of business you run, please have a great holiday season!



HOW TO

Wikipedia Pageviews are Down 8%

Wikipedia reports human pageviews to their index are down 8% year over year, largely attributed to AI summaries appearing at the top of Google search results.

You may have noticed a drop in your organic search result stats. Others have, as well. For our marketing customers, we are working on correcting this deficit, and are doing a lot of reading and collaborating with other online marketing firms. There are no clear solutions yet.

Our own stats show a drop in organic results around 22%. I am sure a part of that drop is due to a slowing economy and the approaching holiday season.

We are all in this together, and we will share a solution once it reveals itself.



MARKETING

The New Front Door to Your Business

We've been saying for years that your Google Business Profile is the front door to your business, and updates to your profile are more important than ever.

- Post updates, photos, and Q&A's regularly that give AI something new to work with. Stale profiles don't get recommended as often
- Add new and fresh videos regularly
- Change or tweak your website message regularly
- Ask for positive reviews from customers and contacts
- Verify and change keywords, as the best ones change over time
- Always remember there is also Bing running parallel with Google, and it is worthwhile adding and keeping it fresh, as well

It takes a lot of time investment to keep a top performing website on top, and even more to orient a poor performing site to achieve top ranking. We offer monthly maintenance services that will help to increase your Google and Bing rankings. Call and lets discuss how to achieve this for your website.



ASK A TECH

Q: I love using Webmail, however, today it stopped working. How do I regain access?

A: Please open a support ticket, include your domain name, and the issue you are seeing. We will test and advise what is going on. Often it is a simple SSL issue which we can fix quickly.

In a pinch instead of `webmail.yourdomain.com`, try `yourdomain.com/webmail` OR `wm.yourdomain.com`.