

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



WEB NEWS

Have you heard of Quantum Computing?

You may have heard of Quantum Computing and the speed changes it will bring. In a nutshell, Quantum Physics are the ability of 2 photons to mirror each other. If the charge on 1 is changed, the other in the pair automatically changes. It doesn't matter if they are thousands of miles apart.

As you may know, computers rely on memory points, or bits, being set to either 1 or 0. Whether the most basic calculator or the most sophisticated super computer, these memory points are attached by wires. Increasing the speed of a computer often involves something as simple as shortening the length of these wires to cut down transmission time. In quantum computing, the length doesn't matter.

In addition to being either a 1 or a 0, through quantum physics, they can also be neither or both. Now we have 4 states, instead of the 2 we now use.

Quantum computing is set to change the world in many ways, some of which we can barely fathom. In the end only time will tell what quantum computing's impact will be.

Quantum computing will likely have the biggest immediate impact on encryption, and anything that is encrypted—which is all data, pretty much. Today, if you have enough time, you will be able to decrypt anything using brute-force methods. These boil down to attacking the cipher over and over until you figure out the code.

Since quantum computers have many, many times the computing power of even the most advanced machines, this process is much faster. Where a regular supercomputer would need billions of years to crack most commercial ciphers, a quantum computer could do it in seconds.

Once quantum computers come online, this effectively means the end of privacy as we know it now, or at least secured with our current

technologies. Your messaging history, your emails, any files you have in storage, will all be readable, as will any records of you kept by others, like insurance companies or even the government.

Some institutions have started quantum-proofing their encryption (a process that involves adding even more complicated math to already tricky computations). There are questions about how effective it will be. Even in the best case scenario, though, the way we store data and our assumptions about privacy are going to change.

Quantum Computing is a game changer, touching everything from AI to weather forecasting. As soon as the pricing is reasonable, I will definitely be buying one for my own use.



HOW TO

Simple Tip to Increase Email or Newsletter Readership

Brand your outgoing emails and keep them consistent. A big reason emails don't get opened, or get quickly deleted once they do, is that they feel like they're coming from out of left field.

Often, this is the result of poor branding. Incorporating your brand's visual identity into every email is essential for reinforcing brand recognition. Without this, recipients may think they're getting spam they didn't sign up for — thereby increasing your bounce and unsubscribe rates.

For regular individual emails, a consistent signature area is imperative. Once set up, it will automatically appear on ALL outgoing emails. For newsletters, a consistent header and footer are needed. Keep it consistent.

Like most things, increasing your readership has many facets and is incremental. One solution doesn't fix all, however small changes will add up quickly.



MARKETING

What pages do I need for a good web site?

We all agree, every business needs to have its own website. But what should you include on your site?

Design is an important aspect of your website, but more importantly, it needs to have all the relevant content that a visitor is seeking. Depending on your business, you will need to showcase different things.

For most businesses this includes:

- * Home
- * About Us
- * Services

Service Area

Online Specials or Coupons

Reviews and Testimonials

Showcase

Blog

- * Contact Us

Pages will vary depending upon your business type, but the most advantageous for most businesses are marked with a *. Sometimes, it works out to combine pages. You could add your service area to either services or about us.

Contact us for ideas, we can either create a brand new site for you or redesign what you already have. [See HERE for ideas!](#)



ASK A TECH

Q: I need a list of my payments for tax purposes. How do I obtain them?

A: A list of all your invoices, as well as current and past services, and your domains, is available online 24/7. You can log into your accounting page [here](#). If you don't know your login info, contact

support and request access. We will happily send your info out to your account email on file.