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



WEB NEWS

A second life for HDD, have you seen?

WD (Western Digital) is about to give HDDs a second life. They're reported to have managed to increase read and write speeds by a whopping 8 times! That's a massive jump, and news that should definitely please all hosting providers and computer owners.



[HDDs \(Hard Disk Drive Wikipedia definition\)](#) tend to cost considerably less than [SSDs \(Solid State Drive Wikipedia definition\)](#) but provide slower data transfers, are physically larger, and consume more power.

Newer model computers (especially laptops) use SSDs, which saves battery power consumption, and save space by being more compact, but they add to the cost. Chip shortages are causing supply issues. Desktop computers may use either, or both, SSD memory for most functions and an additional HDD for massive storage. Budget computers generally use HDDs for economy, sacrificing speed for lower costs.

This new technology for using older technology HDDs is still in the testing phase, and likely won't be available until the end of the year, but the fact that we'll have 8TB drives running at SSD speeds available for HDD prices is incredibly cool.

It is a perfect example of a company (Western Digital) taking their dated, sunset products, and giving them new life and new purpose. If Kodak had made better choices years ago, they would likely be a larger and more profitable company.

Historically, Kodak famously failed to embrace digital cameras, viewing them as a threat to their profitable analog film business, despite inventing the first digital camera in 1975. Management considered it "filmless photography", and feared it would destroy their existing business model, leading to lost market leadership.

Historical Perspective (The Missed Opportunity): *"Cute, but don't tell anyone"*: Kodak's leadership notoriously dismissed their own 1975 invention of the digital camera, worried about cannibalizing film sales.

Email your opinions. What are your thoughts on this?



HOW TO

Does your hosting provider back up your Website?

Most site owners assume yes... but they're usually wrong.

Many hosts do create backups, but often monthly, sometimes less. Plus, restoring the backup can come with a fee. And there's no guarantee the backup they have is complete, recent, or intact.

So when something goes wrong, you're waiting on their support team, hoping they have what you need, hoping it's recent enough to matter.

The obvious fix is your own backup. But let's be honest, most backup programs are complicated to set up and run.

AmeriWeb Hosting provides site backup services free with all of our hosted accounts. We also back up databases. And we do not charge a fee to restore a site. Rotating backups are made and stored on the server your site is on, and (less frequently) at our Plainfield office. We can also provide a zip file, sent by email, for your own records. Just ask us for a copy!

Free backups are one of the services that come with AmeriWeb Hosting. Call or email if you want to learn more.



MARKETING

What are 3 easy things I can do to promote my business online?

Promoting your business, whether on-line or off-line, is a process of small steps. Instead of looking for that one trick that will make you rich, plan on a series of small steps that, when taken together, will promote your business well. Here are 3 to start with:

1. Always use a signature on your outgoing emails. It should include your name and your business name, phone and website URL at a minimum. You can add a slogan and other items, however try to keep it under 8 lines or so. There is nothing worse than receiving an email and having to search your contact list or Google in order to call the vendor by phone. Make it easy!
 2. Make sure your website navigation is easy to use, and clear in concept. Confusing links that are difficult to find makes a site ineffective. Be clear in the pathway and riches will follow!
 3. Make sure your business information appears online in a consistent manner. If you list your phone as (773) 735-5144 don't mix it up and occasionally use 773-735-5144. If your address ends in St, don't mix in Street or Strt. Also North or N, S or South etc are all less than optimal as far as getting a good rank on the search engines. Google sees these as two different citations. You will get better ranking if you are consistent.
 4. I always try to give a little more, so #4 is a freebie. Contact me for a free SEO Optimization report showing tips on optimizing your website to get the best from the search engines. It is free, and will arrive via email as a PDF. Just ask for yours!
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ASK A TECH

Q: I was just assigned the task of updating our website on an ongoing basis for our association. Can you send me the login credentials to grant me access?

A: Absolutely! We need permission from the site owner of record on file, granting you permission for access, OR I can send the credentials to them directly, and ask that they share with you. Security is a concern in today's world, as I am sure you are aware. The site owner can authorize access to your association's accounting area, site control panel, email, and/or FTP. If you get stuck on something, feel free to contact us, many issues have easy solutions and we are happy to help out.