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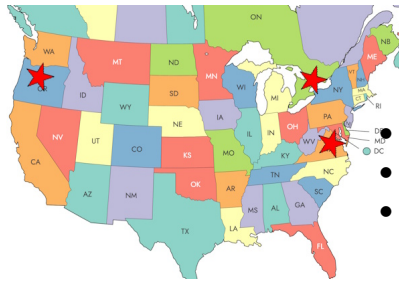


News and helpful information from your friends at AmeriWeb Hosting June 2026



WEB NEWS

WordPress Hosting for all!



As you may be aware, AmeriWeb Hosting currently runs 3 servers.

- Oregon
- Toronto
- Virginia

Our Virginia server is dedicated to efficiently run WordPress sites. We've removed many overhead scripts, including DirectAdmin and cPanel. The result is your site runs just a bit faster on our server, and with less background running scripts, it is slightly more secure.

We include a powerful firewall on each site that protects from hackers and trojans. We include automatic image compression, built in cache system, core updates, plugin updates, template updates, and more all performed automatically. Our hosting always includes hosted and forwarding email, free SSL certificate, and automatic backups. We also include hundreds of **free templates** you can use. Enterprise class computing platform running Fast NGINX Software provides

Hosting Unlimited pages, posts, users, and visitors, all inclusive.

All this, and more for just \$99 per year. That comes down to just \$8.25 per month on an annual basis (or \$9.95 month to month if you prefer). Very competitive hosting pricing, much better than our competitors. With all our extras, we are truly the best value around.

If you want to learn more about our specialized WordPress hosting, visit our info page [HERE](#) or call us! We're glad to hear from you!



HOW TO

How to Get Listed on Apple Maps

Wondering how to get a FREE business listing on Apple Maps? Just follow these simple steps:

1. Go to mapsconnect.apple.com and sign in or create a free account
2. Click "Add My Business" and agree to the Terms of Use
3. Enter the name of your business with your city and state to see if it's already listed. If so, select it, and click "Claim This Business"
4. If not, click "Add New Business"
5. In either case, follow the prompts to add or edit your business info, pin your location, confirm your office hours, and add links to your website, and social media pages.
6. After updating your info, click "Verify" or "Submit to Apple"
7. Click "Call Me Now" to receive a PIN for verification
8. After receiving the PIN, enter it to claim your business!

And that's it! Congratulations on claiming your Apple Maps listing!



MARKETING

What 400 Sites Reveal About Organic Traffic Gains

An analysis of more than 400 websites by Zyppy founder Cyrus Shepard identifies five characteristics associated with whether a site gained or lost estimated organic traffic over the past 12 months.

- The strongest patterns were tied to what a site offers beyond information alone.
- Sites with more of the identified traits were more likely to show traffic gains.

Five features showed the strongest association with traffic gains, measured by Spearman correlation:

1. **Offers a Product or Service:** 70% of winning sites offered their own product or service, compared to 34% of losing sites. Service-based offerings like subscriptions and digital goods, performed well alongside physical products.
2. **Allows Task Completion:** 83% of winners let users complete the task they searched for, versus 50% of losers. Sites don't need to sell anything to score here.
3. **Proprietary Assets:** 92% of winners owned something difficult to replicate, such as unique datasets, user-generated content, or specialized software. Among losers, that figure was 57%.
4. **Tight Topical Focus:** Winners tended to cover a single narrow topic deeply. Shepard noted that a general "topical focus" classification showed no difference between winners and losers, but tightening the definition to single-topic depth revealed the pattern.
5. **Strong Brand:** 32% of winners had high branded search volume relative to their overall traffic, compared to 16% of losers.

Shepard measured brand strength by examining each site's top 20 keywords for navigational branded terms using online data.

For our managed clients, we will be working these points into your current marketing plan. If you market your own site, use these points as a roadmap to improve your organic results.



ASK A TECH

Q: Which has more computing power than the Apollo Guidance Computer that landed humans on the moon?

A: A) A 1990s graphing calculator, B) A digital kitchen scale, C) A singing birthday card or D) A car key fob? The answer's a tricky one, it's all 4. The computer guiding that mission had 4KB of memory and ran at 0.043 MHz. My current desktop has 32,000,000 kb of memory (32gig), and runs at a satisfying 3,000MHz (3 gig). Times have changed!