

## News and helpful information from your friends at AmeriWeb Hosting March 2025

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### WEB NEWS

#### **Coming to a Computer Near You**

Google is testing a new “Ask for Me” feature that uses AI to call local businesses on your behalf, for information about availability and pricing. The feature is available on desktop and mobile for users who have opted into the company’s Search Labs experiments.

The idea is to help users access information without having to actually pick up the phone and talk to someone.

To start, Ask for Me can be used to inquire about services at nail salons and auto shops. If you are enrolled in Search Labs, you can access the new feature by searching for local services like “oil change” or “nail salons nearby.” You will then see an “Ask for me” option with a “Get started” button.

You’re then prompted to enter details about that service, such as a “tire replacement,” “factory scheduled maintenance,” “french manicure,” “nail art,” and more. From there, you can enter information about time frame. Google’s AI will then make calls to local businesses on your behalf and send you a summary of prices and availability.

The launch comes as Google has been looking for ways to help users save time when contacting businesses with the help of AI. Last year, the company released a feature called “Talk to a Live Rep” that places a call to a business on your behalf, waits on hold, and then gives you a call once a live representative is available.

The feature gets rid of the need for users to wait countless minutes, and sometimes hours, listening to hold music trying to get connected to a customer service agent.

Available in limited areas and for a small number of business classifications at present, we can't wait for the full roll-out!

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## HOW TO

### Using your Website's Footer Effectively

Your website's footer area is more than just a place for copyright information; it can be a valuable tool for boosting credibility, ease navigation, and hopefully driving conversions.

A website footer appears at the very bottom of every page on your site. It's an extremely important area that often goes overlooked but serves multiple functions. Your footer should include essential information, like contact details, copyright and legal information, and social media links. While seemingly small, people have learned to check the footer for certain information.

A well-designed footer is more than just a footnote. It's a valuable space that should provide:

- 1. Contact Information**

Your footer should be a convenient hub for visitors to connect with you. Include your phone number to encourage visitors to call, your email address or a form for inquiries, and your physical address if you have one. Don't forget to add links to your social media profiles using attractive and visible icons. This encourages visitors to connect with you in various ways.

- 2. Copyright & Legal Information**

Transparency is key, so your footer should clearly outline your legal and privacy information. Include a copyright notice to protect your original content. Provide easy-to-find links to your privacy policy and terms of service pages. This builds trust with your visitors and ensures they understand how you handle their data. If applicable, include a disclaimer or cookie policy to address specific concerns or limitations.

- 3. Navigation**

Another crucial component when designing a footer for your website is including a menu. Navigation makes it easy for users to navigate your website and helps visitors quickly find the information they want. Don't forget to include links to important pages on your site, including your blog (if you plan to have one). This ensures easy access to key areas of your website.

- 4. Call To Action (CTA)**

Finally, consider adding a CTA to your footer. Encourage them to subscribe to your newsletter to receive exclusive updates and offers. You can also use this space to promote a specific product or service. Alternatively, consider offering a valuable free resource like an ebook or webinar to entice visitors to take the next step.

For a free evaluation and suggestions about your current site's footer contact us!

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## **MARKETING**

### **Finding good and profitable keywords for your site is the hardest part of SEO**

This is a list of "do's and don'ts" that can provide a good starting point.

#### **Strategies to Try:**

- Use the [Google keyword planner](#) [free]. This is useful tool, as it gives you a list of keywords that may be relevant and profitable to your site. As always, manually weed out the ones that are unlikely to produce results or are unrelated to your business. EX: when looking for web hosting keywords, the planner may also display webbed fishing nets.
- Go for keywords with a good "CPC" (cost per click). The best way to determine the CPC of a keyword is by using Google's keyword planner.
- Use Long Tail Keywords, which are simply phrases people may use to find you. Example: web hosting, web hosting chicago, managed web hosting, web host. These may not get a lot of traffic, but are nuggets that may pull a few hits per month. And it all adds up.

#### **Strategies to Avoid:**

- Don't use keywords with a CPC higher than \$1 (or even better: less than that). Extremely popular keywords could cost \$10 or more. I have seen some over \$100. Don't bother with those unless you can drop a lot of money! Trying to stay under \$1 per click makes the most sense for most businesses.
- Don't "over-stuff" your pages or articles. Some people tend to use too many keywords in their articles (5 or more), it's not something you should do.
- Don't use keywords with a low monthly search volume (less than 1,000 in most cases). If you do that, you'll either get no results or very few.

As always, we are here to help if you need marketing support. Just call us!

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### **ASK A TECH**

**Q:** What is the difference between a jpg image and a jpeg image?

**A:** There is no actual difference between "jpg" and "jpeg" - they both refer to the same image file format, "Joint Photographic Experts Group" (JPEG), with the only distinction being that "jpg" is simply a shortened version due to older operating systems limiting file extensions to three characters. Essentially, they are interchangeable on modern systems.