



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



[WEB NEWS](#)

Personality Types Cheat Sheet

This article written by Audrey Woods, Administrative Assistant, as it is very inciteful. You can see all of her articles [HERE](#).

Although no two customers are exactly the same, most fall into one of four buyer personality types; analytical, amiable, assertive, or expressive. Changing your approach based on which of these buyer types your customer most seems to fit, should lead to happier customers and more successful sales.

In the infographic below, there's a short explanation of each buyer type, as well as how they are best communicated with. Use these as a guideline to keep your customer service in tip-top shape!

4 Buyer Personality Types

ANALYTICAL



CUSTOMERS WITH THIS PERSONALITY TYPE ARE TYPICALLY VERY DATA-DRIVEN. THEY LIKE FACTS AND RESULTS AND TYPICALLY ASK A LOT OF QUESTIONS. WHEN SPEAKING WITH THEM, IT IS USUALLY BEST TO STICK TO THE POINT AND STAY VERY LITERAL. GIVE THEM SPACE TO ASK QUESTIONS, AND LET THEM DRIVE THE CONVERSATION.

AMIABLE



THESE TYPES OF CUSTOMERS VALUE RELATIONSHIPS AND TRUST. WHEN SPEAKING TO THEM, IT IS IMPORTANT TO MAKE SMALL TALK AND RELATE TO THEM. TAKE THE LEAD IN THE CONVERSATION, BUT DON'T RUSH IT. MAKE SURE TO GIVE THEM PLENTY OF TIME TO MAKE ANY DECISIONS YOU ARE ASKING THEM TO MAKE.

ASSERTIVE



A CUSTOMER WITH AN ASSERTIVE PERSONALITY TYPE IS TYPICALLY VERY DIRECT AND TO THE POINT. THESE CUSTOMERS VALUE EFFICIENCY AND CAN COME OFF AS IMPATIENT. IT IS USUALLY BEST TO KEEP CONVERSATIONS WITH THEM SHORT AND TO THE POINT, WHILE MAKING SURE THEY KNOW YOU VALUE THEIR TIME. LET THEM LEAD THE CONVERSATION, AND MAKE IT A POINT NOT TO STRAY OFF TOPIC.

EXPRESSIVE



THOSE WHO FIT INTO THIS PERSONALITY TYPE ARE TYPICALLY VERY OUTGOING. THEY WILL VALUE RELATIONSHIPS SIMILARLY TO THOSE WITH AMIABLE PERSONALITIES, BUT THEY WILL PREFER TO DRIVE THE CONVERSATION. THEY ARE INTUITIVE AND EMOTIONALLY DRIVEN, SO STREAMLINE ANY DATA YOU SHARE WITH THEM AND KEEP CONVERSATION PEOPLE FOCUSED.

View our Marketing Minute Archive at:
<https://www.lessitermedia.com/category/marketing-minute/>



HOW TO

I am running a server in my closet ...

This is an excerpt from someone with questions: *I am hosting a single website from a server in my closet. It works on a single port forward from my public IP address. I have a domain registered via DynDNS. This all works fine. Now I would like to host two websites on that one server. How can I do this?*

- **There are many reasons why this is not a recommended solution, except for experimental sites or educational purposes.**
- **HACKERS** love these sites. They break in, and start sending out emails by the millions, all on your tab. They can also re-code your site to send malware or trojans to your visitors. AMERIWEB regularly scans our clients' hosted sites to ensure they are not infected.
- **UPDATES** tend to be lax. And out of date software is insecure. AMERIWEB keeps all software up to date, from the server operating software, to programming scripts like PHP.
- **RELIABILITY** is suspect. Depending upon your ISP, they may throttle access to your site, or worse, your connection may regularly go down. AMERIWEB has multiple connections to each server to eliminate this concern.
- **RULES** are usually explicit. Most ISPs do not allow for hosting, and if you are caught, your account is subject to termination. And this, unfortunately, brings down your site(s).
- **UTILITY** cost is a factor, even in your closet. AMERIWEB pays for all electric, heating/cooling, phones and communications, as well as security, technical salaries, even janitorial services. We also perform regular backups at no cost to our customers, and are a resource, should you run into any problems.

You get a lot of services with our hosting, for a very reasonable price. For more information see [HOSTING](#)



MARKETING

What is Google's E-E-A-T

E-A-T (Expertise, Authoritativeness, Trustworthiness) has been a cornerstone of Google's Search Quality Rater Guidelines for years. Recently, Google added a new "E" to the mix – Experience.

Understanding and optimizing for E-E-A-T strongly correlates with SEO success.

Google recognized that first-hand experience is critical to expertise and credibility for many topics. This is especially true for "Your Money or Your Life" (YMYL) topics, where the content can impact a person's health, financial stability, safety, or well-being.

By expanding to E-E-A-T, Google is signaling that it values the content creator's credentials, reputation, and direct, real-world experience with the topic.

It's important to note that E-E-A-T is not a direct ranking factor in Google's search algorithm. Instead, it is a guideline used by human quality raters to evaluate the overall quality of search results.

However, Google uses the data from these evaluations to improve its algorithms. So, while E-E-A-T is not a direct ranking signal, optimizing for it can indirectly improve a site's search performance over time.

To demonstrate a high level of E-E-A-T, brands and content creators should focus on each of the four components:

- **Experience:** Show that your content is created by people with direct, first-hand experience with the topic. This could be through author bios, "behind the scenes" content, or by directly referencing personal experiences within the content itself.
- **Expertise:** Demonstrate your subject matter expertise through the depth and accuracy of your content and author credentials and by citing reputable sources and studies.
- **Authoritativeness:** Build your brand's authority by consistently publishing high-quality content, earning coverage and mentions from other respected sites, and growing your reputation within your industry.
- **Trustworthiness:** Be transparent about who is behind your content, provide clear contact and customer service information, maintain a positive reputation, and follow ethical content practices.

Google has advised against publishing AI-generated content without human review and editing. The company clarified that using AI isn't inherently against guidelines, but the content must be evaluated for accuracy, usefulness, and compliance with other quality guidelines.



ASK A TECH

Q: I ordered a domain name in error. Can I get a refund?

A: Domains are pretty much permanent, however if caught early enough, we can reverse the purchase. This is a function of the registrar, not ours. If in doubt contact us.