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[WEB NEWS](#)

Stop using DOC: Your old Word files are fragile, risky, and slow

If your digital archives still house rows of DOC files, you're essentially using old and insecure files. It's time to trade them in for the DOCX standard.

It's been nearly two decades since Microsoft introduced the Office Open XML standard with Microsoft Office 2007, yet these legacy DOC files still haunt our hard drives, and linger in email attachments. DOC's internal structure is much harder for security tools and forensic software to analyze, than that of modern structured formats like XML. Back in the day, DOC files were commonly exploited for macro viruses. A hacker could hide malicious, self-executing code inside a document, and you wouldn't know it was there until your files were encrypted or your emails were hijacked.

When Microsoft switched to DOCX in 2007, it didn't just add an "X" for style—it completely overhauled the file architecture. By separating document content from executable code, DOCX drastically reduces the risk of hidden macros running without your knowledge. In contrast, old DOC files could quietly harbor malicious scripts, making every attachment a potential security trap.

The old DOC format was built for an era of floppy disks and local storage. DOCX uses ZIP compression, which Microsoft says can make files "up to 75% smaller" than their legacy DOC equivalents, saving you precious gigabytes of cloud storage space.

Upgrading to DOCX unlocks the full power of the modern cloud, and it is easy to do. Simply use the SAVE AS and select DOCX as your file type when working with your files. Avoid SAVE AS a DOC file whenever possible.



HOW TO

Don't Make a Customer Work to Contact You

Let's start with a simple truth: if a customer has to work to contact you, they won't.

They'll just tap the next business on Google Maps and move on with their day like nothing ever happened. Harsh? Maybe. True? Absolutely. We live in a world where people want instant food, rides, answers, and yes... communication. If your business only offers one outdated way to get in touch (looking at you, "call us during business hours"), you're creating friction. And friction is the silent killer of conversions.

Now for the good news, Google just made this easier than ever. You can now set your primary communication method directly on your Google Business Profile, whether you prefer a text message, Facebook Messenger, WhatsApp, or phone. Our recommendation? At the very least, enable texting. People LOVE texting businesses, because it's quick, low-pressure, and lets them reach out without committing to a full conversation. Right now, go into your profile attributes, and make sure your preferred communication method is clearly set, so Google knows how to connect customers with you. Think of it this way: you're not just giving options, you're removing excuses for customers not to contact you.

The easier you make it to reach you, the more leads you'll capture, simple as that. Businesses that win on Google Maps aren't just the most visible... they're the most accessible. If this all sounds like one more thing to manage, don't worry, that's something we do automatically for all of our managed, or marketing accounts.

FREE TIP: Be sure your contact information is showing on your email

signature. You can write a great email, but if they can't easily find you, prospects often won't search any further.



MARKETING

The Best Thing in the World to Market Your Business

When you show up at a meeting, you're actually doing the best thing in the world to market your business.

I'm not talking about selling. Just by showing up, you're marketing yourself.

A quick conversation reminds them you're out there, ready to do business with them.

But after the meeting, the people you've just seen are off to take care of the rest of the things they had on their list for that day.

And the next day? You've probably been forgotten, because they're now headlong into the rest of their week.

It's been long known in the business world that it takes between 7 and 22 "touches", to get someone to do business with you. Even if they already know you, it takes more than that one recent encounter to generate a sale.

A "touch" may be another meeting, a follow up call, a card, an email, a social post, a text - any way that reminds them about you, and gets you back to the top of their list of people to connect with.

22 touches seems like a lot - and you'd be right to think that way - but in this world of instant communications - where we are barraged by people wanting to reach us - it's important to show up on a consistent basis.

Email is by far the best way to consistently show up.

It's easy to create, easy to send, and stays visible in the recipient's inbox, until they takes action on it - a passive reminder that you're out there, ready to do business with them.

Your emails don't have to be long, they just need to be sent.

Just show up.

And this newsletter is a gentle "touch" reminding you that I am here, always ready for you if you need help.



ASK A TECH

Q: I purchased a new computer from a major retailer about a year ago, and it stopped working. I know this is outside your services, but what can I try to bring it back to life?

A: We had a 1 year old computer stop working as well, and learned a valuable lesson in making it work again.

The easiest solution to try is to remove the cover and blow out any dust, dirt or animal hair. It tends to collect inside these machines, and forms the perfect insulation --- making them run hot. A cooler machine is a happier machine. If that is not successful, or only partially so, consider new thermal paste between the CPU and heat sink. Costing only a few dollars, it is a budget-friendly solution.

Thermal paste (or thermal compound) is essential for conducting heat from a PC's processor (CPU/GPU), to its heatsink, preventing overheating.

HOWEVER this requires removing the CPU, something not for the faint of heart. When re-inserting it into the socket, if you bend or break one of the tiny contacts, you will need to buy another CPU, often costing hundreds of dollars. We had ours done by a professional IT repair shop for \$65, and they didn't bend anything. Quite a bargain, overall!