



# Letter from the Editor

Web Site Hosting - Design - Marketing - Management

## News and helpful information from your friends at AmeriWeb Hosting November 2024

**NOTE:** Big Tech's sneaky algorithms control your email. They decide what you can see. That's why I need you to do me a huge favor: Reply to this email with something like, "Hello." That simple action tells Big Tech and your phone or internet provider you want my emails they continue to arrive in your INBOX, and are not in jeopardy of being delegated to your spam or junk folder. Thanks, as always.



### WEB NEWS

#### How to Grow Your Email Subscriber List

As many as 30% of email addresses go bad every year, according to Clearout LLC.

This is often due to people moving, job changes, companies merging, and changing of email service providers – like someone switching from AOL to Gmail and forgetting to let you know.

How do you overcome list shrinkage?

Here are 5 simple ways to continue growing your subscriber list:

- Insert a pop-up subscribe form on your website
- Use a sign-up QR code on your business card, signage or other print media
- Post your subscribe URL on your social media channels
- Add a clickable link in your email signature
- Run ads on Google, Facebook, or other services

Don't have a subscriber list yet? Contact us and we can help get one started for your business.



### HOW TO

#### Transferring Your Domain to AmeriWeb has Free Benefits

We try to save you money whenever we can. And transferring your domain from your current registrar to AmeriWeb Hosting provides these benefits:

- We charge less than GoDaddy and other registrars (To renew your .com on GoDaddy, for instance, costs \$21.99. We charge \$12.95)
- Our average profit on domains is 90¢ -- we're not funding our 401k by charging you a lot!

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- Free Domain Privacy
- Free email forwarding accounts
- Easy Management -- we do the work for you
- Everything you need in one place
- Free Domain Defender Protection
- Custom WHOIS Records
- DNS Management
- Your transfer includes additional time on your registration that's added to the end of your current expiration
- We monitor your renewal date, and will remind you, no lost domains!

Transferring is easy and requires just two steps. First, go to your existing registrar and unlock the domain name. Second, ask the registrar for your transfer authorization code (sometimes called an EPP code). Most registrars make it easy to copy this code from your account.

Provide this code to us, and your transfer commences. It can take five days for the domain to transfer, but you don't need to do anything during this time. Your site will continue to run without pause. No down time!

If you prefer, we can handle this as well, at no extra cost. Contact us to find out how.

NOTE: Some domain name registrars make it needlessly difficult to transfer domains. Some will delay sending the authorization code to you. All registrars are required to allow you to transfer your domain name, and it only takes a few minutes.



## **MARKETING**

### **Does Google penalize sites with shared physical address or phone number?**

If you attempt to use the same phone number for multiple Google my business profiles, you may encounter issues with verification, or your listings may be removed.

Having the same phone number for different businesses is problematic for Google. Using an extension for the same number may work, or may make things worse. There are no specific examples to cite on this.

If you use the same address, and add a suite number, this may work. HOWEVER, Google may ask for additional information to verify. Most common is asking for a video showing your location, your name on the wall, your business license showing the location. Having your own, separate entrance helps, but is not possible when renting a chair at a salon, for example.

The error you are likely to see is duplicate location error. You can make the argument that others do it, and maybe you yourself had had success using the same phone number for multiple businesses or web sites. Hey, it's Google. Best answer is: There always seem to be exceptions, and people who get away with things until they don't.

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### **ASK A TECH**

**Q:** What does URL stand for?

**A:** Uniform Resource Locator. A URL is the web address for any resource on the internet — webpages, images, documents, whatever. Use this fun fact to win a few bets.

AmeriNews is published approximately 10 times a year by AmeriWeb Hosting for our customers, friends and those curious about our business. If you have a question for our ASK A TECH section, email it to [support@ameriwebhosting.com](mailto:support@ameriwebhosting.com)

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AmeriWeb Hosting, Marketing, Web Designs, eCommerce.

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