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News and helpful information from your friends at AmeriWeb Hosting October 2025

NEWSLETTER UPDATE: *We have updated our newsletter template, removing the right panel of useful links. This is due to Outlook, Microsoft, Gmail and others automatically labeling any email with multiple links as spam.*

By removing the links previously found on the right, our email is deemed to be clean and allowed into your inbox. Silly rule, but justified. If you have any comments or suggestions, please feel free to contact us.



WEB NEWS

3 AM And All is Well!

Some people who know me think I'm completely off my rocker because I do my best work in the middle of the night. While the the world is sleeping, I'm sitting with my coffee (yes, coffee at 3 AM - don't judge me), enjoying the logic of coding web sites.

I'm not alone in what some say is madness. Some pretty impressive people did their best work after everyone else went to bed - Einstein figured out relativity in the wee small hours of the morning, Tolkien created Middle-earth by lamplight, and Bob Dylan penned his greatest lyrics when normal people were dreaming.

Newsletter writing isn't quite on par with discovering the theory of relativity, but there's something calming on being able to focus without the phones ringing, people visiting, or my wife wanting me to stop coding to take out the garbage . Yes, it happens, life is a challenge.

And I get to check all those WordPress emails that get sent out automatically each night. From security updates, to failed login attempts by hackers, I receive them in quantity. And check each one to ensure it is resolved properly.

Next time you have a project to work on, consider joining me in the wee hours. I'll probably be working hard!



HOW TO

Newspapers VS Google

A few years ago, when newspapers realized that Google News and Craig's List were eating their lunch, the bean counters in charge, started to cut costs.

One of the ways they did that was to slash editorial budgets.

Content is content, they said. We can share content between papers.

So that's why you started seeing articles in your local newspaper about distant towns. Or auto ads in the classifieds for cars that were 200 miles away from you.

The bean counters were happy.

But...

...it accelerated the downward death spiral that newspapers were battling.

Some very smart and experienced people say we are looking at a deep business decline, and you should cut business costs to survive. Others say the economy will continue as it is, challenging but workable.

My own opinion (no I am not one of those very smart and

experienced people, but I do monitor trends carefully) is as business owners, we ALWAYS should be monitoring costs, cutting fat while not trimming the muscle that propels our businesses.

While others are cutting advertising, marketing, payroll, and the muscle of their business, a smart business owner will keep their business in front of existing customers and new prospects. Day after day. Week after week.

I am of the opinion a website is the muscle of your business, reminding your existing customers you are still around, and ready to take care of them, and giving prospects a place to discover you exist, and to learn more about you. The cost is minimal in the grand scheme of things.

Consider adding to your marketing, especially if we are approaching a downturn. AmeriWeb Hosting can help boost your website responses. We are SEO experts. Our goal is to make your phone ring, and we're pretty darn good at it. Call or email for more information.



MARKETING

One Idea can Grow Your Business

Sylvan Goldman, the Oklahoma grocer who invented the shopping cart in 1937, had a problem that prevented him from increasing sales at his store. The women who frequented Goldman's stores (and in the 1930s, they were mostly women) stopped buying when their hand baskets were full. I can imagine Goldman sitting in his office after a long Saturday, thinking about the problem, and thinking, "How can I grow my business by making it easier for these women to shop?"

With a larger basket, his customers could buy more things. Since the basket would be too heavy to lift, Goldman put it on wheels, using a folding chair for the frame. His "prototype" was a bit bulky, but Goldman thought it was good enough for a market test.

Like most entrepreneurs, Goldman found that his target market was extremely resistant to change. He studied his customers' complaints: women said the cart reminded them of a baby stroller, and men objected because pushing a cart didn't seem "manly enough."

Convinced he had a good idea, Goldman hired men and women to push the carts. He also added an assistant to offer the carts to customers at the entrance to the store. It worked. The carts caught on, Goldman patented his invention, and made enough money to become one of Oklahoma's multimillionaire philanthropists.

Goldman also sought to grow his business by offering better service to his customers. And like any successful entrepreneur, he had a solid exit strategy, licensing his shopping cart patent to a company that improved the product to the telescoping baskets we use today.



ASK A TECH

Q: I have an old script that requires PHP 5.6. My entire website runs fine with the latest version, 8.4, except for this script. Is there an easy way to make this work?

A: If your script is running in its own subdomain, or a unique folder, you can easily specify a different PHP version by inserting this line into that particular folder/subdomain's .htaccess file:

AddHandler application/x-httpd-php56 .php

Other PHP versions can also be specified. Remember to use two digits, ie 5 won't work but 56 or 80 will.

Just use discretion when using this method, as older PHP versions are outdated, less secure and tend to run noticeably slower than the latest.