



Letter from the Editor

Web Site Hosting - Design - Marketing - Management

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



WEB NEWS

Viruses, Trojans and Worms, OH MY!

Viruses, Trojans and Worms on your computer are bad. The terms are often used interchangeably, but each is distinctly different.

A computer virus attaches itself to a program or file, enabling it to spread from one computer to another, leaving infections as it travels. Like a human virus, a computer virus can range in severity: some may cause only mildly annoying effects, while others can damage your hardware, software or files. Almost all viruses are attached to an executable file, which means the virus may exist on your computer, but it actually cannot infect your computer, unless you run or open the malicious program.

A VIRUS cannot be spread without a human action, (such as running an infected program) to keep it going. Because a virus is spread by human action, people will unknowingly continue the spread of a computer virus by sharing infecting files, or sending emails with viruses as attachments in the email.

A WORM is similar to a virus by design, and is considered to be a subclass of a virus. Worms spread from computer to computer, but unlike a virus, it has the capability to travel without any human action. A worm takes advantage of file or information transport features on your system, which is what allows it to travel unaided. The biggest danger with a worm is its capability to replicate itself on your system, so rather than your computer sending out a single worm, it could send out hundreds or thousands of copies of itself, creating a huge devastating effect. One example would be for a worm to send a copy of itself to everyone listed in your e-mail address book. Then, the worm replicates and sends itself out to everyone listed in each of the receiver's address book, and the manifest continues on down the line. Due to the copying nature of a worm and its capability to travel across networks, the end result in most cases is that the worm consumes too much system memory (or network bandwidth), causing Web servers, network servers and individual computers to stop responding. In recent worm attacks such as the much-talked-about Blaster Worm, the worm has been designed to tunnel into your system, and allow malicious users to control your computer remotely.

A TROJAN HORSE is full of as much trickery as the mythological Trojan Horse it was named after. The Trojan Horse, at first glance will appear to be useful software, but will actually do damage once installed or run on your computer. Those on the receiving end of a Trojan Horse are usually tricked into opening them because they appear to be receiving legitimate software or files from a legitimate source. When a Trojan is activated on your computer, the results can vary. Some Trojans are designed to be more annoying than malicious (like changing your desktop, adding silly active desktop icons), or they can cause serious damage by deleting files and destroying information on your system. Trojans are also known to create a backdoor on your computer that gives malicious users access to

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your system, possibly allowing confidential or personal information to be compromised. Unlike viruses and worms, Trojans do not reproduce by infecting other files, nor do they self-replicate.

Use good virus protection software. We like Avast (CZ), AVG (NL), TotalAV (UK), Norton (US), PC-Matic (US). All have free versions! but there are many others out there. McAfee (US) tends to use a lot of system resources, so it noticeably slows some systems, especially older machines.

Install a good firewall. Most virus protection software suites include a firewall built in.

Keep your operating system updated. Windows can easily be set to update in the middle of the night for you. Windows will patch any exploits it finds for free, there is no logical reason not to stay updated. While updating Windows, also periodically update other software running on your computer.

Use caution when opening files received by email, or clicking on links. If you don't know who sent you some files, better to leave them unopened, until you can verify who sent them to you. Note, a good virus program will always check incoming email for infections, yet another reason to have one!

According to the FBI, slightly over 80% of all infections occur when someone opened a file that arrived by email.

Think about it!



HOW TO

Hey, email marketers. How's it going?

Would you respond to an email marketer greeting you like that? Well, 64 percent of consumers did so, finds research highlighted yesterday in Inc. Magazine.

So your parents were right, "hay" may be for horses — but smart B2B marketers do use the greeting 'hey' once they talk to prospects. So perhaps the key to remember here is the research shows "hey" greetings see the best email response rates — 64 percent — **after** there's an accepted informal situation.

The original research points out that it's far better for emailers to include a greeting than not:

- Hey: 64 percent
- Hello: 63.6 percent
- Hi: 62.7 percent
- Greetings: 57.2 percent
- Dear: 56.5 percent
- All emails: 47.5 percent

NOTE: This information was taken from Target Marketing Magazine

My own favorite (and not the top choice) is Greetings. I often have a subject line of 'Greetings from AmeriWeb Hosting', adding my business name to help differentiate my email from the abundance of spam out there.

As always, use the greeting that makes the most sense for your business.

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MARKETING

The Most Effective Emails Share a Simple Format

In a world of short attention spans and crowded inboxes, the most effective emails share a simple formula:

one picture, about 20 lines of text, and one clear call to action

1. One Picture:

Visuals draw the eye instantly. A single, relevant image captures attention, sets the tone, and supports your message without overwhelming the reader. Whether it's a product shot, a happy customer, or an on-brand graphic, keep it clean and focused.

2. About 20 Lines of Text:

Less is more. Instead of long paragraphs, limit your message to about ten lines. This encourages quick reading, keeps the focus on your key message, and respects your readers' time. Use clear language, short sentences, and formatting (like bold or bullets) to improve scannability.

3. One Call to Action (CTA):

Your email should guide the reader to take a single next step—whether that's clicking to learn more, scheduling a call, or making a purchase. Don't distract with multiple links or asks. Make your CTA stand out, and ensure it aligns with your goal.

When you stick to this format, your emails become easier to digest—and much more likely to drive results.



ASK A TECH

Q: I need a copy of all invoices paid to AmeriWeb Hosting for my accountant. How do I obtain them?

A: Simply log in to our accounting area and download each in PDF format. Shortcut to our accounting area is found [HERE](#). If you need help logging in, please let us know and we will help!