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



WEB NEWS

Satellites and Ocean Cables

Your email and website exist because of a hose at the bottom of the ocean. Not "the cloud." Not satellites beaming your Amazon Shopping down from space. The internet has more than 600 cables lying on the ocean floor, stretching over 900,000 miles, carrying nearly every email and stock trade on Earth.

Near shore, cables are armored and buried. In the deep, each cable is about the width of a garden hose. Inside, the fibers are as thin as a human hair.

That hair carries your banking information. Roughly \$10 trillion in transactions crosses these cables every day. Your paycheck has been to the bottom of the Atlantic more times than Jacques Cousteau.

About 200 cable faults happen per year, and boats and anchors cause two-thirds. In late 2024, a cargo ship's anchor dragged the seabed over 100 miles, cutting two Baltic cables. Not an oops, it was like a plow.

When a cable breaks, a repair ship drags up the ends, crews splice them by hand, and lower the cable back down in the ocean. The whole planet has about 60 cable ships, but less than 20 for repairs.

The internet running your bank and before-bed FaceTime is maintained by a crew smaller than some school districts.

Can Starlink replace this? Nope.

More than 10,000 Starlink satellites are up there. When a cable gets cut, they're a real lifeline. They kept Ukraine online when the wires got bombed.

But a lifeline isn't the main line. Add up every satellite from every company, and you get about 50 terabits of data per second. The cables move around 8,750 terabits. Do the math and the entire satellite network, all combined, carries less than 1% of what the cables do. Satellites are a rounding error.

Amazingly, even satellites don't escape the hoses. Those signals land at ground stations and plug into fiber cables.

It's downright miraculous that the internet runs on a hair inside a hose at the bottom of the sea. And happily, it brought you this message!



HOW TO

Easily Lock Your Computer When Away

Walk away, Windows locks: A quick coffee run can leave your PC and everything on it wide open. Pair your phone over Bluetooth, then go to Settings > Accounts > Sign-in options > Dynamic lock. Once your phone moves out of range, Windows locks automatically. One less thing to remember when you leave your desk.

This is one of the easiest security measures we've seen, and yes, we use it!



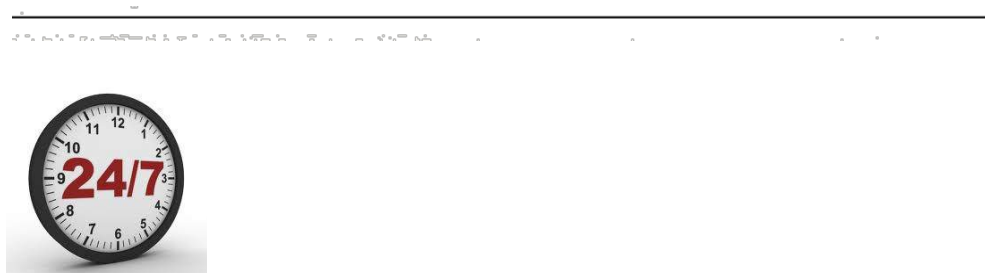
MARKETING

If Google Searches Provide Zero Clicks

6 out of 10 Google searches end with zero clicks. You search, you read Google's answer, you leave. And when an AI Overview shows up? The zero-click rate jumps to 83%. This is horrible if you are relying on organic search results to help your business.

Some Ideas to help:

1. Utilize Google Maps
2. Focus on local marketing, and ensure you are up to date
3. Utilize geographic keywords (city/state/county/etc)
4. Strengthen your social media accounts
5. Use off-line methods to promote your website
6. Use a periodic newsletter to generate interest in your products/services
7. Consider adwords
8. Ensure you are listed on Bing, Yahoo, DuckDuck, and AOL



ASK A TECH

Q: Why can't I just buy a list of emails and start sending to millions? Just a fraction of a percent is a decent profit.

A: I get asked about this a lot. Please don't.

Email is by far the best-producing marketing tool — verified by research and data.

The moment you do an email blast a purchased list, your spam complaints spike, and email providers like Gmail and Outlook take notice. That can tank your sender reputation. Once that happens, even your legitimate outgoing emails start landing in spam. For ALL of your outgoing emails, not just to that list.

Purchased lists are also full of outdated addresses, spam traps, and people who have zero interest in your business.

Build your list the slow way. Offer something valuable — a guide, a discount, a free consult — in exchange for an email address, always with permission.

If you're not yet using email marketing, you're missing out on one of the most powerful tools to grow a business or non-profit. I'll help you get started with an email program, and with a newsletter. Just contact us for ideas and pricing.