

Subject: AmeriWeb Hosting April 2018 eNewsletter
From: Publisher <newsletter@ameriwebhosting.com>
Date: 3/25/2018, 7:01 AM
To: robert@ameriwebhosting.com



News and helpful information from your friends at AmeriWeb Hosting
April 2018



WEB NEWS

Cell Phones and Your Business

On 3 April 1973, Martin Cooper, a VP at Motorola, made history by placing the very first cellphone call. Appropriately enough, he called his rival at AT&T's Bell Labs, which is globally regarded as the first public mobile phone call.

And then in 2007, the iPhone took everyone by surprise. "...an iPod, a phone, and an internet communicator. Are you getting it?" a smug Steve Jobs asked a crowd in San Francisco. "These are not three separate devices. This is one device. And we are calling it, iPhone. Today, Apple is going to reinvent the phone... and here it is."

This occurred thirty-three years after the world's first cell phone call was made. Slightly more theatrical, Steve Jobs demonstrated his new invention by dialing a Starbucks cafe in San Francisco to order 4,000 lattes, making the first public phone call from the very first iPhone while a hushed auditorium filled with journalists watched.

In between those calls, the cellphone morphed from a chunky plastic giant to a slender glass slab that doubles up as a computer and camera.

The world's first cell phone device was 9 inches tall, comprised 30 circuit boards, had a talk-time of 35 minutes, and took 10 hours to recharge. It was called "the brick" and weighed about as much.

Today's iPhone 5 weighs just under 4 ounces and is not quite 5 inches tall and is under 1/3 inch thick. It is more powerful than computers used 30 years ago to run entire countries.

Today's smartphones can plan your entire schedule, record it in video or still pictures, and communicate around the world in many different ways. But even more exciting innovations, like phones that maybe wrap around our wrist and read our feelings from our voice are right around the corner.

How does this relate to a web site? Check this out:

- 95% of Americans own a cell phone, and 77% of those are smart phones.
- 95% of mobile searchers are looking for something local
- 59% of mobile searchers use their cell phone to research items while inside a store prior to making a purchase
- 45% will comparison shop prices while inside a store prior to making a purchase
- 45% of businesses state wireless is essential to operations

AmeriWeb Links

[Visit us on Facebook](#)

[Site Control Panel](#)

[WebMail](#)

[Accounting & Invoices](#)

[Make Payment by CC](#)

[Support](#)

[Knowledgebase](#)

[Domain Names](#)

[Hosting](#)

[Design](#)

[Packages](#)

[Site Marketing](#)

[Site Management](#)

[Credit Card Processing](#)

[Advanced Spam Filtering](#)

[About Us](#)

[Our Guarantee](#)

[About Our Servers](#)

[History](#)

[News](#)

[Portfolio](#)

[Testimonials](#)

eCommerce

[Sell Products On-Line](#)

[Accept Credit Cards](#)

Site Packages

[\\$1995 Custom Sites](#)

[\\$895 Premium Sites](#)

[\\$199 Flyer Sites](#)

[Do It Yourself Sites \\$9.95/month](#)

[Site Redesigns](#)

[Site Management](#)

Web Hosting

[Managed Hosting](#)

[Bulk Space](#)

Web SiteBuilders

[\\$99 SiteBuilder](#)

[\\$299 CMS WebSites](#)

Site Tools

[Website Marketing](#)

[Website Redesign Services](#)

[Website Management](#)

[Accept Credit Cards](#)

- 35% of internet users are mobile only - meaning, they do not access the internet for browsing from any other device
- 71% of smartphone users that see TV, press, or advertising that interests them will immediately do a mobile search
- The average American smartphone user spent nearly 30 minutes a day checking or updating social networks

Making a web site that loads quickly and ranks well on the major search engines has become a necessity. If you aren't in the game, then you are losing out on a sizeable chunk of business.

All of our web sites are designed to display well on everything from tiny cell phone screens to full desktop systems. Our fee is much less than you'd expect for what we offer, and we hand code all sites because we can build in search engine optimization from the start. Contact us to learn about our web packages, they cost less than you'd expect.



HOW TO

How to Compress your Web Site for Faster Transfer

When you open a web page in your browser, it downloads the files before displaying. If you could make your site download faster, either by increasing the connection speed or by making the files smaller, then your site will display faster.

You and I cannot affect the connection speed of a visitor. HOWEVER we can reduce the file size they are accessing. And it is easier than you'd think.

Built in to many servers (all of ours) is a program called gzip. By adding a few lines of code you can cause our server to compress your site before sending. The visitor's browser will recognize the gzip files and uncompress at their end, and it is virtually instantaneous.

All of our designed sites include the code to call gzip already, but if you are hosting your own site or wish to verify it is installed, simply FTP into your site and edit your .htaccess file in any text editor. Look to see if this code is in the file. If not, simply add it.

```
#Gzip
<ifmodule mod_deflate.c>
AddOutputFilterByType DEFLATE text/text text/html text/htm text/plain
text/xml text/css application/x-javascript application/javascript text/javascript
</ifmodule>
#End Gzip
```

Enabling gzip is a simple process and it does make your site display faster.

NOTE: gzip does not compress graphics those you will need to compress individually before uploading.



MARKETING

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. One caution: Referring to the original source of the findings shows this is definitely not a B2B marketing situation.

So your parents were right, "hay" may be for horses — although B2B marketers do use the greeting 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.

Haden and the original research point 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 article was taken from Target Marketing Magazine, and can be read in full here](#)



Q: *Am I locked in to using email from AmeriWeb's servers or can I use another?*

A: AmeriWeb Hosting provides great and secure email hosting that is sufficient for most businesses and groups. HOWEVER, if you wish to use another system we can easily change your DNS to forward all email to another. We do this with gSuites, Google's email solution. The forward causes email to bypass our server totally, going from the sender into gMail automatically. Call if you have any questions.

Q: *What is the easiest way to convert files to a PDF?*

A: Now I am not cheap, I'll spend the money to get what I need to work. But I am certainly quite frugal. We use doPDF because it works well. Did I mention that it is free?

Using it is very easy. Basically it adds a new printer to your system. When you are ready to create your PDF, simply print it to doPDF and it saves the complete PDF file to your computer. [You can read about this FREE program here](#)

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

AmeriWeb Hosting
(773) 735-5144

AmeriWeb Hosting, Marketing, Web Designs, eCommerce.

Your email, **robert@ameriwebhosting.com** is subscribed to our mailing list
To unsubscribe from our mailing list visit: [Unsubscribe](#)
To update your preferences visit: [this link](#)
Forward a Message to Someone visit: [this link](#)