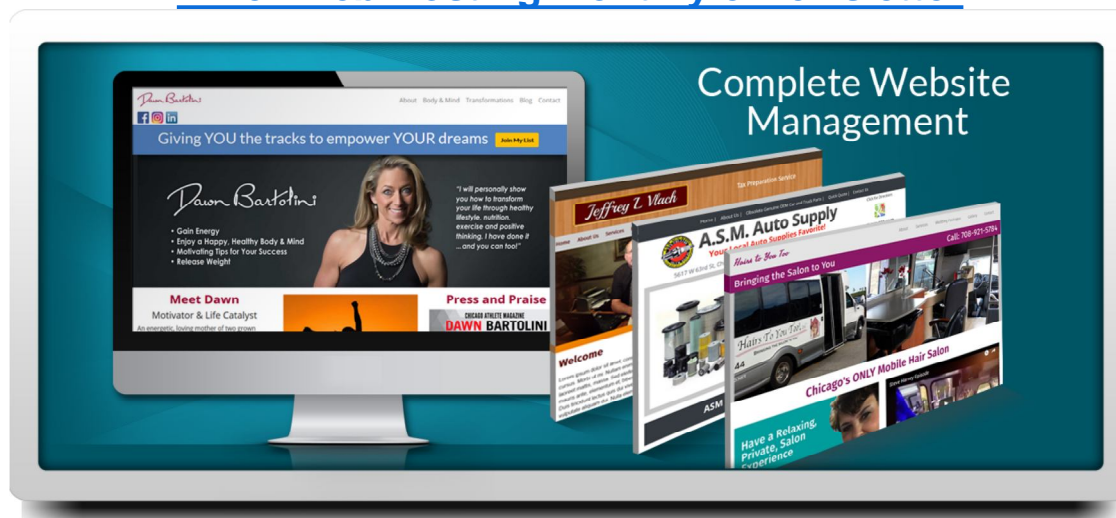


**Subject:** AmeriWeb Hosting April 2019 eNewsletter  
**From:** AmeriWeb Hosting <newsletter@ameriwebhosting.com>  
**Date:** 3/29/2019, 3:30 PM  
**To:** robert@ameriwebhosting.com

## AmeriWeb Hosting Monthly e-Newsletter



### News and helpful information from your friends at AmeriWeb Hosting April 2019



#### 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 sub-class 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.

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#### Site Tools

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 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.

There are 4 things to help protect your computer.

1. **Use good virus protection software.** We like Avast (it is free!) but there are many others out there. McAfee tends to use a lot of system resources so it noticeably slows some systems, especially older machines.
2. **Install a good firewall.** We like ZoneAlarm (it is free!) but there are many others out there. Many virus protection software suites also offer a firewall built in.
3. **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.
4. **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.

According to the FBI, slightly over 80% of all infections occur when someone opened a file that arrived by email. Also note, a good virus program will always check incoming email for infections, yet another reason to have one! Think about it!



## HOW TO

### What to do when your computer begins acting up

Computers are finicky. I think we all agree. And when they act up we all give serious thought to using them as boat anchors and going back to 2 cups and a long string. At least the string always seems to work!

If your computer worked well before now, and you didn't install any new programs, do updates (or throw it across the room) there are several things to try before calling in a

tech.

- If an error code appears on your screen, do a Google search on the error code or phrase. Sometimes someone else had the same problem and published how to fix it. Note, some solutions are like brain surgery so only attempt something your skill set allows. Asking a tech for help, even if you are smarter than the tech, is nothing to dread. A good tech understand the relationship between seemingly unrelated modules and will check multiple things to find a solution. Plus a good tech writes down what is tried, and can revert things back if his changes are not productive. Nothing worse than trying to unfix someone else's fixes when trying to figure out a problem!
- If it is an accessory that is acting up (like a printer or scanner) simply try turning off the device then turning it back on again. Sometimes reloading its little processor is all that it takes.
- If that doesn't help, try rebooting your computer. NOTE we did the external device first. This forces a driver reload, and sometimes that will correct a corrupt driver.
- Last thing to try is rebooting your WIFI. Find the device with one or more antennas that is connected to your modem (the cable tv device that is connected to the wall). If you don't have a WIFI device it is probable that it is built in to your modem. Simply reboot that device. This will stop your TV for a few moments until everything logs back on.

If that doesn't work, then additional, more complex steps are necessary, including deleting and reinstalling drivers, BIOS updates and more. These are actions I would not recommend you take unless you are familiar with computers.

Break something and you might be the proud owner of that new boat anchor!



**MARKETING**

## 6 Mind Blowing Referral Sales Statistics

Source: Hubspot and Referralsasasquatch

1. 84% of buyers now kick off their buying process with a referral. And high ratings on Google or another online source is considered as reliable as a face to face recommendation.
2. 9 in 10 buying decisions are made with peer recommendations.
3. The lifetime value for a new referral customer is 16% higher than non-referrals.
4. 92% of respondents trusted referrals from people they know.
5. 84% of B2B decision makers start the buying process with a referral.
6. Companies with formalized referral programs experienced 86% more revenue growth over the past 2 years when compared to companies without a referral program.

The moral of the story: ASK YOUR FRIENDS, FAMILY and CUSTOMERS if they know of someone who can use your services. BTW do you know of anyone who needs work on their internet presence? I would sincerely appreciate an introduction!

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## ASK A TECH

**Q: I was asked to watch for a postcard by mail for my website marketing. Why do I need an address for my site to rank well?**

**A:** Google, Bing and others like to verify you exist. In the past people would have multiple sites, sometimes hundreds, and could exclude other business owners from ranking anywhere that buyers would see them. The solution is to verify by address. It helps level the playing field a bit.

Note we can exclude your exact address should you be working from home. They will simply omit your address from online searches, but would still rank your business higher as THEY know you exist.

**Q: This month I ran out of questions to answer here, so I am sharing a couple of jokes. If you get them you may be a nerd.**

**A:** Windows supports real multitasking - it can boot and crash simultaneously.  
--Moan!

**algorithm** *-noun* Word used by programmers when they do not want to explain what they did.

**cache** *-noun* Word used by internet techs when they do not want to explain what they did.

Try not to moan too loudly.

AmeriNews is published approximately 10 times a year  
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If you have a question for our ASK A TECH section, email it to  
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