

## [AmeriWeb Hosting Monthly e-Newsletter](#)



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



#### **cPanel Announces Control Panel Price Increase**

cPanel is the control panel we use to administer each of our clients' web sites. It is used for such things as statistics, email admin, ftp and password-protected directories. This is where we set up SSL Certificates and tens of other functions easily. We purchase a license for cPanel at our cost.

I have just been notified that there is a general price increase being processed, effective immediately. Many other hosts are being hit with substantial increases, as much as a 287% bump in costs.

#### **HOW THIS AFFECTS YOU:**

We are insulated from much of this, and plan to hold the line on prices, at least for the time being. No price increase at this time, we will do our very best to absorb any increase in costs.

If you want to learn more, you can either contact me OR read a thread discussing this [HERE](#).

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## HOW TO

### What are some things I can do to improve my Google Ranking?

While keyword selection is probably the 900# gorilla in the Google arena, there are other ways to ensure Google is receptive to your website and ranks it well.

- Include your keywords in your title tag
- Include keywords in your description tag
- Ensure you have a security certificate installed and in use. Test your site by going to <https://yourdomain.com> -- note the S in https. All of our hosting plans include a free SSL Certificate
- Fix all broken links ---they hurt your ranking
- Increase your website load speed. Optimize all css files, graphics etc
- Ensure you have a small screen version of your site that loads quickly--Google is fanatical about these items, and if your site is lacking in any area, you are hurting your rank.

If you would like a free analysis of your site, go to our web site (<https://ameriwebhosting.com>) and click on the FREE SEO AUDIT button on the bottom right. It will arrive by email as a PDF file.



## MARKETING

### Use Coupons to Generate More Sales and Customers

Here are some raw facts we've found online that may help you to offer coupons for your business. **QUESTION: What are the habits of online coupon users?**

- Nearly 80 percent of consumers use coupons regularly
- 80 percent of those consumers describe themselves as "promotion-sensitive"
- If offered a coupon, 91 percent of coupon redeemers say they would visit a retailer again
- Nearly 60 percent of consumers made a purchase because a coupon was offered
- 62 percent of consumers average of 2 hours per week searching for coupons and deals

When it comes to **social media and coupons**, Phil Frost of Main Street ROI says "brands should use social media channels as well as other marketing techniques to advertise coupon campaigns."

67% of consumers will "like" a brand's Facebook page to receive a saving of 25 percent or more

71% have searched online for a coupon after being made aware of it on social media

54% have used a coupon found on social media

28% will share deals on social media

17% will Tweet or Retweet a deal from a brand on Twitter to save 25 percent or more

Finally, email coupon campaigns:

93 percent of consumers said they are quite likely to use coupons received via email

40 percent share the deals they receive via email with their friends  
70 percent said they utilized a discount or coupon from an email within the last week  
Companies see an 82 percent open rate from their consumers

If your business relies on **REPEAT** business, consider giving a \$1 coupon good for their next visit. Consumers are likely to keep it, along with your business name, phone number, hours, etc.

If you are seeking **NEW** business, consider giving a "buddy" coupon, where your customer can give it to a friend or family member. Let your customers do some of your selling for you!

If you need some help with coupons, give me a call. No coupon necessary for you, a valued reader of our newsletter!

Sources:

"Why Coupons Work [Infographic]" . Blog.Hubspot.com

"Surprising Mobile Ecommerce Statistics that Will Change the Way You Do Business." .

KISSmetrics.com

"US Mobile Users Turn to Smartphones, Tablets to Redeem Coupons." . EMarketer.com

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### ASK A TECH

**Q: Which is better, a .com or .org domain extension?**

**A:** ".ORG is trustworthy for non-profit sites, or sites related to social-work. .COM is trustworthy for commercial sites. In eyes of Google, both are same."

**Q: I have a bunch of sites hosted on a server, and they keep getting hacked. I don't host with AmeriWeb, but would like to know if you can help me?**

**A:** Absolutely! Our servers are hardened so it is very hard for someone to hack in, especially to hack into multiple sites at once. It is very rare for this to happen to our customers.

WHAT YOU CAN DO:

1. Change all of your passwords
2. If you use any scripts (such as Wordpress), make sure you are running the latest version on both wordpress AND all plugins.
3. Ask your current host to perform a security check for you.
4. If all of this fails, we are glad to work with you and move your sites over to one of our secure servers. Call!

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](mailto:support@ameriwebhosting.com)

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**AmeriWeb Hosting**

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