



Letter from the Editor

News and helpful information from your friends at AmeriWeb Hosting
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WEB NEWS

What are Website Citations in SEO

A local citation is any mention of your business's name, address, and phone number online. Many SEOs believe they're a key ranking factor for local SEO. Citations appear in lots of different places: business directories, social networks—anywhere someone might be looking for information about local businesses.

Citations are considered a ranking factor for local SEO. Making sure that your website is listed in trusted sources lets Google know that your business is legit and actually exists.

To be most productive, they should be identical from one site to the next. EX: (312) xxx-xxxx and 312-xxx-xxxx are seen as different citations, and lose some power. Also ensure your address is identical, using ave Ave Rd rd etc or don't use it. Consistency is the prime consideration with citations.

AmeriWeb Hosting offers the service of obtaining 300 citations without a lot of typing. Because Google is picky about too many citations at once, we automatically spread them out over 3 months. Our regular price is \$25 for all 300 citations, but if you drop us a line this month, we have a drastically reduced price just for our subscribers and customers. Call or email for particulars!



HOW TO

How Often to Send Out Newsletters (Without Annoying Your Subscribers)

Sending an email newsletter is a fantastic way to stay connected with your customers and prospects. But how often should you send them without annoying your subscribers?

Sending out too many emails can lead to unsubscribes, and sending out too few can make you forgettable. Finding that perfect balance is important. This ensures that you achieve success in your email marketing campaigns.

Besides, your subscribers are more engaged and interested in your content when there's a right balance in your email frequency. The best thing is that it also doesn't make them feel overwhelmed or bombarded by excessive emails.

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If you ask me what is the ideal frequency in which you should send out your newsletters, I may not be able to give you the perfect answer.

That's because the best frequency for your email newsletters depends on various factors including your business type. It may depend on the specific goals of your business, the nature of your audience, the type of content you share, and more.

A good rule of thumb is to send newsletters no more than once a week and no less than once a month. This range allows you to stay connected with your subscribers, without flooding their inboxes. And you can always adjust your mailings over time.

Many successful marketers have their own schedules for sending out their newsletters. And many of them don't necessarily follow the above thumb rule.

According to research, 33.33% of marketers send out email newsletters on a weekly basis, and 26.7% send out on a monthly basis. It also revealed that 13.3% of marketers send it out on a daily basis.

We send our own newsletter out monthly, because it seems to work for us.

Some marketers segment their mailing lists, and allow their subscribers to choose the frequency. Nice!

Whatever method you choose, the use of a newsletter is an efficient way to stay in touch with your customers and prospects.



MARKETING

Are Recent Google Updates punishing Good SEO?

How recent Google updates appear to punish good SEO
Cyrus Shepard ran a 50-site case study to see if recent Google updates are targeting common SEO practices. Here's what he found:

- Losing sites were far likelier to have more anchor text variations per page, than winning sites.
- Losing sites appeared to be updating their content more frequently (yes, more!) than winning sites
- On average, losing sites used more structured data than winning sites.

As you can imagine, this goes directly the opposite of conventional SEO wisdom, and past practices. We are monitoring further. Because it was a small sampling (50 sites only), it is possible the data is not accurate. More to follow on this as we monitor Google results.



ASK A TECH

Q: I have an old PHP script that requires an older version of PHP to run correctly. Can I get it downgraded?

A: Yes, we can do this, **HOWEVER**, bear in mind older versions of PHP tend to run slower, are less secure, and have less features. Most of the time PHP is backwards compatible so the latest version should run.

We recommend you contact the author of the script, and see if an updated version is available. If not, contact us, and we will explore options, which include using an older version of PHP.