AmeriNews Newsletter December, 2013

WEB NEWS

Season's Greetings from AmeriWeb Hosting!

2013 has been an interesting year for web marketing:

- Google performed two major updates this year, knocking many sites from first page ranking. The latest, performed in November, is still being corrected by our people. If you lost rank on Google, hang in there. We are working on it. Google does not publish a list of rules, much of it is simple trial and error. Were still working to increase our managed clients' rankings.

- Yahoo disappeared and was merged into Bing.

- Bing continues to struggle against Google.

- Search engines for on-line merchants continue to make selling bulk items on-line virtually profitless. If you offer a unique item, however, there are great opportunities! Custom or uncommon items are profitable. Adjust your product mix to include items not found elsewhere and you will survive and thrive.

- The sales tax uncertainty continues. Some merchants are collecting sales tax for all 50 states (even when not required to). Some are digging in their heels and refusing to collect sales tax across state lines, as per the Federal Interstate Commerce Commission rules. We are watching this carefully and will keep you up to date.

2013 has been an interesting year for businesses in general:

- Health Care has been a worry for all, and continues to be a concern for small businesses. The one bright spot, business owners are only obligated to offer insurance IF they employ over 50 employees. Under 50 and you are exempt. Whew! AmeriWeb Hosting is under the 50 employee limit. How about your business?

- The economy continues to improve. Unemployment is improving. Sales and other economic activity is better. Coincidentally the improvement coresponds with the ending of 2 wars and their toll on our economy. This isn't the venue to discuss right or wrong, appropriate or inappropriate. But hopefully the politicians are noticing this. Well, we can hope!

- The government partial shutdown paused the economy as consumers held their breath and stopped shopping. Now that government has resumed, the economy is improving again.

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

Hopefully the politicians are noticing this as well. Well, we can hope!

2014 has great prospects. Lets all hope for the best and work our businesses to their fullest!

HOW TO

Here are 3 helpful html code snippets to insert into your web site:

- **Display the current year.** Great for those pesky copyright notices at the bottom of each web site. Insert this code and you will see 2013 appear. After 23:59:59 on December 31, it will automatically update to 2014. NOTE: This reflects the server date, and not necessarily the visitor's computer date.
  <script type="text/javascript">
  var d = new Date();
  document.write(d.getFullYear());
  </script>
  OR, add *©* to get the copyright symbol.
  OR, add it all plus a link:
  © <script type="text/javascript">
  var d = new Date();
  document.write(d.getFullYear());
  </script> Ameriweb Hosting - Chicago, Illinois
- **You can have a page display for a set number of seconds (approx) then forward automatically to another page.** Useful for landing pages, 404 error pages, etc.
  <META HTTP-EQUIV="Refresh" CONTENT="10; URL=http://ameriwebhosting.com">
  Replace the content 10 with your number of seconds to wait, and add your preferred URL. Remember the " marks. Place this under the title line.
- **Print the web page by clicking a button**
  Print this page

There are many more simple snippets available to do many tasks. Need one? Just ask!

WEB SITE MARKETING

Google Marketing

It appears that Google does not consider any Facebook shares or likes when assigning rank to indexed web sites. Therefore, the only benefit to using Facebook is in the traffic it drives to your site from its own members.

Google+ on the other hand, does help web sites acheive a higher ranking.

Pintrest has not been conclusively tested yet.

The best way to acheive a high ranking on Google still remains to have a well thought out site that loads quickly, use a sitemap, and have high quality inbound links from related sites.

It is hard work, but it pays off in the end.

ASK A TECH

Q: My budget is limited. How can I promote my web site inexpensively??
A: Be sure your URL appears on your business cards, literature and all advertisements. If you have a brick and mortar business, post your URL on the door and at the cash register. Print it on all reciepts, employee uniforms or t-shirts and on your car. You will be surprised at how this helps!

Q: I created a site using your original sitebuilder. Now it appears your new one does not allow me to make changes to the existing site. How do I make modifications?
A: We updated over to a new sitebuilder because the old one was a bit too clunky. The new one has a slightly longer learning curve but is more stable. The other one was also hacker prone. The new one, RVSitebuilder, is stronger in this regard. If you are keeping your old site, it will continue to work indefinitely BUT the proceedure to edit it has a few extra steps.

1. *Log into your cPanel. http://cpanel.ameriwebhosting.com or http://cpanel.yourdomain.com*
2. Under FILES, click on FILEMANAGER
3. Double Click on the icon next to /public_html
4. Highlight the page you want to edit by single-clicking on it. The line will turn blue
5. At the top, click on html-Editor then click EDIT in the pop-up box
6. Make your changes as desired
7. When finished, be sure to click on the SAVE button (located to the left near the top)

All set!

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

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