

**Subject:** AmeriWeb Hosting DECEMBER 2017 eNewsletter

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**To:** robert@ameriwebhosting.com



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Have a question about marketing your website or need design ideas? Contact us and we will talk! Visit [www.ameriwebhosting.com](http://www.ameriwebhosting.com) or call us at [773-735-5144](tel:773-735-5144) for more info.

December 2017

News and helpful information from your friends at AmeriWeb Hosting



## WEB NEWS

Back in the early formative days of Internet search, some wise entrepreneurs actually PRINTED a catalog of websites you could visit. Sites numbered in the thousands, and were categorized by business type. Search engines came along (Yahoo was one of the first) and placed that index online. It grew to hundreds of thousands and they automated the categorization process by searching for keywords, which were entered by the webmaster in the code. People being clever about these things, it wasn't long before keywords were not accurately describing the site, but instead designed to capture large amounts of 'hits'.

Fast forward to today. Keywords are found not in a line of code, but inferred from the content of the site. Titles, bold copy, bulleted text, even alt tags on messages are used to classify a website for search engines. A properly written article is gold in indexing terms. But you do have to make sure the article does what is intended, whether to sell a feature, inform the reader, or whatever. There is definitely a balancing act between indexing well and informing the reader. Fail at either and you fail at both.

Google today indexes hundreds of millions of web sites and is considered to be the 900 pound gorilla in the search arena. They regularly change their algorithms and webmasters need to keep up with what is

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required so web customers rank well.

SSL certificates and the ability to display a website in encrypted mode was long considered a way to increase your ranking. Now, it seems a secure website is the norm and instead of increasing your ranking sites will LOSE status if a SSL is not present.

Websites MUST load quickly. Google rewards sites that load in under 3 seconds and penalizes sites that take too long to load. How long is too long? Nobody but Google knows for sure but there is a consensus that 7-10 seconds is too long.

In the past, backlinks were king. If other sites linked to yours, both sites would get a bump in ranking. Then the algorithm changed and the sites needed to be industry-related. Backlinks between a car dealer and a pizza delivery service were useless. Now, the concept of linkless backlinks is coming into play. If you want to hear about this concept, call or email me. It is important and easily implemented, although it requires consistency over time.

Websites must plan for the future. Things like SERP Features, Structured Date, Relevance 2.0, linkless backlinks, personalized search results, and the newest contender VOICE SEARCH PHRASES.

If your webmaster isn't working on these concepts with your site, or worse, if he/she doesn't know what they are, time to light a fire under their binary hiney. They do take a while to introduce into a web site, and will typically take months to complete. But work should begin.



## HOW TO

How to Begin Using Your Hosting Site's cPanel Control panel

You can log in via <http://yourdomain.com/cpanel>  
(or securely when using a public computer) at <https://yourdomain.com:2083>.

Enter your login and password. If you forgot or lost yours, just contact AmeriWeb and we will send it out to you again.

In the PREFERENCES area I recommend you start out by clicking on the GETTING STARTED button, which will prompt you to change your password and enter your email address.

[Video tutorials are also available here.](#) I don't recommend you change the style or language, however you can if you choose to. It won't break anything.

As Always, contact support if you have any questions or issues.



## MARKETING

One of the best ways to customize your website is to modify it to reflect on upcoming holidays. And with Christmas right around the corner, you have an opportunity to tell your business' story. If prospects get to know your "story" they will begin to know you, and that is the beginning of a business relationship.

Stories are great for giving your customers a behind-the-scenes look into your business. Action shots are best, showing you or your employees actually doing something for the holidays. Show a quick video of your company's decorations, holiday sale items arriving and being unboxed, or different ways your company celebrates the holidays with baked goods or parties. If you make a holiday charitable, donation ham it up with a short movie or picture showing you handing a check to the recipient.

Telling your holiday story is easier than you'd think. Include links or pictures on your website. Print posters for your shop. And don't forget press releases.

People like to see businesses acting like real people. This builds trust and rapport with your potential customers. Be memorable, keep it real and have some fun with it!

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## ASK A TECH

**Q:** I read that my website must be PCI Compliant. What is this and does my site qualify?

**A:** In order to accept credit card payments online or offline, you must comply with the credit card associations and networks rules concerning data security, with the objective to protect cardholder data. This has been standardized throughout the payment processing industry under the PCI Data Security Standard (PCI DSS).

You are required to be PCI compliant if you accept any payment cards such as American Express, Discover Network, Diners Club International, JCB, MasterCard and Visa. This includes credit cards, debit cards, prepaid cards and gift cards.

AmeriWeb Hosting builds in PCI Compliance whenever we build a website and you use one of our approved merchant vendors. Your site does not touch the credit card number, instead the bank takes possession of all responsibility and liability for us. Call us to learn more.

**Q:** I purchased a new cell phone and need the settings to access my email. Where do I find them?

**A:** Your settings are available through your cPanel account. Login to cPanel, and click on Email Accounts. Find the email you will be configuring and click on Set Up Mail Client. Your settings will be found on the resulting page. I do recommend you try the Secure SSL/TLS Settings first as they offer better security for you, but the non-Secure settings are also provided as not all phones can work securely.

If you have any questions or issues call me and we will work through them together.

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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AmeriWeb Hosting, Marketing, Web Designs, eCommerce.

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