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To: robert@ameriwebhosting.com

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News and helpful information from your friends at AmeriWeb
February 2020



WEB NEWS

Artificial Intelligence Unveils Digital Human Being



Samsung-backed company STAR announced an artificial intelligence that interacts just like you and I do.

Sometime in the future, a human form will appear on a large computer screen to greet visitors to your office. "Knowing" you by digitally scanning your face, it has the potential to eliminate a receptionist at the front door of your office.

Imagine walking into an office, and an on-screen "person" greets you by saying your appointment is ready.

The demo displays facial expressions that correspond to your interactions. Eventually you will be greeted by a human form that is most appealing to you: Male or Female? Blond or Gray hair?

Sounds creepy, but if set up correctly, it is a useful tool. The human on the screen can't be harmed or robbed, doesn't need breaks or vacation time, and can work without complaint.

I look forward to it, what are your thoughts?

SOURCE:

<https://www.cnn.com/videos/business/2020/01/10/samsung-neon-star-labs-orig.cnn-business>



HOW TO

What is the robots.txt file?

Many websites have a robots.txt file, and it is very useful. Search engines check it first, seeking to understand which pages to index, which to where your sitemap is located. Here is a typical robots.txt file, which is root directory:

```
User-agent: *  
Disallow: check.html  
Disallow: /wp-admin/
```

```
Sitemap: https://ameriwebhosting.com/sitemap.xml
```

You can stack these commands as long as each command is on its own



Find Backlink & Content Opportunities

High-quality backlinks are still one of the most reliable ranking factors on

In a 2018 study, more Backlinks still had the strongest correlation with h rankings, compared to any other factor. On average, the first result had the number of backlinks of result 10. And over 300% the amount of refe

Translation: a diverse backlink portfolio is still incredibly important in 2

But backlinks don't just appear out of thin air.

Buying them isn't an option (Google more than frowns upon this), and pe hand them out for free either.

You have to do your research. Google is an excellent tool for this, but it time consuming to do the checking and ideation manually.

AmeriWeb's Marketing Program helps you identify backlink opportunities automatically. Ask us for a sample printout. We make marketing easy!



ASK A TECH

Q: I am traveling soon, and would like to know how I can vi
securely. I will be logging in via free internet connections
secure.

A: Good question. If you are not using a VPN, then you can still safegu
by accessing it via a browser using secure webmail. Log in using YO
password. <https://ameriwebhosting.com:2096/>

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AmeriWeb Hosting
(773) 735-5144
AmeriWeb Hosting, Marketing, Web De

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