

**Subject:** AmeriWeb Hosting JANUARY 2018 eNewsletter

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**To:** robert@ameriwebhosting.com



Whether you need a fully managed website or just the basics, our services to you can include a fully managed site including all artwork, copywriting, layout and daily management. To save you money, we also offer hosting alone, and with our site builder sites you can create your own site with. We can help manage and market your website. From our Chicago Network Operations Center, we manage our servers and coordinate our design teams, graphic artists, programmers and customer support personnel.

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.

## January 2018

*News and helpful information from your friends at AmeriWeb Hosting*



### WEB NEWS

2017 turned out to be a good year for us and many of our customers. In 2018 I will be doing some late night studying to learn more techniques in promoting websites in the hopes of applying the knowledge to clients' online web sites.

- Google has finally caught on to an old trick, creating multiple websites for the same business. It does make sense in a way, one website for each product line for instance. Now they appear to be cross-matching sites based upon the phone number. The solution, if you use multiple sites, is to display a new phone number on each site. I've located a source of phone numbers you can forward into your main number at a cost of around \$36 per year. Call if you are interested.
- Yahoo has finally sold the bulk of what remains of their once mighty web site search business. The buyer is Verizon at a cost of \$4,500,000,000 (\$4.5 Billion). The Yahoo financial pages were always better than the others, and for years their shop pages were the best in the industry. Today, they still muster a billion page views a month, following Google and Facebook. They are still outpacing Bing. Sad day for those of us who remember when they were the king of search.

As with many of our businesses, if you don't adapt, you will soon be overtaken by those who do. Keep what works for you, and change what no longer does. It will keep you in business, at least until I am writing this newsletter for 2019.

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## HOW TO

Did you know our web servers have a built in virus scanner? And you can decide whether to scan all of your email (useful) or your website itself?

### ITS YOURS FREE!

To scan any part of your web site, enter cPanel and click on the Virus Scanner button.

The screenshot shows the cPanel interface. On the left, there are statistics for bandwidth transfer (1.29 GB / 1,000 GB), email accounts (2 / ∞), mailing lists (0 / ∞), and add-on domains (0 / ∞). On the right, the 'Advanced' section contains icons for WHM, WebHost Manager, Cron Jobs, Track DNS, Indexes, Error Pages, Apache Handlers, MIME Types, and Virus Scanner. The Virus Scanner icon is highlighted with a red border.

This will open a page with 4 choices. You will likely want to use SCAN PUBLIC WEB SPACE and SCAN MAIL as your primary choices.

The screenshot shows the 'Virus Scanner' page in cPanel. It has a header with 'HOME' and 'LOGOUT' buttons. Below the header is a navigation bar with 'CPANEL 11'. The main content area is titled 'Virus Scanner' and includes a 'Start a New Scan' section. A note states: 'Scans will automatically stop if they run for more than one day.' There are four radio button options: 'Scan Mail' (selected), 'Scan Entire Home Directory', 'Scan Public Web Space', and 'Scan Public FTP Space'. A 'Scan Now' button is located at the bottom.

Scan your public web space periodically. You can scan your mail daily if you wish to prevent an email containing a virus or trojan attachment from arriving in your email.

As always, any questions, just contact me. I am glad to show you how it is done.



## MARKETING

Well, winter is finally here. Some people are miserable, seeing the traffic, the slush and snow and the cold as the product of a horrible environment that we must all endure until the windchill warms. Some of us see the harsh elements as a perfect reason to get out do some cold calling (no pun intended). At this part of the year, business is typically slower. Less customer activity equates to a slower pace and fewer interruptions when making your presentation. Some business owners may be getting bored. Talk to them about their business and how your services can help them increase traffic, make their lives more convenient, save them time or money, or both!

It is time to go out and meet with them now. Sure, you'll have to trudge through the slush, fight traffic and hunt for a parking space. But now is the time of year that they are glad to see a new face walk through their door. They have to be at their business, and you might be the only person they see today. Six months ago they were too busy to talk, and might have been a touch impatient with you. But today, you should visit them again.

And put a smile on your face, you'll likely find they are smiling back!



### **ASK A TECH**

**Q:** What happens to my account if I miss my renewal payment?

**A:** I typically send out several email reminders, then follow up with a phone call. If no response is received, the web site is classified as abandoned and switched off. I don't suspend sites frivolously, but only when I am unable to contact the owner through several means.

**Q:** What happens if I forget to renew my domain name?

**A:** If we manage your domain name, you'll have plenty of notice that the renewal is coming up. If you manage the domain name yourself, you will need to contact the registrar you originally chose and renew through them directly. If your domain is not renewed in a timely manner, the name is eventually put up for sale by the registrar and made available to anyone who grabs it.

Domain names are relatively inexpensive, however if they are not renewed and are sold to someone else, it can get expensive to buy them back from the new owner. Better to stay on top of it and not allow them to expire.

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**

(773) 735-5144

AmeriWeb Hosting, Marketing, Web Designs, eCommerce.

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