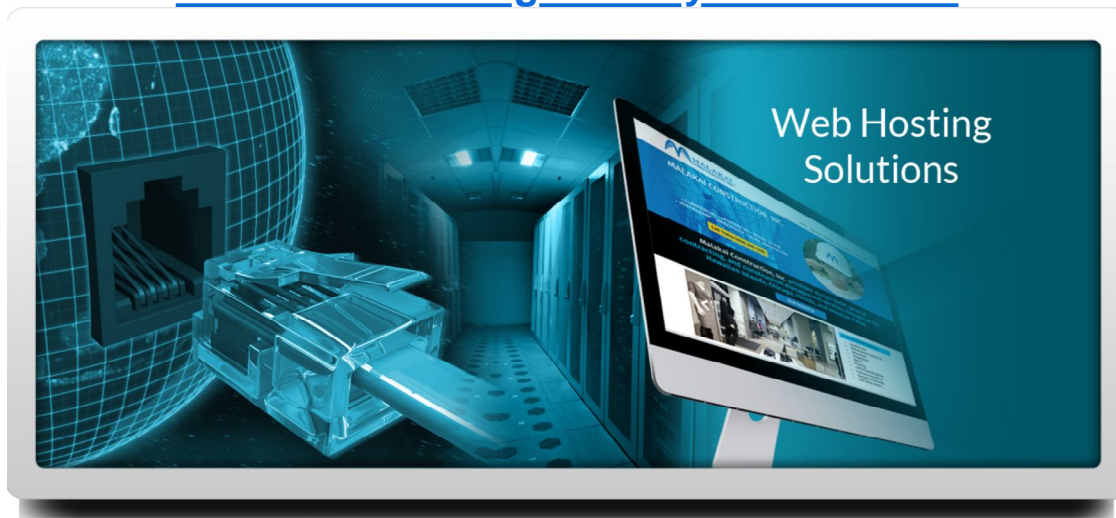



**Subject:** AmeriWeb Hosting January 2020 eNewsletter  
**From:** AmeriWeb Hosting <newsletter@ameriwebhosting.com>  
**Date:** 19/12/21, 6:21 AM  
**To:** robert@ameriwebhosting.com

## [AmeriWeb Hosting Monthly e-Newsletter](#)



### News and helpful information from your friends at AmeriWeb Hosting January 2020

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**CUSTOMERS REMINDER:** You can log into your account and view or download all of your AmeriWeb invoices here:  
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## HOW TO

### **What's the Difference Between Intel Core i3, i5, i7, and X CPUs?**

While AMD is making inroads, Intel is by far the number one choice in computer processors. Core processors are great chips for a desktop or laptop, but what's the difference between Core i3, i5, i7, i9, and X?

#### **What's a Core Processor?**

Intel Core processors first came to the desktop in mid-2006, replacing the Pentium line that had previously comprised Intel's high-end processors.

#### **Core i3: The Low End**

Intel Core i3 processors are where the Core lineup starts for each generation. In general, Core i3 processors have lower core counts than higher-grade CPUs. This used to mean that Core i3's started with dual-core processors, but for recent generations, that core count has gone up to four on the desktop.

Those earlier dual-core Core i3's also tended to have four threads, also known as Hyper-Threading. Intel has elected not to double the thread count in recent Core i3 generations; instead, it's building CPUs with four cores and four threads.

Core i3 processors also have lower cache sizes (onboard memory). They handle less RAM than other Core processors and have varying clock speeds. At this writing, the ninth-generation, Core i3 desktop processors have a top clock speed of 4.6 GHz; however, that's only the higher-end Core i3-9350K.

#### **Core i5: The Lower Mid-Range**

A step up from Core i3 is the Core i5. This is often where bargain-hunting PC gamers look for solid deals on processors. An i5 typically lacks Hyper-Threading, but it has more cores (currently, six, rather than four) than Core i3. The i5 parts also generally have higher clock speeds, a larger cache, and can handle more memory. The integrated graphics are also a bit better.

You see new Core i5 processors with Hyper-Threading on laptops, but not desktops.

#### **Core i7: The Top Takes a Step Back**

As of 2017, Core i7 CPUs had Hyper-Threading on desktops, but the more recent generations do not. These processors have higher core counts (up to eight in the ninth generation) than the i5's, a larger cache, and a bump in graphics performance, but they have the same memory capacity as the Core i5's (although, that could change in the future).

#### **Core i9: The New Leaders**

The Core i9 is at the top of the Intel Core pack. This is where you find many top-performing processors, like the Core i9-9900K—a current favorite for gaming.

At the Core i9 level in the current ninth-generation CPUs, we see eight cores, 16 threads, a larger cache than the Core i5 processors, faster clock speeds (up to 5

GHz for boost), and another bump in graphics performance. However, Core i9 CPUs still have the same maximum memory capacity as the Core i5.

### Core X: The Ultimate

Intel also has a “prosumer” range of fancier, high-end desktop (HEDT) processors for enthusiasts, gamers, content creators, or anyone else who needs that level of performance.

In October 2019, Intel announced new Core X parts that range from 10 to 18 cores (Core i9s max out at eight). They include Hyper-Threading, and high boost clocks, although, not necessarily higher than Core i9 CPUs. They also have a higher number of PCIe lanes and can handle more RAM, and they have a much higher TDP than the other Core parts.

### Which Should You Buy?

Core designations refer to relative improvements within a specific generation of processors. As the Core number increases, so do the capabilities of the processors, including higher core counts, faster clock speeds, more cache, and the ability to handle more RAM. At Core X, you also usually get more PCIe lanes.

If you’re a gamer, look for Core i7 and higher. You can definitely game with a newer Core i5, but you’ll get more future-proofing with a Core i7 and up. Content creators should look at Core i7 and Core i9 CPUs, as you’ll want those sweet threads.

For everyday tasks, like web browsing, spreadsheets, and word processing, a Core i3 will get the job done.

Something to keep in mind while you shop, though, is not all Intel Core CPUs have integrated graphics. These processors end with an “F” to designate that they come without a GPU, such as the Core i3-9350KF, i5-9600KF, and i9-9900KF.



### Can you Define Direct, Branded, and Discovery queries?

**Direct searches** are searches for your specific location that return a Knowledge Panel. For example, searching “AmeriWeb Hosting” is a Direct search that will return a knowledge panel (phone number, map, address) in results. These searchers know your business and ask for it by name, often to obtain more information or contact info. Often it is an indicator of successful outside advertising programs that are pushing inquiries to your web site.

**Branded searches** return results for brands. For example, searching “McDonald’s near me” will return a 3-pack showing all of the McDonald’s locations nearby. These searchers also know your business and ask for it by name, often to obtain the closest location. Mostly used when a business has more than one location.

**Discovery searches** return results for information about a product or service. For

example, searching for “coffee return results for Starbucks Coffee, Dunkin, and Peet’s Coffee, among others. These searchers may not know your business, but are searching for a particular product you may be offering. High results here indicate an aggressive program for new business.

It is important to have a mix of queries for best Google usage, but usually one will become your primary avenue.



### **ASK A TECH**

**Q: What is a VPN and why do I need it?**

**A:** A Virtual Private Network is a connection method used to add security and privacy to private and public networks, like WiFi Hotspots and the Internet. Virtual Private Networks are most often used by corporations to protect sensitive data. Using a personal VPN is becoming more popular as public connections are becoming more common. Privacy is increased with a Virtual Private Network, especially useful when your cell phone or laptop connect via public WIFI connections like libraries, restaurants, etc. A good VPN encrypts your data when transmitting, preventing hackers from seeing your account numbers or passwords. A good VPN also hides your location. For instance, you may live in San Francisco, but with a Virtual Private Network, you can appear to live in Amsterdam, New York, or any number of gateway cities.

Security is the main reason why corporations have used VPNs for years. There are increasingly simple methods to intercept data traveling to a network. WiFi spoofing and Firesheep are two easy ways to hack information. A useful analogy is that a firewall protects your data while on the computer and a VPN protects your data on the web. VPNs use advanced encryption protocols and secure tunneling techniques to encapsulate all online data transfers. Most savvy computer users wouldn’t dream of connecting to the Internet without a firewall and up-to-date antivirus. Evolving security threats and ever increasing reliance on the Internet make a Virtual Private Network an essential part of well-rounded security. Integrity checks ensure that no data is lost and that the connection has not been hijacked. Since all traffic is protected, VPNs are preferred over proxies.

[Read more about VPNs here](#)

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