

Subject: AmeriWeb Hosting July 2018 eNewsletter
From: Publisher <newsletter@ameriwebhosting.com>
Date: 7/27/2018, 7:07 AM
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News and helpful information from your friends at AmeriWeb Hosting
July 2018



WEB NEWS

How Big Are Gigabytes, Terabytes, and Petabytes?

Modified from an excellent article by [Brady Gavin](#) on May 25th, 2018

No doubt you have heard the terms megabytes, gigabytes or terabytes thrown around before. Let's take a closer look at storage sizes.

Words like byte, megabyte, gigabyte, and petabyte all refer to amounts of digital storage. It's useful to know exactly what these terms mean (and how they relate to one another) when comparing storage sizes on hard drives, tablets, and flash storage devices.

The smallest unit of storage is called a bit (b). It's only capable of storing a single binary digit—either a 1 or 0. When we refer to a bit, especially as part of a larger word, we often use a lower-case "b" in its place. For example, a kilobit is one thousand bits, and a megabit is one thousand kilobits. When we shorten something like 45 megabits, we'd use 45 Mb.

One step up from a bit is a byte (B). A byte is eight bits, and is about what you need to store a single character of text. We use a capital "B" as a shortened form of byte. For example, it takes around 10 B to store an average word.

The next step up from a byte is a kilobyte (KB), which is equivalent to 1,024 bytes of data (or 8,192 bits). We shorten kilobytes to KB, so, for example, it takes around 10 KB to store a single page of plain text.

Megabytes (MB)

There are 1,024 KB in one megabyte (MB). Through around the late 90's, regular consumer products like hard drives were measured in MBs. Here are few examples of how much you can store in the MB range:

1 MB = A 400 page book
 5 MB = A average 4 minute mp3 song
 650 MB = 1 CD-ROM with 70 minutes of audio

You'll see the number 1,024 a lot in the next few sections. Typically, after the kilobyte stage, each successive storage measurement is 1,024 of whatever the next lower measurement is. 1,024 bytes is one kilobyte; 1,024 kilobytes is one megabyte; and so on.

Gigabytes (GB)

So, it should come as no surprise that there are 1,024 MB in one gigabyte (GB). GBs are still very common when referring to consumer levels of storage. Though most

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regular hard drives are measured in the terabytes these days, things like USB drives and many solid state drives are still measured in the gigabytes.

A few real-world examples:

- 1 GB = around 10 yards of books on a shelf
- 4.7 GB = Capacity of one DVD-ROM disc
- 7 GB = How much data you're using per hour when streaming Netflix Ultra HD video

Terabytes (TB)

There are 1,024 GB in one terabyte (TB). Today, TB are the most common unit of measurement when talking about regular hard drive sizes.

Some real-world examples:

- 1 TB = 200,000 5-minute songs; 310,000 pictures; or 500 hours worth of movies
- 10 TB = Amount of data produced by the Hubble Space Telescope per year
- 24 TB = Amount of video data uploaded to YouTube per day in 2016

Petabytes (PB)

There are 1,024 TB (or around one million GB) in one petabyte (PB). If trends continue, petabytes are likely to replace terabytes as the standard measurement for consumer-level storage sometime in the future.

Real-world examples:

- 1 PB = 500 billion pages of standard typed text (or 745 million floppy disks)
- 1.5 PB = 10 billion photos on Facebook
- 20 PB = The amount of data processed by Google daily in 2008

Exabytes (EB)

There are 1,024 PB in one exabytes (EB). Tech giants like Amazon, Google, and Facebook (who process unthinkable amounts of data) are typically the only ones worried about this kind of storage space right now. At the consumer level, some (but not all) file systems used by operating systems today have their theoretical limit somewhere in the exabytes

Real-world examples:

- 1 EB = 11 million 4K videos
- 5 EB = All the words ever spoken by humankind
- 15 EB = Total estimated data held by Google

This list could go on, of course. The next three capacities on the list (for those of you that are curious) are **zettabyte, yottabyte, and brontobyte**. But honestly, past exabytes, you start getting into astronomical storage capacities that just don't have much real-world applicability right now.



HOW TO

Log into your web site control panel easily

There are many tasks and resources available to you via your control panel. Create new email addresses, forwarding emails, visitor statistics and much more.

If you don't have your login credentials, contact me and I will email them right out.



3 Low Cost or FREE Marketing Ideas You Should Be Using

Sometimes the simple works best. The "old school" method gets you ahead. The early bird gets the worm. The tortoise wins the race. OK, enough with the cliches.

Here are 3 marketing ideas to work with. If each just gets you 1 additional client per year, they are worth triple the cost.

1. Wear a name tag. COST: \$10-20

If you wear your name tag, people will read it and if they have any interest in your business at all, they will strike up a conversation. I sold a website inside Walmart in 2008. They are still clients to this day. Imprinted shirts, jackets, etc also work well, but something about a nametag makes you more approachable.

2. Add an Email Signature. COST: \$FREE

You can add a signature to your outgoing emails that makes it easier for the recipient to contact you back, to find your website and more. Considering the cost is zero, why do so many people make it hard for recipients to find their business name or phone number?

3. Add Your Domain Name to your Business Card. COST: \$FREE

Next time you have your business cards printed, be sure to include your email address and your website URL. This allows another way to contact you, and also allows prospects to see your website and learn a little about your offers.



ASK A TECH

Q: I had access to my site yesterday, but today I can't FTP. What do I do?

A: Call me, we will go through the steps together. There are many reasons this may be happening, too many to speculate here. We can help.

Q: I am repeatedly called by someone claiming to be Google. They state if I don't agree to a free scan of my site I will be removed from Google's searches. Is this true?

A: Just hang up on these callers! First, Google does not remove web sites because you don't accept a free service from them. It is a scam! Second, they really aren't from Google. They are a contractor hired to make cold calls. Agree to it and the cold caller will transfer you to a manager who applies the actual thumb screws.

Don't fall for it!

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