

**Subject:** AmeriWeb Hosting July 2019 eNewsletter  
**From:** AmeriWeb Hosting <newsletter@ameriwebhosting.com>  
**Date:** 6/30/2019, 2:36 PM  
**To:** ameriweb@ameriwebhosting.com

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



News and helpful information from your friends at AmeriWeb Hosting  
**July 2019**



### **Google Search Engine Change**

Google recently announced a change to their search engine results listings. Previously, if a company had many pages, it was possible for them to dominate a search, and have their pages in the top 5-10 or more listings. Unfair to others, I say!

Their change is to limit the number of listings displayed per company to 3. This gives others a chance to show up on the first page as well.

Nice change!



### [HOW TO](#)

**Finding the Best Keywords for Your Site**

#### AmeriWeb

[Visit us on Facebook](#)

[Site Control Panel](#)

[WebMail](#)

[Accounting & Invoice](#)

[Make Payment by CC](#)

[Support](#)

[Knowledgebase](#)

[Hosting](#)

[Design](#)

[Packages](#)

[Site Marketing](#)

[Site Management](#)

[Advanced Spam Filter](#)

[About Us](#)

[Our Guarantee](#)

[About Our Servers](#)

[History](#)

[News](#)

[Testimonials](#)

#### **eCommerce**

[Sell Products On-Line](#)

[Accept Credit Cards](#)

#### **Site Packages**

[\\$1995 Custom Sites](#)

[\\$895 Premium Sites](#)

[\\$199 One Page Sites](#)

[Sitebuilder](#)

[Site Redesigns](#)

[Site Management](#)

#### **Web Hosting**

[Managed Hosting](#)

[Bulk Hosting](#)

#### **Web SiteBuilders**

[\\$99 SiteBuilder](#)

[CMS WebSites](#)

#### **Site Tools**

[Website Marketing](#)

[Website Redesign Se](#)

[Website Management](#)

Researching keywords is a huge task, when done properly. Most people "think" of keywords that you believe others will search for when seeking your company's products or services, then you add them to your site in strategic places like meta tags, alt tags and in the body copy. Don't forget the H1 - H5 lines, titles and such. Whew!

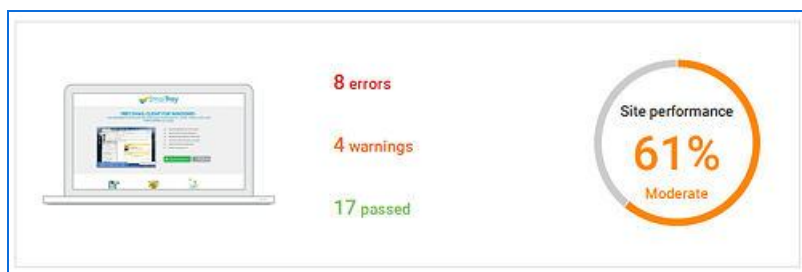
One of the ways I find appropriate keywords is with Google search. Simply search Google for your product or service and see who comes up in the top 3 positions. Then peek at their code and see what keywords they are using. By mimicing the top 3 results, you are positioning yourself to appear at the top as well.

If you are unsure of how to work with coding, keywords or marketing in general, call me. I have many ways to help make your phone ring!



## **MARKETING**

### **FREE SEO Marketing Report Custom for your Web Site**



We recently leased software to test web sites for SEO and code issues preventing a high ranking on Google and Bing. The cost to us is in the hundreds of dollars each month, and it is worth every penny to us and our clients. Each time a test is generated, the report is emailed to you and includes a 29 point inspection and a percentage grade for your site. Other tests included:

- SEO factors that influence site visibility on search engines
  - Majestic Trust Level of the home page
  - Pages indexed by Google
  - Number of links pointing to your site
  - Keyword presence in important areas
  - Domain Trust Flow
  - Domain Citation Flow
  - Web analytics tracking code on site pages
- Keywords in search results
  - Best performers
  - Facebook Likes and Shares
  - LinkedIn
  - Global TrafficRank
  - Site visitors(traffic)
  - Toxic links pointing to you
  - Pages with a non-optimized heading
  - Pages with search engine unfriendly redirects
  - Ease of access to your site for search engines
- Site rankings in search engines
  - Compliance with Google requirements
  - Pages with a non-optimized TITLE tag
  - Pages with a non-optimized Description tag

Pages with a non-optimized URL  
Pages with an excessive number of outbound links

- Technical issues on your site
  - Mobile optimization
  - Page speed score(Desktop)
  - Page speed score(Mobile)
  - User experience score(Mobile)
  - Server issues
  - "Page Not Found" issues
  - Broken images
  - Broken anchors
  - Page access issues
  - Slow response time pages

This report lists 8 pages worth of results specific to your web site. We use it for all of our monthly managed and/or marketed web site clients. If you are considering marketing for your web site, give me a call and let's discuss how to improve your site.

If you would like to see a report generated for your web site, visit us and click on the link at the bottom right. You can obtain a free 8 page report showing problem areas on your site. It is free!

<https://ameriwebhosting.com>



### ASK A TECH

**Q: I need to market my web site better. How do I proceed?**

**A:** This is a wide topic, too much to be specific with in this short column. Keep reading our newsletter, as we often have tips you can apply to your site. Other ideas include holding a contest where people have to visit your site to enter, e-coupons and more.

Just having resources on your site that interested visitors can view is always a help, too. Call me and we can have a more precise discussion. I am glad to talk with anyone about web sites!

**Q: I read that On-line videos are an important component to web marketing. Is this true?**

**A:** Absolutely! Web site marketing isn't just one thing you do. It is the sum of multiple components applied to your site. Google keywords is a large portion, and this can be further divided to include mobile data, articles or a blog, videos and more. Then mix in Facebook and/or other social media. Finally top it off with off-line marketing which includes

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)

**AmeriWeb Hosting**  
(773) 735-5144

AmeriWeb Hosting, Marketing, Web Designs, eCommerce.

Your email, [ameriweb@ameriwebhosting.com](mailto:ameriweb@ameriwebhosting.com) is subscribed to our mailing list  
To unsubscribe from our mailing list visit: [Unsubscribe](#)

To update your preferences visit: [this link](#)  
Forward a Message to Someone visit: [this link](#)

POWERED BY [PHPLIST](#)