

Subject: AmeriWeb Hosting July 2020 eNewsletter
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Letter from the Editor

News and helpful information from your friends at AmeriWeb Hosting July 2020



WEB NEWS

What are Meta Descriptions and Meta Title codes?

Your Page Title tag is the first thing people see when searching for your site. It is used by Google, Bing, Yahoo and most others. Be sure to include your best keywords as it is important!

Low Cost Domain Names - AmeriWeb Hosting

<https://ameriwebhosting.com/domains.html>

AmeriWeb Hosting Discount Domain Names. Pricing Comparison Unfortunately, most registrars make it very difficult to determine exactly what their fees are. Our competitors frequently advertise one price, ...

This is our listing for domain names on Bing

Your Page Description is the first impression that Internet Searchers get after reading your Page Title on the search engine's results page. Many of these Web searchers will decide whether or not to click to your site, based on your page description. Most search engines use the Meta Description tag for the Web page's description.

The Meta Description tag is also used for indexing your site with almost all major search engines, although it is rumored that Google no longer does.

For these reasons, make sure that your Meta Description tag is descriptive, unique, clear, concise and contains keywords that people use when they are searching for your site. Do not use for example, "This is Company XYZ's Home Page". This is neither descriptive nor unique. Also, use different descriptions for different pages. This will allow your results to be unique in the results page if multiple pages from your site are displayed together.



HOW TO

Web Design Ideas To Achieve on Your Site

Here is a list of goals I use when working on a web site. NOTE: It is not feasible to do ALL of these on any one site, and IMHO it might just be impossible. But, if you can hit many of these your site will produce for you.

1. Modern, Clean & Elegant Design
2. Easy to navigate
3. Include your Logo and tagline
4. Professional color scheme
5. Clear images, sized and compressed for fast display
6. SEO optimized
7. Keywords specific to each page
8. Site must be fully responsive for small or large screens
9. Clear call to action Button
10. Lead Generation Forms like GET INSTANT PRICE
11. A Good FAQ pages which answers all your Website Related Questions
12. A page showing Reviews given by your clients
13. A Free estimate / Free Quote in all pages
14. Logos of all certifications your Business acquired
15. Social Media Links
16. Newsletter Subscription Page
17. Hours of Operation

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- 18. Address should be clear and Phone Number should be clearly visible from all pages
- 19. Phone numbers and email should be clickable
- 20. SSL Certificate Installed

Again, you won't be able to do ALL of these on each site, but you can certainly do some to help your marketing.



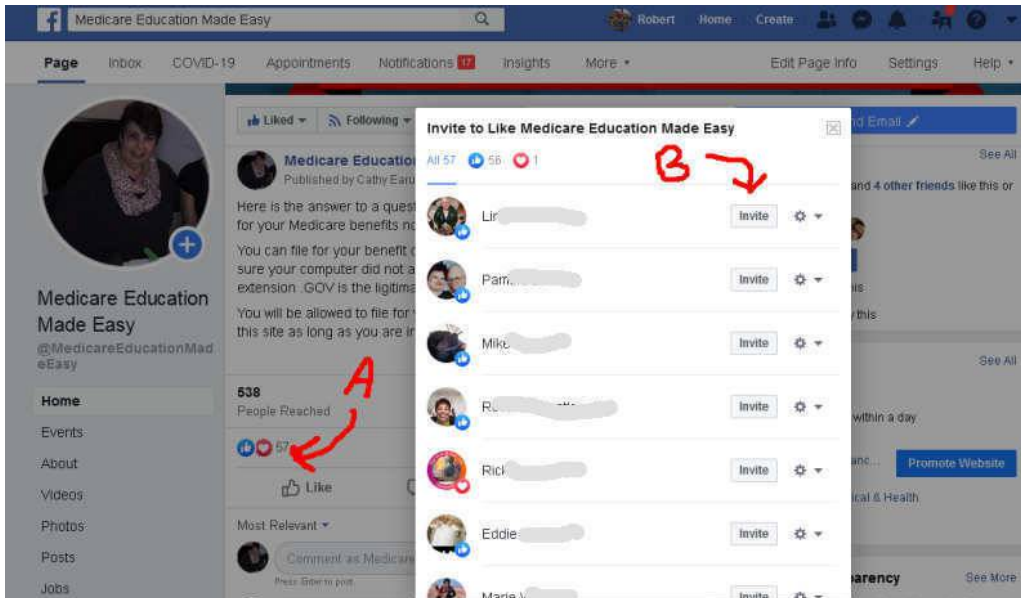
How do I get more likes on Facebook? I seem to be stagnating.

While there are many strategies to increase your "likes" on Facebook, they all revolve around 2 concepts.

- 1. Write interesting or useful articles. An article does not have to be long, a paragraph is ideal. A picture will increase readership of your article, as will videos.
- 2. Increase "likes" by:
 - Asking people to like your page
 - Including your Facebook link on your email signature
 - Paying for targeted Facebook ads

OR

A neat **SECRET TRICK** that is not widely known is to monitor your posts, and when someone "likes" that post you can invite them to like your page as well. Very useful to increase your readership, they already like your article(s)! Best of all it is free!



#A Click on the icon when people like your article. This will open a popup window:

- #B** Next to each person who liked your article will be:
 - LIKED - They already like your page
 - INVITED - You already invited them to like your page, they haven't yet
 - INVITE ----- Always click on INVITE to get more people to like your page

Have fun with our little secret trick!



- Q:** I hear gzip is a great feature that compresses a website code before transmitting it to the browser. The browser then uncompresses it automatically. This saves download time. How do I install gzip on my site?
- A:** Gzip is automatically enabled by default on the server from our end. You can check your website using the following

tool: <https://www.giftofspeed.com/gzip-test/>

NOTE: That web page also mentions Brotli. Enabling Brotli is done on a per site basis. It is still quite new, not enabled on all browsers, and has some quirks that make it unstable. I prefer to be conservative on our working websites and not use a script that is not proven 100% reliable. I have enabled it on some sites and will add more over time as it proves itself.

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If you have a question for our ASK A TECH section, email it to
support@ameriwebhosting.com

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