



# Letter from the Editor

News and helpful information from your friends at AmeriWeb Hosting  
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## WEB NEWS

### Microsoft Threat Intelligence

Microsoft Threat Intelligence researchers issued a recent warning that Russian state-sponsored hackers have been targeting Windows users with a custom tool for stealing credentials and even installing backdoors.

Hackers known as APT28, or Fancy Bear (tracked by Microsoft as Forest Blizzard), are using the post-exploitation tool, GooseEgg, against government, education and transport sector organizations in Western Europe, Ukraine and the United States since at least June 2020.

The vulnerability (CVE-2022-38028) was fixed as part of the October 2022 Patch Tuesday rollout, having been first reported by the NSA. Microsoft stresses importance of patching vulnerabilities and organizations, and users are urged to apply the CVE-2022-38028 security update to mitigate this attack. Microsoft Defender Antivirus detects the specific Forest Blizzard capability as HackTool:Win64/GooseEgg.

The short and simple solution is to ensure your version of Windows is up to date, and let Microsoft worry about it for you. Automatic updates are usually performed by Windows (sometimes this feature is turned off for some reason). To check if you are up to date, visit `SETTINGS>UPDATE SECURITY` and perform a scan.

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**On a different subject**, did you know Windows is more environmentally friendly than macOS? Windows puts your deleted files in the Recycle Bin; macOS just throws them in the Trash. (I never thought of that before!)



## HOW TO

### Different Forms of WebSite Redirects for Use

Whether you are coding a web site, or just need to understand how redirects work, these items are good to know. We often will use a redirect for old pages that we want to rename, or for pages that are no longer needed. We routinely use redirects to switch from `http://` to `https://` or to remove the `www` at the beginning of a link (done for

statistical purposes).

Let's look at some of the types of permanent redirects.

### **HTTP 301**

A 301 redirect is a server-side redirect that forwards bots and users to the new URL, and tells search engines that the resource has permanently moved.

### **HTTP 308**

A 308 redirect is the same as a 301 redirect, except it retains the HTTP method of the original request, GET or POST, when performing the redirect. For SEO purposes, they are the same, but if you have data being sent through forms, you don't want to be switching between GET and POST.

### **JavaScript redirects**

A JavaScript redirect uses JavaScript to instruct the browser to redirect the user or bot to a different URL.

Because a page needs to be rendered for this type of redirect to fire, it's client-side and not preferred. Google renders every page they're going to index, but there can be issues in this process, causing rendering to fail. Other redirect types are better supported and more reliable.

### **Meta refresh (=0 seconds)**

A meta refresh redirect tells the browser to redirect the user after a set number of seconds. It happens in the browser, and is client-side. Meta refresh redirects need to be in the section of the HTML. This is how they look:

```
<meta http-equiv="refresh" content="1; url=https://example.com/new-page">
```

### **HTTP refresh (=0 seconds)**

An HTTP refresh is like a meta refresh, but it occurs in the HTTP header response. It can be implemented server side, but it actually fires on the client side. Here's how it looks:

```
Refresh: 0; url=https://example.com/new-page
```

### **Crypto redirect**

A redirect without actually redirecting? It sounds strange, but Google treats this as a permanent redirect. That means they should also pass all signals forward to the new URL. A crypto redirect is a special case where you have a message about moving to a new domain, but no actual redirect occurs. It looks like this:

[We moved! Check out our new site!](#)

I would try to implement a different redirect method, as not every bot or search engine would support crypto redirects.

### **Temporary redirects**

A temporary redirect indicates that a resource has temporarily moved to a new location. You should use temporary redirects when you:

Want to redirect users to the right version of the site for them (based on location/language).

Want to A/B split-test the functionality or design of a webpage.

Run a promotion and want to redirect visitors to a sales page temporarily.

Temporary redirects are a weak hint for canonicalization that signals from a page, like links, should consolidate forward to the new page. Because it is a weak signal, most of the time the signals actually consolidate to the original page that was redirected.

Choosing the best method of using a redirect is important for both functionality and preserving Google and Bing ranking.

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## **MARKETING**

### **Cell Phone Fun History**

Fifty One years ago on 3 April 1973, Martin Cooper, a VP at Motorola, made history by placing the very first cellphone call. Appropriately enough, he called his rival at AT&T's Bell Labs, which is globally regarded as the first public mobile phone call.

And then in 2007, the iPhone took everyone by surprise. "...an iPod, a phone, and an Internet communicator. Are you getting it?" a smug Steve Jobs asked a crowd in San Francisco. "These are not three separate devices. This is one device. And we are calling it, iPhone. Today, Apple is going to reinvent the phone... and here it is."

This occurred thirty-three years after the world's first cell phone call was made. Slightly more theatrical, Steve Jobs demonstrated his new invention by dialing a Starbucks cafe in San Francisco to order 4,000 lattes, making the first public phone call from the very first iPhone while a hushed auditorium filled with journalists watched.

In between those calls, the cellphone morphed from a chunky plastic giant to a slender glass slab that doubles up as a computer and camera.

The world's first cell phone device was 9 inches tall, comprised 30 circuit boards, had a talk-time of 35 minutes, and took 10 hours to recharge. It was called "the brick" and weighed about as much.

Today's iPhone 5 weighs just under 4 ounces and is not quite 5 inches tall and is under 1/3 inch thick. It is more powerful than computers used 20 years ago to run entire countries.

Today's smartphones can plan your entire schedule, record it in video or still pictures, and communicate around the world in many different ways. But even more exciting innovations, like phones that maybe wrap around our wrist and read our feelings from our voice, are right around the corner.

Revolutionary technology often takes a while to gain momentum, but once it does, the world changes.



## **ASK A TECH**

### **Q: I can Receive Email but cannot send. How do I fix this?**

**A:** If you have set up your email properly, and can receive email but cannot send anything, there is a good chance your ISP has PORT 25 blocked. This is an issue not with our servers, but with your internet service provider. We do have an easy solution, however.

We have enabled port 26 as an alternate to port 25. Both work equally as well. If you can receive email but not send, try setting your SMTP port to 26.

If this doesn't help, contact us for support.