

Subject: AmeriWeb Hosting June 2019 eNewsletter
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[AmeriWeb Hosting Monthly e-Newsletter](#)



News and helpful information from your friends at AmeriWeb Hosting June 2019



May was a Rough Month

May was a rough month! It bears repeating. May was a rough month!

My wife had surgery and a 12 day hospital stay, followed a week later with another 3 day stay. My work here at AmeriWeb was slowed as I tended to her.

Then I had a 2 day hospital stay for spinal surgery. This slowed work further. It is impossible to concentrate on coding and keyword inter-relationships when taking strong pain killers. I tried! LOL

I was able to get almost all tasks completed during the month, and most were timely. But there were delays, and I was forced to take a few shortcuts, like not sending out the monthly stats to our managed site clients. If you missed your April stats in May, look for May's statistics in June. I also skipped the May edition of AmeriNews. Hopefully you noticed!

I do apologize if you are one of the clients who experienced a delay in service. I did rely on some contract operatives to shoulder some of the load, and they were all invaluable in keeping things flowing as it should here at AmeriWeb.

June will shape up well, as I am definitely on the mend (and off those pesky

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narcotics). My wife is also doing much better, so my work load is smaller. I still do the cooking, cleaning, laundry, shopping etc but she is becoming more mobile so there is much hope.

I must say I am truly touched by the concern shown by our family, friends and customers. We could have survived this without help, but having family and friends around to help, and the well wishes from everyone really made a difference. THANK YOU, to each of you.

Now I am back at work, having rolled up my sleeves (yes the bruises from IV sticks are almost 100% healed) and I look forward to getting things done again.

Thank you for your patience, and if you need something for your site, please don't hesitate to contact me.

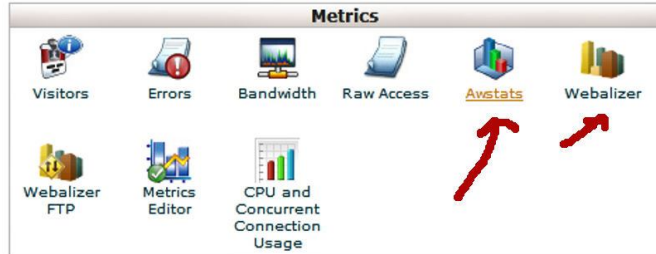


HOW TO

Where Can I View my Site Statistics?

Each website we host maintains statistics on your activity. This includes total visitors, unique visitors, even keywords used to find your site. You'll see where visitors are coming from, and more. Invaluable data, a treasure trove of data!

You can find and view your stats via cPanel. Simply log in (if you don't have your login/pw I can send it to you). Go here:



Your data can be viewed in 2 different formats, but it is the same information just presented differently. Choose the one you prefer, or alternate between both. It doesn't matter. We prefer AWSTATS as it is slightly easier to read.

When you click on your Metrics preference, you may be presented with two or more choices. yourdomain.xxx or yourdomain.xxx (SSL). The system tallies secure inquiries (SSL) and non-secure inquiries separately. You should add the numbers together to get a more accurate total. Many sites will have extremely low numbers (like 1 or 2 visits) on one or the other. That is acceptable and by design.

Spend some time looking at your stats, it is a task worth doing!



Answer Your Email Inquiries from Prospective Customers

One of my pet peeves is when a web site has an online form for questions by interested prospects, and the inquiries are ignored. Typically these forms convert the info into an email, and it is sent to someone within the company who is responsible for contacting the inquirer and providing the information sought.

FACT: Companies spend a lot of money to find people who are interested in becoming their customer.

FACT: between 66% and 75% of all companies receiving these inquiries will never answer the prospect, either by email or phone. SAD!

If you want to increase your chances at more business, simply answer an inquiry when it arrives by email. Telephoning the prospect is ALWAYS the best method, but a quick responding email will often place you head and shoulders above your competition.

This also holds true for phone inquiries. ALWAYS answer your phone, or at least return calls left on voicemail. To me, the kiss of death is a business that has a voicemail box that is full and not accepting any more voicemails. If they can't even delete old voicemails, what are the chances that they will resolve any issues that arrive after I pay them for services or products?

A short time ago, I was tasked with finding a contractor to replace some windows at a commercial/residential site. I called 4 vendors and spoke with someone at each. #1 and #2 submitted bids and were taken seriously. #3 made the appointment to come out, took careful measurements but never followed up with a quote. #4 made the appointment but didn't bother to show up.

We spent time carefully considering bid #1 and #2, and when a choice was made, I called the losing company thanking them for their time and explaining why we went with the other company. A sign of respect for a professional is never time wasted.



ASK A TECH

Q: What is the difference between Unique Visitors and Number of Visitors?

A: This is a very simple, yet confusing concept. Each time someone visits your site, the Number of Visitors increases by 1. If the same person returns multiple times, each visit increases the Number of Visitors by 1 for each visit. When a visitor views your web site, FOR THE FIRST TIME, the Number of Visitors increases by 1 AND Unique Visitors increases by 1. The 2nd time they visit, Unique Visitors does not increase for subsequent visits. This tells you how many times new people are seeing your site VS how many are returning for another look.

The ratio will vary depending upon your web site topic. A calendar site or a site with changing info will obviously have more repeat visitors, a site meant to generate leads {should} have more unique visits.



*“My mom attached a string to me.
It’s a low-tech tracking device.”*

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

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