

**Subject:** AmeriWeb Hosting June 2020 eNewsletter  
**From:** AmeriWeb Hosting <newsletter@ameriwebhosting.com>  
**Date:** 20/08/02, 2:42 AM  
**To:** robert@ameriwebhosting.com



# Letter from the Editor

## News and helpful information from your friends at AmeriWeb Hosting June 2020



### WEB NEWS

#### What is IPv6 and does my web site need it?

IPv6 is the latest version of the Internet Protocol, replacing the outdated IPv4 that still powers the majority of the web, and solving the IP exhaustion issue. It was created because the internet is actually running out of IP addresses.

An IP address is like a home address, or your phone number. It brings visitors right to you. Each web site has an IP address, and your internet connection has an IP address. You might share your home internet IP with thousands of others, but you have one.

Should you care about the IP for your server?

Not really. On paper, IPv6 should be marginally slower than IPv4. The header size is much larger, due to IPv6 needing 128 bits for the source and destination addresses compared to IPv4's 32 bits. Overall, IPv6's header size is nearly doubled. ((Yes, I know 128 is 4x 32, but in computerland, it is just 2x)).

This isn't really an issue in practice though, since IPv6 greatly simplifies the handling of traffic, and in some cases can lead to actual performance increases due to bottlenecks in IPv4 infrastructure. This is on the order of a few milliseconds, in human terms an inconsequential time frame, but in computer terms a measurable and relevant time.

In some cases though, IPv6 can actually be a bit slower than IPv4, not to mention the fact that some users may not be able to access IPv6 content. Most popular browsers and software will use either, and at our server we have the capability to enable an IPv6 emulator. Rarely used or needed, it is available should you have some special IT requirements.

Our servers are using IPv4, but we are monitoring IPv6 and will implement it once the benefits are worthwhile. Until then, rest easy, we have your back on this!



### HOW TO

#### FREE Bookkeeping Software Available via cPanel



Did you know you can install software for free that will handle all of your bookkeeping tasks for you?

What I like most is the ability to upload a bill,

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and it will save a copy inside the program. No more paper files needed !

To install: from cPanel > ERP>Aukaunting and follow the prompts. You can use it to generate monthly financials, automatically invoice customers either reoccurring monthly or generate a 1x invoice, and track your

payables.

If you need help installing this program please call me. (free)  
I am also available to help you learn how to use the program, and to set it up for you (fee required as this is a lengthy process).



### The 4 BIG Reasons Why Your Site Isn't Ranking Well (And Easy Fixes)

#### 1. YOUR SITE HAS TOO MUCH COMPETITION

Do a Google search on the keyword you are trying to rank for. If you see huge company websites dominating the top positions (Wikipedia, eBay, etc) you have a slim chance to rank in a top spot.

HOWEVER if you see smaller business ranking well, you have an excellent chance to rank in a top position.

If you aim for keywords with a lower search volume and less competition, you will fly under the radar of the big companies, and will catch a fair amount of business.

Also aim for local business, if you are a local company. A local company does not need to pull inquiries from California, and a local California company does not need to pull leads from Illinois. You get the idea.

#### 2. TECHNICAL ISSUES ON YOUR WEBSITE

Proper SEO includes rectifying certain technical problems on a web site. They will cause your site to rank low, and rectifying these issues will help your pages to percolate higher in rankings.

Common issues I see all the time and try to fix immediately:

- Missing Sitemap
- Missing Robots file
- Missing SSL Certificate
- Missing ALT tags
- Missing or incorrect Metatags
- Plagiarism and duplicate content
- Lack of a Responsive Design
- Slow Load Speed
- Missing pages or dead links
- Common Misspellings

Issues will crop up from time to time on any site. On all pages I manage, I run a weekly technical analysis and fix any issues that come up. The most common issue is a link to another site goes offline, causing a dead link. I always fix technical issues quickly, if you have this type of problem a quick conversation with your webmaster is in order.

#### 3. POOR CONTENT

Google has stated, if your content is not good enough, you will not rank highly. Your site must be trustworthy, authoritative, and you as the owner must demonstrate expertise in your chosen field. Take your time when you write quality content. Read the top ranking websites, and write content that is better than theirs.

#### 4. DO YOU HAVE QUALITY BACKLINKS?

A Backlink is when someone displays a link TO your website on THEIR website.

LOW quality backlinks have little pull for you, and can include any web page that lists hundreds of other, unrelated websites. In the past this strategy worked, today it harms more than helps.

HIGH quality backlink is a link to your site on another web site that is affiliated in your chosen industry. For a restaurant, a high quality backlink may include a link on food

supplier sites, restaurant equipment suppliers, even a food delivery service. Search engines love these kinds of backlinks.

That same restaurant would have a low quality backlink if an article was written and published in a local newspaper. But that same article becomes a high quality link if published in a restaurant trade magazine.

*((Yes, I know I promised 4, "But wait, there's more!")*)

#### 5. LACK OF TESTIMONIALS

Testimonials from customers, well wishers, suppliers and others go a long way both on search ranking and when prospects are choosing the business they will do business with. Any business showing success here has a methodical way to increase top testimonials and reviews.

I always apply these foundational principals to all web sites I design and/or manage. If you would like to discuss site marketing or redesign please call me.

You can also receive by email a free marketing checkup for your current site by visiting [ameriwebhosting.com](http://ameriwebhosting.com) and clicking on the red tab (bottom right of site).

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#### ASK A TECH

**Q: I would like to switch from Godaddy hosting to AmeriWeb Hosting. How can I have the entire site moved (including email) ?**

**A:** Depending upon your site, it is a very easy process or a difficult one. We routinely do this for new clients at no cost. The difficulty is in moving email. If the current host uses cPanel, then it is easy, we make a backup and then restore it to our server. DONE.

BUT if they use another server software, moving the email is a labor-intensive task. We still do it at no cost, but it takes awhile. We will need all login and password info, as well as login to your control panel to make this work.

Call us and lets see how we can do this as painless as possible for you.

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)

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#### AmeriWeb Hosting

(773) 735-5144

AmeriWeb Hosting, Marketing, Web Designs, eCommerce.

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