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Letter from the Editor

News and helpful information from your friends at AmeriWeb Hosting June 2021



Internet Explorer Nears its End of Life

The time has come for us to say our final goodbyes to Internet Explorer, everyone's favorite browser for 25 memorable years. Microsoft announced that it is pulling support for the browser in June 2022. Its replacement, Microsoft Edge, is already released in its stead. If you have Windows 10, it came preinstalled, and you should already have it. If not, see the link below to install it.

The Internet Explorer v11 desktop application is set to be retired and go out of support roughly a year from now, on June 15, 2022, for certain versions of Windows 10. Microsoft's online services for the browser will also cease support on August 17, 2021.

Microsoft has been slowly pushing the browser's users to make the switch over to its newer Chromium-based Microsoft Edge for years. The company cites security, speed, and a "more modern browsing experience than Internet Explorer" as reasons to make the jump. It also started forcing users to use Edge for specific sites like YouTube, Twitter, and more.

Additionally, Edge boasts compatibility for older legacy applications and websites, thanks to its built-in "Internet Explorer mode." This allows users to still access Explorer-based sites and programs straight from the new browser instead of having to switch between the two, or keep them both open simultaneously. Microsoft has done what it needs to in order to make the switch as painless as possible for legacy users, and they'll still have another year to download Edge and officially make the switch.

When we create a website for our customers, we write our code so the site displays well on all browsers. We don't have a preference or recommendation for you, each of us should choose based on our own personal needs. See the comparison link below for some ideas and background.

[You can download Microsoft Edge here.](#)
[Read a comparison of the more popular browsers by PC Magazine here](#)



HOW TO

What is SPF and DKIM ?

In a nutshell, SPF allows email senders to define which IP addresses are allowed to

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send mail for a particular domain. DKIM on the other hand, provides an encryption key and digital signature that verifies that an email message was not forged or altered.

If you are having problems sending email to a particular recipient, one of the first things we do is to verify both the SPF and DKIM settings at the DNS level. You can do it yourself as well, but we have it down to a science, and it takes us under five minutes.

While rare, the settings could become invalid. You will see more emails either not arriving at your intended destination or more bounces for obscure reasons. If this happens, let us know. We will check it out.

For the hands-on, do-it-yourself types, find the settings in cPanel>Email>Email Deliverability>Manage. Look for the green check mark if good, or the yellow warning triangle if you need to repair the settings. It is automated in cPanel.



#1 Marketing Failure

Companies spend huge amounts of money, invest untold hours, and bet their livelihood on various marketing strategies designed to bring them prospects they can introduce their products and services to.

Then they drop the ball by not following up with their prospects.

Industry averages suggest it takes 7 contacts to make a sale. Most sales people stop calling after 3. Many even fail to make a 2nd call.

I won't go into the psychology of why. But if you want to increase sales, be sure you have a methodical plan to follow up with interested prospects. Your plan may include email, a newsletter, personal visits or phone calls. Consider the unusual strategy of sending a letter by postal mail. It all counts!

BUSINESS OWNER STRATEGY: If you are a business owner, or the person responsible for spending your company's marketing dollars, consider an alternate plan. If you spend \$1,000 to get 100 prospects but don't follow up with them, you are wasting your money. Consider, instead, spending \$100 to get 10 prospects and DO FOLLOW UP with them. You will be more profitable by \$900, and your sales might just increase! Go figure!



Q: I find that I have a lot of work needed to accomplish on my computer, but keep getting sidetracked. How do I get anything done?

A: Personally, I find that breaking larger tasks into smaller ones, and going for a small walk after each segment is completed, works well for me. Develop your own "solution" and stick with it. Your work needs completion!

OH, and stay away from [this game](#). It is a huge time waster, and I both love and hate it for some scary reason.

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If you have a question for our ASK A TECH section, email it to
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