



Letter from the Editor

News and helpful information from your friends at AmeriWeb Hosting
June 2024



WEB NEWS

New, Updated Server Software Installed

At AmeriWeb Hosting, we run 3 servers for our customers' sites. A few weeks ago, we updated our #2 server from:

- Ubuntu 14 to Ubuntu 18
- MySQL database software updated to 8.0
- CURL changed from Stretch (7.52.1) or Buster (7.64.0) to 7.68.0
- FFmpeg changed from Stretch (3.2.15) or Buster (4.1.6) to 4.2.4
- New version of Java version 8, 8u312
- OpenSSL changed from Stretch (1.1.0l) or Buster (1.1.1d) to 1.1.1f
- Perl changed from Stretch (5.24.1) or Buster (5.28.1) to 5.30.0
- Python 2 (from 2.7.13/16 to 2.7.17)
- Python 3 (from 3.5.3/3.7.3 to 3.8.2)
- SSH changed from Stretch (7.4p1) or Buster (7.9p1) to 8.2p1

This server contains approx 22% of our sites. There is no cost to our clients, we made these changes on our dime.

This is meant to add additional security to our servers, and our client sites, increase speed, and add more stability for all sites.

We have tested each individual website, and they all are running well. BUT in the digital world, I have learned to never say never! If you notice any irregularities on your site, please let us know immediately for resolution.



HOW TO

Do you have a form on your website?

You may have one that captures leads, and if you don't, you should get one immediately.

Have you ever wasted time on bad quality leads?

I bet you have. I know I have.

By adding one element to your form, you can weed out over 40% of prospects who will WASTE your time.

Granted, you will get less leads, but you get a much higher quality

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lead.

To perform this magic act, all you have to do is add the following yes/no question to your form.

"Should We Call You?"

And the number of leads coming through will decrease by 40%... However, your closing ratio will likely double!

Call us if you have a form you'd like modified. It won't take long, and the cost is very reasonable.



MARKETING

What Should A Business Website Contain?

The design and content of a website will vary, depending on the site's goals and field of expertise. Here are some elements a website should include:

- **Clean and Simple Design:** Any website should have a clean and simple design that is easy to navigate. Avoid using uncoordinated colors or flashy graphics that may distract visitors from reading your content, which is your goal.
- **Responsive Design:** It's important to ensure that your website is optimized for different devices and screen sizes. A responsive design ensures that your website looks great on desktops, laptops, tablets, and mobile devices.
- **About Me Page:** The About Me page is where visitors can learn more about the owner. It should include a short bio, a professional headshot, and a list of skills and experiences. A business site can include corporate or business history, and anything else of interest to visitors.
- **Portfolio:** If you're in any field that requires showcasing your work, a portfolio page is essential. This page should display your best work, and provide visitors with a sense of your skills and expertise. Designer, artist, writer samples of your work are important.
- **Contact Page:** A contact page is essential for anyone who wants to get in touch with you. It should include a contact form or email address where visitors can send you a message. Almost any business should include their location (city/state at a minimum), and a phone number.
- **Blog:** If you create content regularly, a blog is a great way to share your thoughts, ideas, and experiences. It can also help establish you as an authority in your field.
- **Social Media Integration:** If you're active on social media, it's a good idea to integrate your profiles into your website. This will make it easy for visitors to connect with you on other platforms. Reposting content from your blog into social media is a smart tactic that pays dividends.

Depending upon your business, you could also include a map to assist in locating your shop, pricing page, resource page, individual product pages, testimonials or more.



ASK A TECH

Q: My email is not delivering all the emails I am sending out. Some never arrive. What is up?

A: Gmail, Yahoo mail, AOL and the other major players all implemented new standards to reduce spam email. You are now required to have DKIM and SPF entries in your DNS, and DMARC is recommended. We inserted these into our client's DNS some time back. If you need a quick look at your DNS, please contact us. We will make recommendations.

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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