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News and helpful information from your friends at AmeriWeb Hosting  
**March 2018**



**WEB NEWS**

**The History of Sears Predicts Nearly Everything Amazon Is Doing**

If you enjoy watching business strategies unfold, you will enjoy this article comparing the Sears of old with the new Amazon. Will they overcome the difficulties that doomed Sears?

[Read the article HERE.](#)



**HOW TO**

**How to FTP**

FTP stands for File Transfer Protocol, and gives you the ability to upload or download files from your web site and your local computer. The easiest way to accomplish this is via a FTP program. You can download a free FTP program called [FileZilla HERE](#).

FileZilla is an FTP program for file uploading and downloading to and from your FTP site, server, or host. The program lets you transfer files and navigate among folders, Web sites, and your computer. This software enables you to perform multiple file transfers simultaneously.

You will need 3 items to log in, your domain name; your login and your password. Upload files to display to either /public\_html/ or /httpdocs/ depending upon which server system your site is on. Obtain your login and password from your Welcome Email sent to you when your site was created. If you don't have it any longer, contact us and we will resend it to you.

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### Write an eBook and give it away free to prospects

One of the best ways to acquire prospects is to write an eBook and give it away free on-line. We've all seen this done before. Click on a catchy title that offers to solve a problem, and they ask for your email address. You'll get an auto response with the free eBook and an offer for a service or product that will compliment it. Oh, and your email address is added to their mailing list for future offers.

This is a perfectly useful technique for building your email list. It works! Be sure your eBook includes WHAT YOU DO so you can upsell the recipients. And follow up regularly by sending out other special offers to your email list.

Ask a question that your ideal customer may be asking, and offer an eBook with several ways to overcome it.

"10 Ways to Get a Higher Ranking on Google"  
 "3 Most Important Ways to Greet a New Client"  
 "How to Answer your Business Phone Professionally"  
 "Do You Have These 10 Signs of Depression?"  
 "How to Properly Train a Sales Staff"

How many questions will your future customer need answered?



### ASK A TECH

**Q: I revised my web page and uploaded the new content but still see the old page. How long until it refreshes?**

**A:** Most pages hold the web page in cache for a period of time. The time the cache needs to expire is set either at your browser or on the web page itself. This allows you to view it the 2nd or 3rd time much more quickly, as the files are stored temporarily on your local computer.

But it does mess with you because pages you see do not reflect recent changes.

In your browser you can perform a CLEAR CACHE function.  
 In FireFox (Mozilla) Click on TOOLS>PRIVACY & SECURITY>CLEAR YOUR RECENT HISTORY.  
 In IE TOOLS>INTERNET OPTIONS and click DELETE under Browsing History".  
 A second method across almost all platforms is to simply load the page, then hit F5. This also forces the page to reload, but it is not 100% successful.

A third method is to add a ? and a letter or number after the URL. Thus:  
 http://ameriwebhosting.com becomes  
 http://ameriwebhosting.com/?h

Try each way to see what works best!

**Q: I have noticed a huge amount of spam lately. Nothing has changed at my end. What is happening?**

**A:** Spammers run huge robots that send out spam to their lists repeatedly. You are apparently listed on one of the lists.

We can help with the most obvious spam, but they do work hard to make their emails look legitimate and trick the filters.

Send me a few of your spam emails for analysis. I will see if tightening up our filters will help. If this is not enough to do the job adequately, then I suggest private filtering.

We offer it as a service for our clients, and it costs either \$6.95 per month or \$60 per year. I don't make a profit on this service, it is offered at cost for our clients' benefit. Contact me and let's investigate the best option 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**

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