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Letter from the E

News and helpful information from your friends at AmeriWeb

AmeriWeb Hosting Monthly e-Newsletter

February 2020



WEB NEWS

New Format

Every now and then, we need to freshen up our layout. Studies have shown that a fresh design increases response rates (when done properly) and makes for a better customer experience.

I have changed our masthead on this newsletter. The old one was getting a little dated, don't you agree?

We should all be doing the same thing with our web sites. Even small, incremental changes will make a difference. A fresh web site increases your response rate, and generates more business.

AmeriWeb Hosting can help you with a site redesign for less than you'd think. Full pricing is shown, there are more options for site redesigns to see what we offer.

[WEB SITE REDESIGN COSTS](#)



HOW TO

Multiple PHP Version Selection



One of the features found on cPanel is the ability to select your PHP version. PHP is a programming language used by many shopping cart programs contained within a website.

Versions available are 5.3 thru 7.3. The higher the version number, the more features. Higher versions also tend to run faster. Much faster.

Select the highest version your scripts will run on. If you select a version higher than your current scripts, either upgrade them, or select a lower PHP version.

We have seen some older scripts that can't run 7.x versions, so they are a note, many scripts cannot yet utilize the enhanced commands of 7.3, so we recommend 7.2 as the version of choice for them. Just for comparison, tests show 7.3 is 9% faster than 7.2, and the benefits are far greater when comparing 5.x versions.

And higher versions are inherently more secure, with built-in patches.

PHP 7.43 is out, but we don't support it yet. Once others test it on their servers (and report the problems that inevitably arise with any new software) we will add it to our list. We then rest assured we are conservative in what we add and are careful to keep up with the progress of PHP.

You won't break the Internet if you switch your PHP version, although you may have to select an older version if you run older scripts. Contact me if you need help.

questions!



SEO For Your Site

As you may be aware, AmeriWeb offers both SEO and SEM for web sites. What is the difference?

SEO is search engine optimization, or preparing the website for proper indexing by search engines. This is done through proper coding, ALT tags, keyword selection, and more. It is done BEFORE the site is submitted, and can be edited over time to improve results.

SEM is search engine marketing, or promoting the website to search engines. This includes the actual listing through sitemaps, inbound links, positive reviews, and more. I could write a book on this topic alone.

AmeriWeb offers SEO and SEM services on a monthly basis, and includes ongoing management as well. Costs are low, our customers actually see results, and it's month-to-month with no long term contracts to endure.

[Read more about our marketing/management services HERE. Costs are \\$199.95 per month.](#)

If you want to try and tackle the project yourself, download this PDF which contains 12 marketing strategies for any small business. Actually it is a baker's dozen, but it's a great start.

<https://ameriwebhosting.com/PDF/12+1SEO-Checklist.pdf>



ASK A TECH

Q: I am confused, is it better to phone for support, send an email or open a support ticket?

A: It is better to open a support ticket. We have 3 people who regular support requests, so they are tended to quickly. We guarantee action with all support requests (but can't guarantee a resolution within that timeframe if solutions require more time to implement).

Support tickets also leave a history of requests, questions and resolutions for reference, should the resolution require work to be performed by several technicians.

Open a support ticket by logging in to your account here:

<https://ameriwebhosting.com/accounting/clientarea.php>

AmeriNews is published approximately once a month by AmeriWeb Hosting for our customers, friends and family. If you have a question for our ASK A TECH team, please email support@ameriwebhosting.com

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