

Subject: AmeriNews Newsletter May 2014
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AmeriNews Newsletter May 2014

WEB NEWS

OpenSSL Heartbleed Vulnerability

You may have read about the OpenSSL vulnerability recently in the news. AmeriWeb Hosting websites are secure from the OpenSSL Heartbleed vulnerability and we are not affected.

Heartbleed (CVE-2014-0160) is a flaw in OpenSSL, encryption software used by many websites to protect sensitive information. This vulnerability in OpenSSL allows an attacker to reveal up to 64KB of memory to a connected client or server. This flaw could expose sensitive data such as passwords or usernames - even when you thought it was encrypted.

Ameriweb Hosting's own site, including all logins and payment information, does not use OpenSSL and was not affected by this vulnerability. All information remains secure.

We have automatically fixed the flaw for our customers' sites who used OpenSSL. If your site does not use encrypted transmissions, you are not affected by this security flaw and nothing needs to be done.

Details you should know:

1. This is not a vulnerability with SSL Certificates or AmeriWeb Hosting. It is a flaw in the issuing agency.
2. SSL/TLS is not broken, only one brand was vulnerable.
3. **All of our customers who used OpenSSL have had their security certificate automatically replaced with a secure certificate at no charge. This process has been completed long ago, and our customers report no losses due to this exploit.**
4. If your site does not use encrypted transmissions, you are not affected by this security flaw and nothing needs to be done.
5. If you accept payments on-line, you are not affected as payments are processed on the bank's site.

We are on top of this issue for our clients, and had the fix applied before this exploit became common knowledge. As always, if you have any questions please feel free to contact us at your convenience.

MARKETING

Keywords to the Wise

Google recently came out with a 12 page informational letter indicating how to choose appropriate keywords for your web site. If you have the time it reads like a textbook. BUT the information it contains is worthy of an afternoon.

[You can download it in PDF format here...](#) and if you are one of our customers who rely on AmeriWeb to do your marketing work, we're already implementing these revised rules in your site. You're ahead of the curve!

HOW TO

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Anywhere in the world that you find email, you will also find spam. Junk email, malicious emails, phishing scams and unwanted announcements make up more than 80% of the email that is sent worldwide. There's no way to stop these spam messages from being sent, but it is possible to minimize the impact that junk emails have on you and your inbox.

Don't interact with spam

DON'T open attachments sent with the spam

DON'T click on links found within the spam

DON'T reply to the spam message, including sending your password, credit card or other personal data

You eliminate the potential threats posed by the email by simply deleting junk mail -- even after you've opened it, read it, and decided it is junk. So don't worry if a few spam messages sneak into your inbox from time to time. And it's okay if you open the email and just read it, just never do anything beyond reading and deleting a piece of junk mail.

Limiting how much spam you receive

Again, there is no 100% foolproof way to keep every last spam message out of your inbox. But there are steps you can take to dramatically reduce how much junk mail you have to deal with.

1) Never respond to junk messages. Spammers value active, live email addresses above all others. If you receive a spam message, one of the worst things you can do is actually respond to the email, even if you're following the email's instructions for unsubscribing. Often times, a spammer will take an unsubscribe request as nothing more than a signal to send you more junk mail and even sell off your active (and therefore "premium") email address to other spammers. Ignoring and deleting junk mail is one of the best ways to reduce the amount of future junk mail you receive.

2) Limit the visibility of your email address People that send junk mail are constantly on the lookout for live email addresses. You can reduce the amount of junk mail that you receive by limiting the public exposure of your email address. If at all possible, avoid posting your web site email address on publicly viewable web sites. Sign up for commercial services, giveaways and web sites with a second email account that you don't mind filling up with junk mail. Either use a hotmail, yahoo or gmail account, OR set up a throw-away forwarding account, such as 2014abc@yourdomain.com. Have it forward to your regular email. When the spam gets to be too much, delete it and make a new throwaway email that forwards to your regular email account. 2015abc@ or whatever you wish.

Basic Spam Filtering is included with all hosting accounts we offer, and is automatically enabled at no cost to you. Typically we catch about 85% of the spam sent to you, you never even see it. If you ever want this turned off for a few days to see how much spam is being sent to you, just request it. You will be buried in spam in no time at all!

Enhanced Spam Filtering is also available as an option.

OPTION #1 We subscribe to an outside service that scrubs all email accounts for spam using over 4 million rules. They track over 100 million spam senders. You can log in, see and search through all the spam that is being filtered any time you wish. They provide a graphic breakdown of how much spam is being caught. We use them and they are clearing approximately 95% of our spam each day. COST IS \$54.95 per year and includes all email accounts on your particular domain.

OPTION #2 If you only need one or two email accounts filtered for spam, we have a second service that filters for \$2 per email account per month or \$12 per year.

Either service is worth its weight in gold. Let us know if you want to learn more or read about spam filtering [HERE!](#)

Ask A Tech

Q: My web site is having an effect on my business, however I was hoping it could do more. What can I do to inexpensively increase my hits?

A: *There are many, many things that make a web site a success. For your situation, the 3 top things are to focus on only 2-3 keywords per page, effectively use your <title> and <h1> tags, and to ensure your site has a sitemap. Adding the URL to your sitemap in your robots.txt file will ensure the search engines find it quickly and is highly recommended. If all else fails, hire AmeriWeb to do your marketing and we will do all this and more.*

Q: I received an email from someone guaranteeing the #1 spot in Google for my site. Is this legitimate?

A: *NOPE. It is a trick, as they will get you listed as #1 on a keyword that nobody will ever search for. Next week they may be sending you information from the Queen of Nigeria who wants your help to hide a few hundred million dollars in your checking account. Sadly, that isn't real either.*

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