

Subject: AmeriWeb Hosting May 2020 eNewsletter
From: AmeriWeb Hosting <newsletter@ameriwebhosting.com>
Date: 20/04/30, 12:16 AM
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Letter from the Editor

News and helpful information from your friends at AmeriWeb Hosting May 2020



Corona Virus Update (yes, another one, but this one is useful!)

One of the overlooked tools in your home or office is your keyboard and mouse. Do you know how to thoroughly clean it?

A lot of gunk, germs and worse are hiding in many keyboards.

Here is a link on cleaning your keyboard and mouse. I share the link because it is too long to include the info here.

<https://www.howtogeek.com/663849/how-to-disinfect-your-mouse-and-keyboard/>

You can use the same rules to clean your cell phone.
Ummm, you are cleaning your cell phone regularly, right?

While on the subject of what to do to keep things clean, it might be a good time to discuss **WHAT YOU SHOULD NOT DO**.

DO NOT put your computer keyboard in the dishwasher.
DO NOT microwave your computer mouse.
DO NOT gargle with bleach.
DO NOT inject lysol into your veins.

I am amazed that these things need to be mentioned, but out there somewhere, someone is doing these things right now.

Stay safe! Don't gargle with bleach!



HOW TO

New Backup Server and Software Installed

As I am writing this, our techs are huddled in a small room finishing the switch from an older server used for backups to a newer one.

As a part of our hosting, we make backups of all site files and databases. All is encrypted and secure. Backups are necessary because once in a while someone erases or edits the wrong file, or "stuff" is deleted but still needed. More rare is a hacker who gets in and modifies files.

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We have the ability to go back several days and restore your site as it was. Useful if someone hacks in and you don't maintain a local backup. It is controlled via your cPanel area, so you also have the ability to do a restore. You can also download the files, if you wish.

We are switching to a new software suite to create our backups automatically. I expect restores to go faster, in the past a big restore of a site would take so long I would have to leave to shave.....twice!

Better things to come!



MARKETING

HOW IS YOUR MARKETING GOING SO FAR?

There are hundreds of marketing strategies out there, and they all involve contacting prospects and converting them to customers. A wise man once said something like: "Nothing happens until someone sells something." This famous quote is attributed to a number of people including Peter Drucker, IBM's Thomas Watson, and Arthur "Red" Motley, the former Publisher of "Parade" Magazine and it is so true.

But how do you sell in today's environment?

If you are contacting people and hoping for a face to face meeting, it is hard until the stay at home order is lifted. People are rather unresponsive right now.

One area showing good success is in taking the time to phone your past or current customers, prospects and contacts for a quick hello. It generates good will for your business, and you will uncover an occasional need that you can help with. It may keep you going for another day. And what the heck, we're not doing anything anyway!

On an interesting note, I typically speak with a lot of business owners each month. Speaking with restaurants, they are divided into three general groups.

- Restaurants that had a healthy carryout component with their sitdown service are doing well. Some state they are running around 80% of normal time sales.
- Restaurants that typically did not promote or offer carryout service are hanging on with 25-33% of normal time sales.
- Restaurants that were barely hanging on 6 months ago are generally not open for business today.

I wonder if these three groupings can be applied to other business categories.

If you see your business in one of these groups, please drop me a quick line and let me know how you are coping. I will share the best tips with everyone I meet, just to help out!



ASK A TECH

Q: I need to temporarily grant access to my nephew who wants to make changes to my site. But I don't want to grant full access. What are my options?

A: If he simply needs FTP access to edit and swap out files, you can easily create a unique FTP account for him. Open cPanel. In the FILES section look for FTP ACCOUNTS. In there you can create a special FTP account the designer can use. When they are finished, simply go back and remove the account.

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