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AmeriNews Newsletter

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Have a question about marketing your web site or need design ideas? Contact us and we will talk! Visit www.ameriwebhosting.com or call us at [773-735-5144](tel:773-735-5144) for more info.

November 2017

News and helpful information from your friends at AmeriWeb Hosting



WEB NEWS

Pay Per Click is a system that counts visitors that view an ad or visit a web site. Many people are making good money. And the scammers are out enjoying the profits, too. Think of the Enquirer with their "Elvis spotted on the moon by Voyager II !" headlines. Everyone bought their paper. Now fast forward 20 years, and look for the death announcements for people who really aren't dead. The link for more information takes you to a web page loaded with ads and web site links. When they appear on your computer screen, the "author" earns a penny. Or 1/10 of a penny per ad. And they likely have 10 or 20 ads displaying. Now multiple this by 100,000 clicks

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per week.

7 ways to spot fake news on the internet

CONSIDER THE SOURCE - Click away from the story and investigate the site, its mission and any contact information. Fake news will usually shout out the conclusion they want you to believe.

CHECK THE AUTHOR - Do a quick search on the author. Are they real? Credible? Is it logical they would know about the topic they are announcing or are they full of hot air?

CHECK THE DATE - Many times fake news is re-broadcast time and time again. Don't believe the unbelievable just because it appears in multiple sites.

READ BEYOND - Headlines are often outrageous in an effort to get clicks. Read a little more to get a feel for the whole story.

SUPPORTING SOURCES - Determine if the sources they cite are valid. I can say the New York Times caught the president eating worms in the west wing. But a quick check of the New York Times won't show anything about it because I made it up!

IS IT A JOKE - If it is outlandish, it might be satire.

ASK AN EXPERT - Ask a fact checking site. They are pretty reliable.



HOW TO

Email programs have become more sophisticated in recent years. But the basics, while often misunderstood, still are valuable.

Everyone knows how to use the **TO:** line, that is where you put the destination email. And most know the **CC:** line is to carbon copy a 2nd (but not primary) destination email. Useful when you want to include someone in on a conversation. Promise a special deal to a customer and **CC:** accounting to keep them aware, for instance. Both parties will see the others' email address, and the **TO:** recipient will know the **CC:** email also received a copy.

BCC: stands for Blind Carbon Copy, You are sending a copy of the email much as a **CC:** however the **TO:** email will not know it was sent. I use this often when sending myself a copy of an important email I will need to follow up on. The recipient does not know I also received a copy.

Use these tools and your communication will be more efficient.



MARKETING

If you are giving a coupon to customers good for credit towards their next visit, consider giving them an extra for a friend. They can't use it, but their friend can. It is the easiest way to potentially double your customer base by getting your customers to bring someone new to you.

Win - Win!

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ASK A TECH

Q: I need a form people can fill out and have the results emailed to me. Is this something that can be done? I have seen several programs that state they will do this, will any of them work?

A: Because these scripts have been used in the past by hackers to send out millions of emails, we require that you use one of the form mail scripts we recommend. We've found several that are quite secure. If you use your own script and our server is hacked, you will be held responsible.

AmeriWeb Hosting will install the script for you and provide the coding to insert into your page. You will simply need to make a few minor modifications and you are up and running! Contact us for particulars and a free instruction sheet by email.

Q: I am applying for a merchant account to accept credit cards and they need copies of all of my hosting invoices for the past 6 months. Can you email them to me?

A: We can do one better. Simply log into your account control panel and you can download each invoice in PDF format. Great if you prefer to email the documents to the merchant provider as PDFs are a universal format readable by almost everyone.

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

AmeriWeb Hosting

(773) 735-5144

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