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News and helpful information from your friends at AmeriWeb Hosting
November 2018



WEB NEWS

AmeriWeb Hosting Procedure Change

We recently contacted a substantial number of our customers with two questions.

- 1) Do you think AmeriWeb does a good job with your web site? (94.1% yes)
- 2) What one item could we do to improve our service?

The second question was a curve ball. I am seeking ways to make my service to your business more successful. The equation YOUR SUCCESS=MY SUCCESS certainly holds true in this instance.

There were several questions about our knowledgebase (you knew we had one, right? See the problem?), billing process and such.

The biggest question came in as more of a comment. Our managed site clients feel that I am doing a good job, and they are seeing the marketing's results. They trust I am working their site, but they want to know more about what I am doing.

WHOA! Slap head moment!

Starting now, I will be either calling by phone or dropping a quick email whenever I make a change to your web site. I may group several tweaks together. Depending upon what is done I may choose either a quick call or email. Some of my clients are always busy, so I will tend to send them emails. I may spend 6 hours researching and changing certain keywords for your site, but call it "keyword tweaking," so don't be concerned with any short descriptions of my activities.

One client stated it best "I know you are doing SOMETHING because I see the results, I just don't know what." I am changing our process to remove this question.

If you have any comments or questions, I am always available to you. Just email or call.



HOW TO

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Site Tools

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It seems like everyone either has or wants a website. For the latter group--those who don't have a website--it might seem like a daunting task to start a website. In reality, starting a website can be very simple.

There are essentially just three main components to every website.

- Domain name
- Web Hosting
- The Website Code/Design/Content

Let's cover each of these components and break them down with simple explanations, and how they tie into one another.

Domain Name

A domain name is usually a .com, .net, or .org address that visitors use to view your website on the Web. The most popular top level domain (TLD) is the .com extension. Domain names are typically sold annually, so when you register a domain name, you have it for one year with the first option to renew it, unless you purchase multiple years up front. When starting a website, it's important to find a good domain name that represents your brand or business.

Web Hosting

After you have a domain name registered, the next step is to get a Web Hosting Package. At AmeriWeb Hosting, we recommend signing up with our less expensive shared hosting plans (for a few bucks a month) and then upgrade later if you need it. An exception to this would be if you need custom software or packages (such as live video streaming) that aren't offered in a shared hosting environment. In this case, a VPS or Dedicated Server might be a better option. If you're still not sure which web hosting plan to choose, we recommend a quick conversation to explore what you need.

Your domain name gets "pointed" to your web hosting account by changing the name servers for that domain name at the registrar. Once that's been updated, anyone going to your domain name will be viewing the website hosted on our server. Web hosting providers like AmeriWeb Hosting, provide a control panel to make it easy to administer your website.

The Website Code/Design/Content

There are many ways to make a website. A website is usually a file that is coded with HTML, and contains image and video elements. It's possible to create a website using just a text editor like Notepad, but for beginners it's usually best to use software geared for web development. You can download free software for creating a website such as KompoZer, or use AmeriWeb Hosting's sitebuilder. We also offer several CMS programs such as WordPress, Drupal, and Joomla, to name a few.

Programming languages like PHP, Ruby, Python, Perl, and ASP.net can also be used to create dynamic web sites. These are best left to programmers, although adding a script written in PHP or another language is usually easy to do.

If you want to create your own site and choose not to use one of our site builders or a CMS, you can create and edit your website by writing the code. Once the website is completed, you can then upload your web pages through FTP to your Web hosting account so that it's visible on the web to anyone who goes to your domain name.

OR, you can simply hire me to handle the whole process for you. Creating a web site does involve a cost. Our sites are typically priced WELL BELOW what others charge for a comparable site. You can always find a cheaper provider, and it will show. But we provide value for your money.

Call with any questions about web sites. I would like you to consider me your website "insider."



Affordably Low Cost, Easy To Do Marketing Technique

When it comes to customer service, being amazing is more about consistently being

better than average than any other tactic. And above average means exactly that. You don't have to be over-the-top amazing, you just have to be a little better than average. The trick is to be better than average, all of the time. That's what amazement is about. Consistency makes being above average, even just a little above average, amazing.

To be amazing includes all the things we read about, including product knowledge, genuinely showing that you want to help the customer, going above expectations, etc etc etc. We all should be doing that. But there is one more thing we can do, that, when coupled with all others, will put you not just in front of the average business owner, but way in front.

Be nice.

In today's world, so many people aren't nice. It's not that they are rude or mean, although sometimes they are. No, they just don't smile and say thank you, they make you feel they would rather be anywhere else than here with you right now. When you encounter someone who is nice, you feel so much better about doing business with them. And if you want to stand out in your profession, it is easy to do. Simply Be Nice.

Nice people do a number of things:

- They are respectful
- They do what they say they are going to do, you can count on them
- They show up on time, respecting your time
- They are polite. They say, please and thank you
- And, speaking of thank you, they write thank you notes

In business, being nice is an important part of delivering customer service. It's the positive attitude, the respect you show to the customer, and the way you make them feel appreciated. It's an essential part of any customer service strategy. The best customer support system isn't complete without the customer walking away feeling good about your contact.

Want to implement a affordably low cost, easy to do guerilla marketing technique?
Be Nice!



Q: How do I get my paid invoices for the last year for my accountant?

A: You can easily view/print/download your invoices, both paid and pending [HERE](#). Simply log in and they are all there ready for you. *"Web hosting fees are often deductible when used for business purposes"* (CPA Lingo) . As always, *"Check with your tax professional to determine deductability of any business expense"* (Attorney Lingo). If you need help logging in (forgot password, etc) contact us and we can help.

Q: Now that I have a website, it seems I am getting more telemarketers and scammers calling me. How do I know who to trust?

A: We all get those calls. Whether it is someone claiming to be from the IRS, or telling us they will get top dollar for our timeshare, they are a nuisance.

Phone Scammers are very easy to catch if you follow these simple steps:

First, you can always hang up if the call doesn't sound right. Most scammers will simply move on to the next number and not call you back.

Feel free to ask for identifying information including a callback number. Get the person's name, business name, address and business phone number. Legit companies will always share this with you, but scammers will either fumble their answer (because it isn't on the card they are reading from), or will make something up. Remember to double check what they tell you. Call them back. Legit firms will answer the phone and mention their company name.

The big electronics companies are working on this problem, but the scammers keep changing tactics and a solution may not ever be available. I wish I had better news

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

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