

**Subject:** AmeriNews Newsletter October 2013  
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## AmeriNews Newsletter October, 2013

### WEB NEWS

**Its never been more important to have a website for your business.**

Its never been more important to have a website for your business. People seek out locations and recommendations on-line more than ever before. There are several steps to creating a great website.

#### **1) Get a website address**

Select your company's domain name with care. Not only must it fit your business, your new domain name must also be easy to spell, remember and promote.

#### **2) Create a written outline before you begin**

Decide what information you wish to provide, then group that information on appropriately named pages. Commonly used pages include your initial or Welcome Page, About Us and Contact Us. Other suggestions include a catalog of your products for on-line ordering, a testimonials page, mailing list page for future emailings to customers and interested prospects, a photo gallery or a press page. There are literally hundreds of pages you can choose to promote.

#### **3) Choose how you will build your new site**

How you create your web site is important. For businesses on a tight budget or with limited code writing skills, a sitebuilder is a wise choice. If you are somewhat proficient in the workings of computer software, purchasing a template and modifying is worth consideration. Or you can hire a designer to create a custom site just for your business.

AmeriWeb Hosting is ready to help you with your new website and can provide a great sitebuilder with approximately 1,000 different templates to choose from. Cost is an affordable \$9.95 per month and includes the sitebuilder, hosting and a domain name in one package. You write your own copy and save considerable money!

AmeriWeb Hosting offers templates at little or no cost. We can also help you with a website editor if you wish to embark on the joys of coding.

AmeriWeb Hosting excels at creating uniquely custom websites for a low price. For \$895 we will create a custom site complete with your own graphics (not shared or a template), free copywriting, free hosting for a full year, site management and more. PLUS we always code with the major search engines in mind. Google and Bing like our sites and tend to rank them highly. And as you know, a high ranking on Google translates into lots of new visitors.

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Contact AmeriWeb for free information regarding our hosting, designs, sitebuilders and templates.  
773-735-5144 We are glad to help!

## HOW TO

### Web Site Stats

Included with your hosting account is website statistics. You can find out how many people are visiting your site (per month, day, hour), which search engines are sending you visitors, what search terms they are using to find you, and much, much more.

Statistics are turned off by default. You can enable them easily by simply clicking on **CHOOSE LOG PROGRAM** in the **LOGS** area of cPanel. Select the log format you prefer. **NOTE:** Each log format takes up a small amount of web site space, so select only the one(s) you will use.



**AWSTATS** is the least "pretty", but the most functional. It lists search phrases and keywords and more. It is our favorite.

**WEBALIZER** formats your data in an appealing display, but it is slightly more difficult to fully interpret the data fully.

**LOGAHOLIC** is our latest program and is both appealing and functional. It shows a lot of information, but takes a while to get comfortable with.

Also available: **LATEST VISITORS** which lists the IP addresses of your most recent visitors, **BANDWIDTH** which shows how much bandwidth you are consuming, **ERROR LOG** useful when finding issues with programming, and **RAW LOGS** which shows all data in a mind numbing format.

All are included with your hosting account.

## WEB SITE MARKETING

### eNewsletters are a handy way to share information

Sending out a quick enewsletter, or a simple letter, is one of the internet's best ways to market your business. It does take a little time to write effective messages, but it does work. We send out our own enewsletter approximately 10x per year. And new clients contact us because of it.

But is it worth the effort? **ABSOLUTELY!**

What I love about e-newsletters is how this one tool can cover so much marketing ground.

A newsletter keeps you in front of clients, prospects, and colleagues; gives you a platform for sharing your business; and helps you clarify your point of view. On top of that, it's easily forwarded, easily archived, interactive, and has almost no cost. For a small company, a newsletter all by itself can serve as a powerful marketing program.

A newsletter is a safe way for those who read it to check you out and get a feel for you and your company. In this way, the newsletter contributes to an ongoing relationship. It's word of mouth but on a larger scale.

Things to keep in mind when creating an e-newsletter:

Content matters most. The challenge is getting someone to read what you have to say. Writing content that the reader can use is the only way to gain permission to stay in the inbox. Stay focused. It's tempting to cover multiple topics, but that's a mistake. Pick one or two topics at a time and stay on them. Publishing a newsletter is like exercising. So commit to a regular schedule and publish regularly.

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The most common mistake is writing too much about yourself, all about what we're doing and who we're working with and why we're so wonderful. While it may be true, your readers don't really care. Write something particular and write for a specific target reader.

Write first person, and don't worry about sounding "professional". Writing in a too professional tone tends to be dry and boring.

Write about how to use your products, what products you carry, testimonials, how to save money using your products, unique uses for your products. Ditto for service businesses.

It doesn't have to be long, just do it!

## **ASK A TECH**

**Q: I have a domain that is managed by AmeriWeb Hosting. If I wish to assume managing it myself, what do I have to pay you to get control of my domain?**

*A: Nothing. The domain belongs to you, we are merely caretakers of your domain. We keep almost all of our domains with GoDaddy. If you wish, we can create a new account and transfer your domain over. You'll then be responsible for managing it with them. You can also transfer it to another registrar of your choice. You will need to pay them a renewal fee to do this. We do not make money on domains, we manage them for our clients.*

**Q: I cannot access my email. What is up?**

*A: There are several reasons that could be causing this issue. First, log into your webmail account (webmail.yourdomain.com) using your full email and password. If successful, then the issue is at your remote software (Outlook, iPhone, etc). If you cannot log in, the issue is usually an incorrect password. Contact support to have it reset.*

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](mailto:support@ameriwebhosting.com)

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AmeriWeb Hosting, Marketing, Web Designs, eCommerce.

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