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Letter from the Editor

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



WEB NEWS

Google Has Announced

Google has announced it is installing a new undersea cable that will link the US, UK and Spain. The vast majority of international Internet traffic, as much as 98%, is carried via undersea cables. Google already has three other private undersea cables, connecting the US to Chile, the US to France and Portugal to South Africa.

The latest cable, the Grace Hopper, will connect the UK and Spain with the US. According to Google, this is one of the first private cables connecting the UK and US since 2003. The cable will help increase bandwidth to power Google's cloud services.

"Grace Hopper will incorporate novel optical fiber switching that allows for increased reliability in global communications, enabling us to better move traffic around outages," said Bikash Koley, VP, Google Global Network. "Google and SubCom engineers collaborated on incorporating this innovative switching architecture into the system. Grace Hopper is the world's first submarine cable to use this technology, and we look forward to deploying the technology on other systems in the future."

Once completed, the cable should help Google keep up with the increased demand of companies switching to the cloud in record numbers.



HOW TO

Web Site Security, What you don't know can hurt you

Each of the websites hosted by AmeriWeb includes three important security features. All are enabled automatically, and while some may offer the capability to turn them off, we don't recommend it.

ModSecurity - helps to reduce or eliminate automated hacker attacks. Works like a firewall, securing certain modules and server scripts from the ever probing Internet hackers. Automatically enabled, you can turn it off if you wish less security.

Two-factor authentication - allows you to receive a code via a text sent to your cellphone whenever someone attempts to log into your cPanel account. You enter the code you receive and are granted access to cPanel. You can choose to use this optional feature or not.

Imunify360 - Continually scans the files that compose your web site and alerts to injection or hacked scripts. Running in the background, you will never know it is there

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unless you need it.

Website security helps keep your site secure, and it also makes us good neighbors to the other internet users by reducing hacker scripts, spam robots and other nasty things that go boo in the night.



How to Increase Your Response Rate

Here's one thing I learned:

You have to make it super, extra clear what you want people to do. You can't just expect them to take the initiative. You have to give them easy directions.

This especially applies to business, too. You can't expect people just to call you. Instead, you have to tell them clearly what to do next.

That's why we put a "call to action" in the websites we make for clients. By doing so, it becomes a no-brainer for readers to follow your instructions. Otherwise, without directions, they usually do nothing.

And that's not good.

- Instead of simply listing your phone number, put *CALL xxx-xxxx and ask us for our free catalog* for improved results.
- Instead of simply listing your email, put *EMAIL US NOW at xxx@sss.com and ask for our free catalog* for improved results.
- You can also go more generic, *CONTACT US FOR MORE INFORMATION*.

Extremely simple, costs nothing but it is one of the little things that add up to better results.



ASK A TECH

Q: I am trying to make an old script run on my website. It won't because it requires an older version of PHP. Can you install it for me?

A: Our servers come with multiple versions of PHP, and you can select between them. Just find SELECT PHP VERSION under SOFTWARE in cPanel and make your choice. You can choose from 5.3 to 7.4, depending upon your needs. As with all software, the older versions tend to be less secure and run noticeably slower. The most recent (7.4) runs the fastest of all of them, and is capable of running almost all older scripts. Try walking PHP backwards until you find the highest version that works for you.

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If you have a question for our ASK A TECH section, email it to
support@ameriwebhosting.com

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