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



WEB NEWS

The Value Reviews and Ratings Have on Sales



One of the main reasons online retailers offer customer product reviews is that reviews tend to encourage trust and increase sales. Studies have shown that having at least five reviews can increase sales by more than 2x.

Likewise, ratings such as star ratings also have a similar benefit for ratings between 4 and 4.7.

They Don't Need to Be Perfect

Reviews that are honest rather than stating that your product is 100 percent perfect, have a far greater impact than if you had all-perfect ratings. Consumers don't believe those five-star ratings, but they do believe a rating that is more realistic. Nothing and no-one is perfect.

You Don't Need a Lot

The study also showed that five reviews on a sales page increased sales, but having more reviews doesn't necessarily increase results exponentially. Put the most honest reviews on your pages for the best results.

Higher Priced Products Need Reviews More

The study also showed that the more highly priced your product, the more the presence of good reviews stood out as a factor in increasing sales. In fact, those products saw increases over 3x when there were at least five positive reviews posted on the page.

Reviews from Verified Buyers Carry More Weight

When a potential customer reads a review about your product or service from someone who is one of your customers, it means more than an anonymous review. Unverified buyers are anonymous sources which more and more often not believed.

What Does This Say to You?

Publish only the most honest, but positive reviews on your sales page, and don't put more than five, since more isn't better in this case. And stop sweating the bad reviews, since sales improve when you're just under five stars, rather than at five stars.

- Work to get reviews from your buyers. This is an important part of helping prospects choose you over someone else. Just ask!

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- Identify verified buyers displayed on your own sales pages
- Allow for less perfect reviews
- Respond kindly to bad reviews. You'll impress a lot more people than if you respond poorly to bad reviews in public



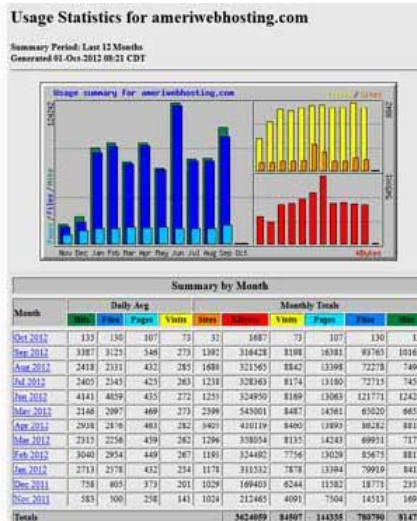
HOW TO

Web Site Statistics?

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 website space, so select only the one(s) you will use.

AWSTATS is the least "pretty", but the most functional. It lists search phrases, 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.

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.



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.

The most common mistake is writing too much about yourself, all about what we're doing, 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 and unique uses for your products. Ditto for service businesses.

It doesn't have to be long, just do it! And it works. You are reading this eNewsletter, aren't you?



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 do not make money on domains, we manage them for our clients. There are three options for managing domains, if you want control of your domain:

1. We can issue credentials for your domain(s) through our current registrar. They will stay in our master account, but you will have access to settings.
2. We can transfer over to your preferred registrar. Typically you will renew the domain for an additional year, and pay their cost. I will send you the transfer code, which is entered at the new registrar. The domain is then transferred into that account under your control.
3. We can continue to manage your domain in our master account for your benefit.

If you remove a domain from our control, then you are responsible for managing it yourself. Miss a renewal date, your site goes down.

Almost all of our customers allow us to manage domains on their behalf. I will say it one more time for the record, because it is important: *"Domains are the property of the customer, and do not belong to AmeriWeb Hosting"*

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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