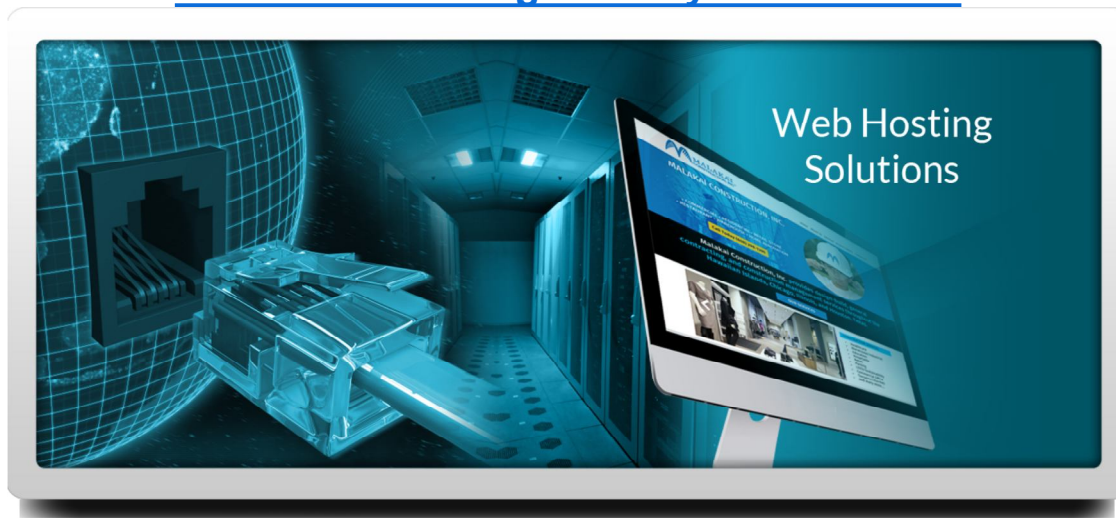


**Subject:** AmeriWeb Hosting September 2019 eNewsletter  
**From:** AmeriWeb Hosting <newsletter@ameriwebhosting.com>  
**Date:** 9/2/2019, 1:00 AM  
**To:** ameriweb@ameriwebhosting.com

## [AmeriWeb Hosting Monthly e-Newsletter](#)



### News and helpful information from your friends at AmeriWeb Hosting September 2019



#### Facebook Changes are Coming

There are some changes to the algorithm Facebook uses on pages. If you would like to read a more in-depth article, [click HERE](#). Otherwise, here is a synopsis of some danger areas:

- Facebook groups are the future. Facebook is focusing on privacy and making the user experience more intimate. That's what the algorithms are going to start catering to. If you don't have a reader group, you should start one.
- The things we post on Facebook should create meaningful interactions. If they don't, your post is less likely to be seen and suppressed in the algorithms.
- Group Admins are responsible for all group activity. If content is posted in a group that goes against Facebook's Terms of Service (TOS) or Community Standards, admins are at risk to lose their personal profile, their business page, and their group. Admins can be shut down with no recourse.
- Negative ratings reflect poorly on the admin team. Negative ratings are the angry face, the sad face, member reported content, and the number of people who block you. These things also reflect poor ratings on groups and suppress reach. Facebook wants the user experience to be positive. Sad or angry face reactions tells Facebook that the user is having a bad experience, therefore diminishing your organic reach.
- Post approval process is a responsibility. Admins should have post approval

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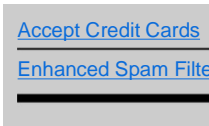
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- turned on in groups to protect themselves from negative ratings.
- When members leave the group, they have the choice to take all of their content with them. This applies to admins as well. So if you had an admin that posted great content and then they leave the group, they have the ability to take their posts out of the group.
  - Teach readers to leave a reaction, not a LIKE. Liking a post means nothing to the Facebook algorithm. It does not qualify as an engagement. Readers need to LOVE it, react with SHOCK, or use the LAUGHING reaction. This shows positive user experience and will help your organic reach. Comments also boost your reach and GIF's give you the highest ranking in the algorithm.
  - You CANNOT tell users how to react. In other words, you can't say things like "Love this post and..." or "Comment below and..." Those phrases will suppress your reach because they are considered engagement baiting. What you should say is something like, "Leave me a heart and..." Engagement baiting includes words like COMMENT, VOTE, REACT, SHARE, TAG.
  - Link your group to your page. Facebook is going to be coming out with features that are specific to business pages that have groups. Be a conversation starter in groups. Earn the badge. It shows you are creating meaningful conversations. Readers are like you. If you like to see something on Facebook, chances are that they will like it too.
  - Sharing from your page to your timeline/newsfeed is against the Terms of Service. By dropping your page link in a Sharing is Caring post, you are putting yourself at risk to have your account shut down. Sharing posts made on a page you are the admin of is also a no-no. Facebook wants page content to stay on the page. However, if a reader (a non-admin of your page) shares a post from your page, the complete opposite happens. This boosts your ranking in the algorithms. Facebook views this as positive content because a reader cared enough about the post to share it. If someone comments on that readers shared post, you get an even higher boost.

It's a whole new world out there!



## HOW TO

### **Spam Reduction**

Each site we host includes email spam filtering that averages about 85% accuracy. This means that 85% of the spam sent to you is never seen. We can tighten this up at the risk of labeling good email as spam.

If you want more, a service is available (under \$60 per year per domain, not email address). This is my cost, I do not mark this up. I use this service myself. [READ ABOUT IT HERE](#).

I highly recommend this service. If you have any questions, please feel free to contact me.



## MARKETING

### **Optimizing Meta Tags to Increase Your Site's Visibility**

Meta tags are added to a webpage to increase its visibility in the search engine. The Meta tags consist of two important components which are title and description.

The **title** is the most commonly used Meta tag. It is displayed on top of the browser window. It acts as the title of the document.

The Meta **description** is not shown on the browser but it is shown in the search result. The Meta description is often used in a webpage that does not contain text content. For example, in an art gallery site, the whole page displays only the picture. Since no text is placed on the site, you have to use the Meta description to optimize it with keywords.

A **keyword** Meta tag was once important, but is no longer. I use it as a reminder as to which keywords I am focusing on with any particular page.

The Meta tags are usually added under the head tags. The Meta tags for each page should be unique. In this way, you can avoid duplication problems.

You should use a different Meta tags for each page in the website. The best keyword research tool for researching keywords is the Google AdWords keyword tool. The new Google AdWords keyword tool offers many improved functions. The keyword tool allows you to analyze a keyword based on the competition, number of searches, CPC etc.



### **ASK A TECH**

**Q: When I modify my site, the old info often appears for hours or days. What is happening?**

**A:** This is a common issue, related to your own web browser. You are undoubtedly caching the pages automatically. This saves time and bandwidth, as the images and pages are stored in a special file on your computer.

To get around this, try adding ? and a letter or number after your domain. IE <https://ameriwebhosting.com?a> -- this will force the browser to download the latest version from the server.

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#### **AmeriWeb Hosting**

(773) 735-5144

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