

Onward & Upward

FREDERICKSBURG, VA



WHAT'S NEW

Spring has certainly sprung! With taxes under way or behind us all, now might be a great time to clean out your email. You know the Ezine you were planning to read later (Crystal is guilty of this one!), or the spam that is hanging around as you had a busy week.... Those emails. It is oh so satisfying to watch them disappear when you hit the delete key!

Enjoy the spring weather before the heat of the summer settles upon us.

SERVICES WE OFFER

- Website Design
- Website Maintenance
- Search Engine Optimization
- Social Media Marketing
- Reputation Management
- Citations, both local and national
- Google Products
- Email Marketing
- Digital Marketing
- Website Hosting

Need to update your website? Why not try a maintenance package? We offer a variety of options that ensure we block off that specific amount of time to get your site updated.

DOMAIN NAME MANAGEMENT

Did you know that we offer domain name management as a value added service (meaning we do not charge anything additional for it)?

Why? Early on in our business we learned that sometimes our clients get involved in their day to day routine and forget to renew their domain names or think someone else took care of it...

All of the hard work that goes into building that online name is ultra important and obtaining an expired domain name can be tough or costly to do. For us to manage the domain name, we need it to be located under our umbrella of domain names vs with another company.

Contact us today for more details.

ON THE WEB

Blog:
<https://simplywebservices.net/blog/>

Facebook:
<https://www.facebook.com/FBurgWebDesign/>



2023

WHAT IS LITESPEED?

LiteSpeed is a drop-in replacement of Apache, which is tech talk for LiteSpeed replacing the web server software Apache.

Apache is the software that makes your web pages function. LiteSpeed web server increases performance and security at the same time. Faster web server performance means faster web pages, which equals customer retention and at the same time, faster web pages mean better SEO (Search Engine Optimization). What does drop-in replacement mean? Simply put it is a drop-in and replaces Apache without any code or configuration changes on your website.

When we upgraded the server hardware, we also upgraded from Apache to LiteSpeed, making things all that much faster for you and your clients.

It's like Warp Speed, but faster. "Make it so Number One!"



SOCIAL MEDIA - LINKEDIN

LinkedIn is mainly used for business-to-business, it allows businesses to recycle some of their content used elsewhere, providing small glimpses into life working for your company. You still want to ensure that it fits your demographic and that you have time to utilize it.

- Has 875 million members
- 16.2% of users log in every day
- 40% of LinkedIn users organically engage with a page every week
- More men use LinkedIn than women
- At least half of LinkedIn users make more than \$75,000
- Average visit to LinkedIn averages about 7 minutes
- #1 platform for Business to Business



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