# WHAT IS WEB HOSTING AND HOW DOES IT WORK?

Building a website is one of the three ways to strengthen your online presence and helps build credibility with your brand.

It's not necessary to know all the technical intricacies of building your site, but knowing the differences between basic terms, such as "Web page," "Web host" and "Web server," can help you understand, at a high level, the role of these necessary components in creating and running your site.

### **BASIC TERMS TO KNOW** Consider the process of renting a home as being analogous

to that of having a website. Here's how it breaks down:

clients.



information online.

Web page: a simple page of



STUFF IN YOUR HOME

pages that share a unique domain name, the hub of your online presence.

Website: a collection of linked Web



**Web browser**: the software application on a computer or mobile device

that visitors use to reach your site and

**Visitor**: your clients and prospective



Chrome, Safari or IE. **Internet**: a global system of computer networks that connects several billion devices worldwide.

view your Web pages - Firefox,



THE HOUSE YOU'RE RENTING

that stores and serves up your website to visitors on the Internet.

Web server: the physical computer



space to you on the Web server.

**Web host**: the provider who leases

#### Consider these four types of Web hosting services to choose from with typical pros and cons associated with each one.

**TYPES OF WEB HOSTING** 

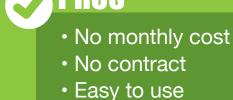
**FREE HOSTING:** Probably a suitable choice if you have a static site and are



# private/personal/family website or blog.

CONS Unable to use your domain name

budget conscious. This type of service may also be good for a



• Little to no technical support

If your website has lower traffic volumes and doesn't need to run

special software, a shared hosting solution may meet the needs of

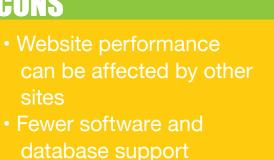
your business. You share resources (email and applications) on one

- Slow connection speed and frequent downtime • Limited disk space, bandwidth and features Advertising banner ads, pop ups or pop unders
- **SHARED HOSTING** (Virtual hosting):

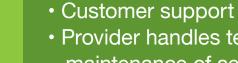
# server with other websites, and split the cost.

• Use your own domain name

CONS PROS Low monthly cost • Most providers offer tools to help optimize your site

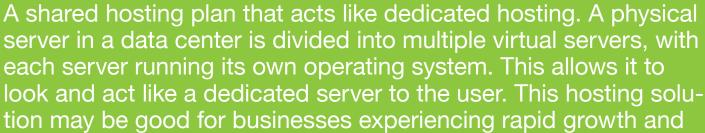


options



- Provider handles technical issues and maintenance of server





**CONS**  Less expensive than a true More expensive than shared hosting Some hosts may not assign resources appropriately which may cause server issues

CONS

heavy traffic, but aren't ready to commit to dedicated hosting.



this option.

**PROS** 

**PROS** 

#### **DEDICATED HOSTING:** A dedicated environment is when you have the entire server to yourself with full control of how it's monitored, maintained and

managed. Large ecommerce enterprises, businesses with

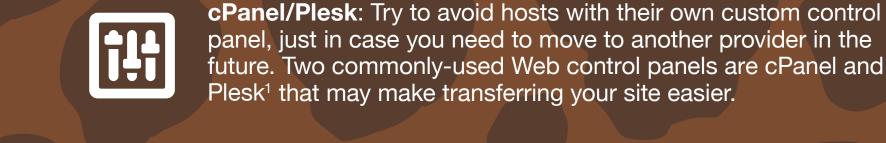
 Unlimited bandwidth and disk space More expensive than VPS Faster connectivity and performance Full control of server

significant traffic or sites using intensive applications often utilize





### **HOW TO CHOOSE A WEB HOST PROVIDER** For most small businesses, a shared hosting solution works fine. So, which provider should you go with? Consider these five factors:





live chat or email. Confirm if they charge any additional fees for assistance. Terms and conditions: As with any contract, read the fine print to understand what's included and what's not, and know what the cancellation policy

Customer service support: Make sure technical help is available 24/7 via phone,

Uptime: Look for a host with a minimum uptime of 99%, but preferably one that guarantees 99.9%. Confirm there are multiple back-up servers just in case your



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is all about. Customer reviews: References and reviews go a long way. Reach out to other business colleagues/partners to get their opinions,

1 2015's Ultimate Guide to Web Panels. Hostingadvice.com. Access Aug. 26, 2015

providers.



and read what other companies have experienced with their web

server goes down.