

## Lesson #4 Choosing Web Hosting

In the previous lesson, I talked about the importance of having your own website, and we went through the process of registering a domain name.

Now it's time to take the next step toward getting your website up and running.

It's a step that all internet marketers, or just marketing your business on the internet, must take if they want to have a successful website.

It also involves a choice.

the problem is, there are good hosts and there are bad hosts...you don't

want to choose a bad one. So I hope you'll take a moment to check out this lesson to make sure you're on the right track...

### **Main points:**

- **Web hosting is** what makes your website available on the internet. In a nut shell, a web host puts your web-site onto a computer called a web server, which has a dedicated connection to the internet. A dedicated connection is generally one that is a lot more redundant and reliable than the one you have at home, even if you have broadband. Technically it is possible to host your own web-site through your own computer through your DSL. But I would not recommend it. It is not reliable enough, and when you start getting a lot of web-traffic, your visitors would fill up your bandwidth and nobody would be able to access your web-site. So that's why we need to put your web-site on a specialized web server. The web server is designed to serve your web pages to visitors when they go to your web-site, which is the domain that you registered in the previous lesson.
- ok, so **why is it important to choose a good web host** in order to avoid potential problems? There are good web hosts and then there are not so good web hosts. There are thousands of web hosts out there and there are many good hosts, in fact there are probably more good hosts than bad ones. The problem is, if you do pick a bad host, it can really get your web site off on the wrong foot. I could talk about some of the horror stories I have heard or personally experienced, but I'll spare you the gruesome details for now. Let's just say it's no fun to invest

your time and money into launching a web site, and then experience constant problems because of an inadequate web host. so that's why I want to get you started on the right foot, by getting you set up with a reliable web host. Having built several web sites over the years and used a few different hosts, I have experienced both the good and the not so good. so I feel confident in being able to recommend a good web host. So Which Web Host should you choose? Now again there are hundred of good host out there, and since I am not going to review them all, I am just going to give you my recommendation. If you currently have a good hosting company, then by all means stick with it. The Web Host i recommend is HOST GATOR for some very good reasons I'll explain here in a bit. By the way you can check this host out at [www.hostgator.com](http://www.hostgator.com) .... Now of course this is my affiliate link, and as always, I appreciate it very much if you use my affiliate link on stuff like this, you certainly won't get any better of a deal by not using my affiliate link, and I only recommend products or companies that I truly believe in for your business online, and there is a coupon code when you get there for an extra discount until Feb.

- **Important things to look for in a web hosting company...**

**Now here are the reasons I recommend Host Gator for your web host...**

**1)** The resources and tools that you'll need-(they have got the stuff that you need to succeed with your web site) What kind of resources and tools am I talking about. (Right here is where it would be nice to show you a Power Point presentation, but not everyone has Power Point), so I will try to walk you through it as if you were at the Host Gator site right now, (which by the way, you can do just to follow along). So when you get to their web site, just click on hosting plans, and first of all----**RESOURCES:** when it comes to web hosting, your two biggest resources are plenty of **storage space** and **data transfer** which is often referred to as bandwidth.

**2)** Ok now just looking at Host Gators smallest hosting plan, 'the Hatchling', comes with 350,000 megabytes of storage space (that's 350 gigs)....and 3000 gigs of data transfer.....now again, that's the smallest plan at just about the best price out there. Several years ago, you would probably have to pay hundreds of dollars a month for resources like that. But due to storage and bandwidth becoming such a cheap commodity, you can get these resources for under \$10 a

month. Now, just to put it into perspective, those are way more resources than 99% of you will ever need. The smallest plan is enough to host my site a dozen times over. Just so you know, the reason they are able to sell such high bandwidth is because they know that 99% of their customers are never going to come close to using that much. But if you are in the 1% that uses it, they'll accommodate you, they will actually put you on a server with a few other high resource users and they will lose money for that web server, but they'll do it because they know they are going to be making more money overall by being able to advertise these crazy limits....

You know many web hosts have been notorious for overselling their servers, but in Host Gators case.....what makes them so impressive.....is that they actually stand behind those limits, and they will support them. Now there are many other features and tools that I can talk about, but I am just going to point out a few things....Ok, first of all you might notice there is **Window web hosting and Linux web hosting**.....You want Linux, now this has nothing to do with what you use on your PC. I am a Windows user on my PC, but again this has nothing to do with Linux hosting...Linux is just better for web hosting--it's simpler, it's more user friendly, it has more powerful web applications built for it... having said that... Windows has some powerful stuff too, like asp--but in general for the kind of stuff that we are going to be doing, Linux is better, so just don't even worry about Windows web hosting....

**3)** Ok, now right off the bat you will notice that Host Gator uses **C-Panel**, and this is the Control Panel that I highly recommend. I would not use any other web host that did not have C-Panel, in fact all of my web sites are hosted on C-Panel servers. Host Gator also has a **site-builder** included, so even if you don't know HTML, you can get started by using their point and click site builder--and along with that they have **4500 web site templates** available for you to use. some of the other things that you will see there are **Instant backups** (just under the 'package detail' heading)...this is great because your site is always backed-up... There is also unlimited **My SQL Databases**, this is really important because a lot of marketing related programs use those databases. You have **CGI, PHP**, and all kinds of other languages that it supports. If you happen to use Microsoft Frontpage, it supports and is fully compatible with FrontPage...you can also **stream audio and video** from your site with Hostgator. They also have something built in called **Fantastico**, which is one of my favorite things...Fantastico enable you to install all kinds of things on your web site with a few clicks....for example, it enables you to install things like

blogs, content management systems, support systems, forums, shopping carts, image gallery, and all sorts of other scripts that are built right into it. In fact I'll be showing you how to use this to install a WordPress blog on your web site in just a few clicks.

Ok, so those are just some of the resources and tools, and as you will see there are a huge list of them, and I only pointed out maybe five or six.

So that's one reason I recommend Host Gator....Another reason why I recommend them is they have the support needed when you need help...they offer 24-7 support, and unlike most hosting companies, they don't outsource their support. When you click on the support tab you will see their many options...they actually have an in house support staff, which is a pretty rare thing in this industries and it's also been critical to their success and why I believe is the reason the their company has grown so fast...in fact Host Gator was just ranked number 21 on the inc 5000 list of fastest growing companies in America. They do give you a lot of support options, they have a ticket system if you want to use their help desk, they also have phone support & live chat available 24-7 not to mention Email support and customer forums.....

**4)** And beyond that, they also have the reliability that you need to keep your site online and making money. If your web site isn't online, it's not making money...So technically this could have been listed as the number one reason I recommend Host Gator...If your web site is always down, or if it's down frequently then that's not a good host. **Host Gator has a 99.9% up-time guarantee.** In my experience, my sites at Host Gator have never been down.

**5) NEXT: They have the right price...**they make it affordable and help you keep more money in your pocket. I think that the prices speak for themselves, so I am not going to say much more about that.

**6)** One more thing I want to mention is that they are **green**...they have certified renewable energy credits. I don't know about you, but that's a big deal for me....All of their servers are fully wind powered, so you can feel good about getting your hosting from Host Gator knowing that they are doing their part to help the environment as well.

Now, which hosting plan should you choose....well, as I mentioned-- even their smallest plan gives you way more than you will probably ever use. However there are a couple of factors you may want to take

into consideration....The most important question to ask yourself is: **How many web sites are you planning on launching?** If you plan on launching only the one web site and focusing on making it the best it can be, then the small hosting plan is probably adequate....Now you could go with (on the hosting plan page) the **Hatchling** or the **Baby**, which I think the Baby is probably a little better value because it has more resources. One big difference is the unlimited domains and sub domains. (we'll talk about the difference later)...

On the other hand if you plan on launching multiple web sites, then your best value is going to be the **reseller account**, and you can view those by clicking on the reseller hosting plan....one thing people don't understand about reseller accounts is that they think they are just for reselling web-hosting. However you do not have to sell any hosting to have a reseller account. They are equally useful for hosting your own web-sites, it's basically a control panel that allows you to set up an unlimited amount of web sites---so if you want to host other peoples web sites--you can do that.....or you can just host your own web sites, so it's perfect for multiple web sites instead of having to buy new hosting accounts every time you want to launch a new web site you can simply launch as many as you want and never have to pay any extra hosting fees. Host Gator reseller accounts allow you to host an unlimited number of domains, and of course you would still have to pay to register the domains, and to do that just go back and repeat lesson #3....but you will not need to purchase hosting for each new domain you get, and you don't have to wait for the host to set up a new account every time you want to set up a new web site. You simply add the new domain to your hosting account and upload your new site. So the smallest reseller account is called the aluminum and is probably enough for most people, but if you plan on hosting a lot of media files or something like that, you might want to go with a larger plan. You can upgrade at any time, so you can start small and upgrade when you need to, so if you are not sure and you think you are going to host multiple sites, then go with at least the smallest reseller account. The final option would be to get a dedicated server, so let's click on the dedicated server tab. Now a dedicated server is where you have a server dedicated to hosting only your web site or your own collection of web sites, you might have several web sites on your dedicated server. If you are a newbie, I do not recommend you get a dedicated server, you just don't need it. The advantages to having a dedicated server is that your site is generally going to be faster and in a high traffic situation it is going to be more accessible than if you were hosting it on a shared or a single hosting plan. It also helps you avoid the possibility of being impacted by another customer

abusing the server that your site is on. I have never had that happen in my experience with Host Gator, but the possibility does exist.

Now some or most internet marketers will have single accounts, reseller accounts and a dedicated server or two. The reason for this is that they make their money entirely on the internet, and having back up accounts makes sure that the most important sites are always up. Having said that, for the most part, I really don't think that is anything for you to even think about right now. That kind of accounting for hosting can cost several hundreds of dollars a month just on hosting. I can only hope that some day soon that will be doable for you with ease, but newbies are looking to keep as much money as possible, so it is pros and cons in cost effective ways for awhile. Be wise with your money and your resources.

**So here is what I suggest:** At the point when your web site is making a few thousand dollars a month, which is the point when I would recommend upgrading to a dedicated server. So you can start with just a regular one, or a reseller account and then once you are making some serious money, and you really want to make sure that your web site has absolute redundancy and the best back-ups and things like that, and then you might want to switch to a dedicated server.

Once you have decided which plan to go with, go ahead and get signed up.

When you get to the part in the order wizard that asks you to 'select a domain option' and you registered a domain in the previous lesson, you can click to use an existing domain, and don't worry about that, I will show you how to update you domain servers (DNS) in the next lesson. If you didn't, then I suggest going over that lesson before going any further, because I explained some very good reasons for registering your domain with someone other than your hosting server.

Ok, so now you would just put in your domain name here, whatever that might be, whatever domain you registered--and then click next, and then on the next screen you can put in any coupon code you may have, if you have one..... Then click calculate totals, and on the next screen your total due will reflect any coupon you may have used (or not). You can then pay with a credit card or your pay pal account. Hopefully that will give you some insight as to why and how to choose a good web host.

-C-Panel control panel (I wouldn't go anywhere without it).

## **ACTION STEPS:**

### **1) Get web hosting**

**[Click here to visit my recommended web host...](#)**

In this lesson, I talk about how to choose a hosting plan that best meets the needs of your business. Essentially, it comes down to this question.

How many websites do you intend to have?

If you only plan on having one website (ever), then you should go with a single hosting plan such as Hostgator's 'Baby' plan. If there is a coupon available on the home page, you may actually get your first month free.

If you plan on having multiple websites, your best option is to get a Reseller account, such as Hostgator's "Aluminum" reseller plan. This will allow you to launch an unlimited number of websites without having to pay any additional hosting costs.

Do the comparisons of shared hosting, reseller hosting or a dedicated server to see which one is best for you business.

After you've obtained hosting, we'll want to make sure your domain is pointing to your hosting account, and we'll get familiar with the tools you'll be using (I'll be covering those things in the next lesson).

As always you are welcome to post your questions and comments.....

Have a great day!