|  |  |  |  |
| --- | --- | --- | --- |
|  | Its functionality | Its value | One improvement |
| Web server |  |  |  |
| Web hosting |  |  |  |
| Ip address |  |  |  |
| Domain name |  |  |  |
| DNS |  |  |  |
| HTTP/HTTPS protocol |  |  |  |
| SSL/TLS certificate |  |  |  |