# 5. Adding more websites to your server

From time to time every IIS admin will need to create additional websites for new applications that the business needs to run, including applications for new product launches and internal help desk ticking applications. You’ll create and configure websites to support many internal products like Microsoft System Center and SharePoint.

You may be wondering, “Why do I need additional websites? Can’t I create more web applications in the default site? What’s the big deal?” Back in chapter 3 you learned that it’s best to put new applications in their own application pools for isolation purpose: if something bad happens to one application, other applications won’t be affected. You get those new application pools by creating new websites.

But there’s another, even more important, reason for creating new websites: it’s all about the name, the URL. Often you want to a unique URL – hopefully a simple one, easy for people to remember – that clients will use to access a specific web application. Here’s an example: let’s say you have a website dedicated to customers wanting information about cool bicycles. The current URL for these customers is www.WebBikez.com. Now consider that the business has added a new repair line called WebBikezRepair, as show in figure 5.1. Instead of directing customers who need repairs to the original link, you can direct them to www.WebBikezRepair.com. This is one of several reasons for a new, unique site.



**Figure 5.1** Hosting multiple websites, each with a unique name

Another reason? You may want to have different customers with websites on the same server, such as www.BikeCompetitor.com. You want the unique name and the website isolation.

Creating new sites is an important part of being the web administrator and supporting the needs of the business. Also important is the way additional websites and traffic can change the performance of your IIS server. By the time you’re done with this chapter, not only will you be able to create new websites, you’ll be able to test their performance. You’ll start off using the IIS manager to create new websites and bindings. After you’ve had a chance to work with the concept, I show you how to do it with PowerShell.

At first you may think that adding a new website is straightforward. And it is, for the most part – but only once you understand all the components. Many administrators attempt to create a website without understanding all the parts



**Figure 5.2** Creating a new website isn’t as simple as it first seems. You’ll need several pieces of information, and there are hidden traps to avoid.