Travis Augustine

Michael Neises

Ethan Ward

EECS 448

Project 4 Deployment Plan

May 11, 2016

The primary cost when considering the process of pushing a website live to the public is the cost to host that website on a monthly basis. Website hosting involves an external server that another company is in control of on their local machine. This company is also responsible for enabling users, via the Internet, to access the website. Factors that will be most heavily considered regarding web hosting will be primarily monthly cost and the feature of unlimited monthly data transfer, but also dedicated hosting will be a feature worth consider. Additionally, we will consider the options from various companies involving the moving of the MySQL database system from the University of Kansas servers to an external host. Due to this need, and since our website requires frequent user interaction involving the storage of user data in a dynamic way, we will heavily consider the unlimited monthly data transfer feature when selecting a web host. Also, since our project involves an HTML website with PHP running server side that is interacting with MySQL, a quality hosting service is a fundamental necessity when deploying our product. Additional costs we will explore in this essay involve the cost of purchasing a domain name. We will also explore the costs to advertise our site in order to gain traffic. Since our website is centered directly at University of Kansas Electrical Engineering and Computer Science students, local advertisement will also be placed into consideration.

Below we examine the costs for web hosting from several leading services. The prices listed are minimum monthly pricing for their service. Source: http://www.pcmag.com/article2/0,2817,2424725,00.asp

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Company: | InMotion | HostGator | DreamHost | Hostwinds | Bluehost |
| Price: | $3.49 | $3.33 | $4.95 | $4.50 | $3.49 |
| Unlimited Monthly Data Transfer | No | No | Yes | Yes | No |
| Dedicated Hosting | Yes | Yes | Yes | Yes | Yes |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Company: | Liquid | GoDaddy | 1&1 | Media Temple | SiteGround |
| Price: | $14.95 | $3.99 | $4.99 | $20.00 | $9.95 |
| Unlimited Monthly Data Transfer | No | No | No | No | No |
| Dedicated Hosting | Yes | Yes | Yes | Yes | Yes |

From this data presented in the above table, we can conclude that DreamHost and Hostwinds are the most viable candidates for a web hosting service due to their low price. The fact that they also provide unlimited data transfer, makes them both strong candidates.

We now compile a comparison between the costs of purchasing a domain name. For our site, we will most likely desire a “.com” domain, so all of the price comparisons will be done for domains of that variety. Also, it should be noted that domain name does not necessarily have to be purchased from the same provide that is selected as a web hosting provider. The prices that have been listed below are all one-time fees to purchase the domain. Source: https://www.domcomp.com

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Company: | 1&1 | GoDaddy | NameSilo | Uniregistry | Espace2001 |
| Price: | $0.99 | $0.99 | $7.99 | $8.88 | $8.91 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Company: | Internet.bs | Crazy Domains | Above.com | Namecheap | United Domains |
| Price: | $8.99 | $9.00 | $9.45 | $9.66 | $9.90 |

As can be seen from the above data, the price for a one-time domain name purchase rapidly starts to increase. The two cheapest options, 1&1 and GoDaddy, clearly seem to be the best choice. Our team has previous experience with domain purchasing options from the provider 1&1, and their customer service was a great asset when using web hosting services from them in the past. GoDaddy is also a reputable and well-known provider, so both 1&1 and GoDaddy are viable options when considering domain name purchasing.

We now make the comparison between various online advertising servers. This will be a key component to site promotion since our site is created purely with the goal of accumulating more users. A server that is not self-hosted is also more desirable due to its speed, reliability, and lack of need for an installation. Source: http://www.adpushup.com/blog/a-beginners-guide-to-ad-servers-plus-8-ad-servers-reviewed/

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company: | DoubleClick | OpenX | Broadstreet | adColt |
| Price: | Free | $1,200/month | $10-$50/month | $0.02 CPM |
| Self-Hosted | No | No | No | No |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company: | Adzerk | AdButler | Revive | OIO |
| Price: | $1000/month | $9.95/month | Free | $47 |
| Self-Hosted | No | No | Yes | Yes |

The option most suitable for our project appears to be DoubleClick. Owned by Google, DoubleClick is free for publishers serving less than 90 million ad impressions monthly, a criteria that is definitely met by a website geared towards the niche class of Electrical Engineering and Computer Science students at the University of Kansas. It also integrates with Google AdSense, which provides statistical data on site traffic once integrated with the website.

The previously listed comparisons regarding hosting services, domain name purchasing, and online advertising provider make it clear to see the options that can be removed from plausibility and those which would be highly beneficial when pushing our social media website live. Regarding the issue of hosting services, it appears that DreamHost and Hostwinds, with monthly costs of $4.95 and $4.50 respectively, provide the most reasonable options for monthly hosting. We must also add in a domain option; that is, a one-time fee of purchasing a domain name to be used for the website. The most viable options for domain name purchasing come from 1&1 and GoDaddy, both of which offer a “.com” domain purchase for as low as $0.99. All other companies offering domain name purchasing provided estimates easily tripling this figure. Finally, to promote our product we must acquire a quality advertising service. The service that clearly stood out among the rest for this was DoubleClick. Since Google owns DoubleClick, there are many useful features that go along with it, including integration with Google AdSense, which provides useful statistical data for the site. Its user interface is highly intuitive, thus adding simplicity to managing data about the site.

In conclusion, these decisions regarding web hosting, domain name purchasing, and online advertisement culminate with an altogether price of a one-time fee of $0.99 for a domain, and the $4.50 to $4.95 after that to maintain the site. Advertisement will not add any additional costs, neither at initial deployment nor over long-term deployment, if the Google-driven DoubleClick option is selected. These prices regarding the monthly maintenance of the project will be discussed more in the provided maintenance plan document.