

PHASE 0

Unaware of Hosting

AWARE

PHASE 1

Aware of Hosting

PHASE 2

Considering Listing

DECIDE

PHASE 3

Publishing Listing

PHASE 4

Activating Listing

1ST STAY?

PHASE 5

Settling into Hosting

PHASE 6

Optimizing Hosting

2ND STAY?

Listing published





**Going through the cycle of
hosting for the first time**