

PHASE 0

Unaware of Hosting

AWARE

PHASE 1

Aware of Hosting

PHASE 2

Considering Listing

PHASE 3

Publishing Listing

PHASE 4

Activating Listing

PHASE 5

Settling into Hosting

PHASE 6

Optimizing Hosting



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

FTBL



End of first stay

