**TITLE; How to use Azure to host a simple web application, considering cost, scalability, and security**

**1. Cost**

To keep costs low, you can start with the **Azure App Service** on the **Free or Shared tier**. This allows you to host your web application with minimal expense. As your application grows, you can scale up to higher tiers.

* **Azure App Service**: This is a fully managed platform for building, deploying, and scaling web apps. It supports multiple languages and frameworks.
* [**Azure Pricing Calculator**: Use this tool to estimate costs based on your expected usage1](https://azure.microsoft.com/en-us/pricing/calculator/).

**2. Scalability**

Azure provides several options to ensure your application can handle increased traffic:

* [**Auto-scaling**: Azure App Service can automatically scale your application based on predefined rules, such as CPU usage or request count2](https://techcommunity.microsoft.com/t5/apps-on-azure-blog/automatic-scaling-azure-web-apps-unleash-their-hidden-potential/ba-p/4130820).
* **Azure Functions**: For serverless computing, Azure Functions can be used to handle backend processes. [This allows you to scale dynamically based on demand3](https://learn.microsoft.com/en-us/azure/architecture/web-apps/serverless/architectures/web-app).

**3. Security**

Security is crucial for any web application. Azure offers multiple features to secure your application:

* **Azure Active Directory (AAD)**: Use AAD for identity and access management. It provides secure authentication and authorization for your application.
* **SSL/TLS**: Ensure your web application uses SSL/TLS to encrypt data in transit.
* **Azure Security Center**: This provides unified security management and advanced threat protection across your Azure resources.

**Example Architecture**

1. **Web App**: Host your web application using Azure App Service.
2. **Database**: Use Azure SQL Database or Cosmos DB for your data storage needs.
3. **Serverless Functions**: Implement backend logic using Azure Functions.
4. [**Content Delivery Network (CDN)**: Use Azure CDN to cache static content and improve load times3](https://learn.microsoft.com/en-us/azure/architecture/web-apps/serverless/architectures/web-app).