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Introduction to IIS:

Internet Information Services (IIS) is a flexible, secure, and manageable Web server for hosting any website or application. It is built into Windows Server and can host websites, web applications, and services.

Installation Steps:

1. Open 'Server Manager' on your Windows Server.
2. Click on 'Add Roles and Features'.
3. In the wizard, select 'Role-based or feature-based installation'.
4. Choose your local server from the list.
5. Under 'Server Roles', check 'Web Server (IIS)'.
6. Continue through the wizard and click 'Install'.

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Configuration Steps:

1. After installation, open IIS Manager from the Start menu.
2. In the left Connections pane, expand your server node and click 'Sites'.
3. Right-click 'Default Web Site' and select 'Edit Bindings' to configure hostnames and ports.
4. You can add new websites by right-clicking the 'Sites' node and choosing 'Add Website'.

Deploying Your Web App:

1. Place your web application files (HTML, ASP.NET, etc.) in the site directory (e.g., C:\inetpub\wwwroot\yourapp).
2. Ensure correct permissions for the 'IUSR' and 'IIS_IUSRS' groups.
3. Test your site by browsing to <http://localhost>.

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Enabling HTTPS:

1. Obtain an SSL certificate (self-signed or from a trusted CA).
2. In IIS Manager, click your site and then 'Bindings'.
3. Add a binding with type 'https' and select your certificate.
4. Restart IIS using 'iisreset' in Command Prompt.

Common Troubleshooting Tips:

- Ensure the IIS service is running (check via 'services.msc').
- If a site doesn't load, verify port conflicts with 'netstat -ano'.
- Check logs under C:\inetpub\logs for more information.

Conclusion:

IIS is an enterprise-grade web server ideal for hosting .NET, PHP, and static sites on Windows. By following these steps, you can set up, configure, and secure your IIS environment efficiently.