Web Development Tutorials
Web Hosting

Tutorial 1-2

Agenda

Schedule

1. What is Web Hosting?

2. How Do I Pick the Right Web Host?

3. Server Uptime Record

4. E-Commerce Features

5. Company's Terms of Service

6. Site Back Ups

7. Service Support

8. Conclusion

What is Web Hosting?

Think of the **domain** as your house address, and the **web host** as the *land where your house rests on*.

1

Generally speaking, web hosting is a place where organizations keep their websites.

2

This is critical if you want your content to be visible online.

3

For a monthly fee, you rent space on their servers. In return, they provide a safe and secure place for your website.

What is Web Hosting?

Domain Name

Think of the domain name as the address to your house

Web Host

Think of the web hosting as the area that your house rests on

Web Hosting Companies

Examples of Web Hosting Companies

We created a tutorial on how to setup an account with DreamHost. Please see Tutorial 1-2a for more information.

How Do I Pick the Best Web Host?

In order for you to choose the optimal web host, first consider what your needs are.

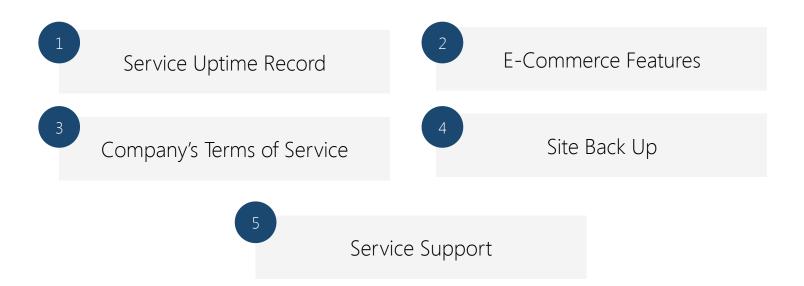Questions to Think About

What kind of website are you building?

What is your forecasted traffic volume?

Without knowing what your criteria is, it will be difficult to choose the ideal host.

How Do I Pick the Best Web Host?

There are five basic things to look out for when choosing a web host:

1 Service Uptime Record

2 E-Commerce Features

3 Company's Terms of Service

4 Site Back Up

5 Service Support

Data transfer and disk space are not the only things you should look out for when choosing a host. This misconception is explained on slide 14.

Server Uptime Record

First, you need to ensure that your web host operates 24/7, has a power server, and has stable network connections.

Companies usually do not provide what their uptime score is on their website. You can retrieve this information for free through third-party sites.

The recommended uptime score is 99.5% and above. If below, this score is deemed to be unacceptable.

Two most popular third party websites

Server Density

pingdom

E-Commerce Features

If you plan on running an e-commerce website then it is important for you to choose a host that provides sufficient e-commerce support.

SSL certification and shopping cart software installation are some of the features your website will need.

For more information, please see the E-Commerce Tutorial (Tutorial 2)

Examples of All-in-One E-commerce features

Company's Terms of Service (TOS)

Before you sign up on a web host, read the terms of service.

Potential Consequences

Why read the TOS

Companies will suspend your account if you violate the rules or if you are using excessive amounts of CPU processing; unlimited hosting is not *unlimited.*

When you read the TOS it indicates two important things: how transparent and how strict they are.

Remember: Do not ignore the TOS because there will be consequences if you violate any of the terms in the contract.

Examples of TOS: WORDPRESS

Please note the underlined sentence in the paragraph below:

If you create a blog on the Website, you are responsible for maintaining the security of your account and blog, and you are fully responsible for all activities that occur under the account and any other actions taken in connection with the blog. You must not describe or assign keywords to your blog in a misleading or unlawful manner, including in a manner intended to trade on the name or reputation of others, and Automattic may change or remove any description or keyword that it considers inappropriate or unlawful, or otherwise likely to cause Automattic liability. You must immediately notify Automattic of any unauthorized uses of your blog, your account or any other breaches of security. _Automattic will not be liable for any acts or omissions by You, including any damages of any kind incurred as a result of such acts or omissions._

Site Backups

When you are running a website, you might experience a few terrible incidents; for example, your website may crash or someone may hack your website.

These incidents can be resolved by backing up your website. If your host provides regular site backups, you do not have to worry.

However, even if they provide regular back ups, there are some questions you should ask your web host.

Questions to Think About

How often does your web host provide full backups?

Can you restore the backup files yourself?

Service Support

This feature is self-explanatory but you want to ensure that the web host provides 24/7 support.

Whether it be 24/7 telephone or live chat support, you want to make sure that you can contact somebody.

Even if they offer 24/7 service support, read customer reviews to understand how strong their customer service is.

Example of 24/7 Service Support from FatCow

Call Anytime 1-888-278-9780

*Tip: Data Transfer and Disk Space

Data transfer and disk space are not relevant when looking for a web hosting company.

Most websites provide unlimited storage and data transfer but remember that unlimited is not necessarily "unlimited;" refer back to the TOS slide.

Disk storage and bandwidth are not that important today because images and videos can be stored on third-party sites such as YouTube and Flickr.

Examples of Third-Party Sites

In Summary

There are five categories to help you decide the best web host:

1. Service Uptime Record

2. E-Commerce Features

3. Company's Terms of Service

4. Site Back Up

5. Service Support

In order for you to determine the ideal web host, always assess what your needs are so you can choose the best host for your business.