**Why Choose Managed Hosting for Magento Store**?

As Magento doesn’t offer web hosting capabilities, you will need to arrange for a robust server that meets your hosting requirements.

The ideal hosting solution is a server that is well-configured with the right tools. Such a server should equip your store with speed, performance, security and the means to handle sudden spikes in traffic.

While selecting a hosting plan to meet your needs, you will have to take your pick between managed hosting and self-managed hosting.

A self-managed solution requires owners to invest considerable time and effort in managing updates, security, backups and server management tasks.

Many owners often fail to configure essential components in their servers.

In managed hosting, you lease a server and have professionals manage the hosting of your store.

In other words, the hosting company will handle all the responsibilities of server management -

1. Server setup and configuration
2. Maintenance and support

In this article we are going to look at the reasons that tilt the balance in favour of managed hosting.

# Why Choose Managed Hosting for Magento Store

## Performance

The page loading speed is a critical parameter. Even the smallest delay of a few seconds has an adverse impact on the bounce and conversion rates.

In managed hosting, the service provider configures essential tools to optimize your page for speed. Lightning fast speeds ensure a great consumer experience.

## Security

Online stores are highly vulnerable to cyberattacks that result in confidential data leaks and monetary losses.

In managed hosting, security experts regularly update, run vulnerability scans, and apply security patches to reinforce your store’s defences.

## Scalability

A high traffic volume can cause your ecommerce store to crash and be unavailable if it isn’t equipped to handle heavy loads.

Managed hosting takes a flexible approach with Auto-scaling to enable you to grow quickly. This automated process has a predefined range within which it increases or decreases resources to cater to varying load volumes.

# Conclusion

As technologies get better, so do the complexities. E-commerce stores are constantly upgrading their technologies to stay ahead.

With managed hosting for Magento, you can outsource the complexities of server management to the experts and focus on business expansion.