Group 3 Tidewater Concert Band Hosting Strategy

This will recommend a strategy for hosting a website. All pricing and packages described were accurate as of time of writing.

We recommend using a Shared Hosting Plan from ***inmotion,*** a web hosting company based in Virginia Beach, VA. They started in 2001, have an A+ rating with the Better Business Bureau, award winning support and a 90-day money back guarantee. Using a shared hosting solution means the host will be responsible for maintaining the machines and we will using only part of a server, sharing storage and processing demands with other clients. This model drastically reduces cost to us as compared to using a personally maintained server.

We recommend enough bandwidth to handle our traffic and ensure smooth streaming audio. We also need to expect traffic spikes from Social Media and News Links. This service offers unlimited Disk Space and unlimited Bandwidth. The client should also subscribe to a service that provides E-mail, marketing tools to improve traffic and a security suite. ***Inmotion*** includes all of these at no additional cost.

We recommend using the “Launch” package from ***inmotion*** hosting. It includes a free domain (ex: TidewaterConcertBand.com) and supports an extra website. They use Solid State Drives which can be up to 20x faster and more reliable than conventional spinning drives. This package includes marketing tools and a Yellow Page listing, as well as $250 in Ad credits for Bing, Yahoo & Google to catch more traffic. Secure Socket Layer is included so that payments can be accepted if desired. Google apps, such as Calendar, also enjoy full integration

The expected cost for this package is $83.88 per year. Again, this includes Email, a domain name, 90 day guarantee and free data backups. This per year price allows us to re-evaluate and upgrade if necessary in a year as opposed to a 3 year contract like some competitors.