



Factors to Consider When Selecting a Web Hosting Service



Every website needs a website host. A website host is what gives your website a place to live and makes it accessible to visitors. But what web hosting provider should you choose?

01 Uptime

Ever click on a link only to have the target site not open? Super frustrating. This problem not only annoys the user but also Google itself, which starts to give less value in organic search results for that address. When choosing your website hosting provider, keep an eye on this, and prioritize the options that offer uptime above 99%.

02 Speed

Users expect your website to load within 2 seconds. If it takes longer, they are very likely to leave. Google also uses page speed as a ranking factor, so slow site performance can hurt your search rankings AND drive customers away. Choose a web hosting provider that offers a fast server and enough memory and processing power to accommodate lightning fast page speed.

03 Available Storage

Storage depends on your website's purpose. If you need a lot of space, make sure that the website hosting company offers the amount you need to keep from running out of memory. If you don't need a lot, opt for cheaper plans and save money that you would pay for unnecessary space.

04 Scalability

Some website hosting services have monthly traffic limits, so after a certain amount of access, they'll charge an additional fee for "extra visitors" or will stop displaying your website altogether. If you expect to need significantly more resources over time as a result of higher visitor traffic or additional content like photo or video galleries, it's best to find a web hosting provider that can accommodate that expansion rather than one you'll soon outgrow.

05 Data Security + Backups

Keeping your website secure should be of the utmost importance to your web hosting company. Website hosting servers should be equipped with powerful firewalls and should be constantly monitored by the hosting company for unusual activity or unauthorized intrusions. Your web hosting company should also support SSL (Secure Socket Layer) certificates—an extra layer of security that encrypts the information that travels between your server and the user's browser. You also want to look for a website hosting company offers daily secure backups and helps you restore your site from backup files in case your website goes down for any reason (eg. corrupted or lost files or user error).

06 Customer Support

If your company does not have the technological know-how and the internal resources and manpower to manage a website server, make sure your host provides 24/7 monitoring and support and are readily available in case of an outage or other problem.

07 Pricing

The price should not necessarily guide your choice when choosing the ideal web hosting service, but it can help to make the decision easier. Just because a service is more expensive does not always mean higher-quality, and just because it's cheaper doesn't always mean it's bad. Understand exactly what type of website you need and look for a plan that balances your needs with your budget.



Recommended Web Hosts

Ones we've used or know to be top-notch.

01

WP Fix It: Fast and secure hosting that includes FREE support with all hosting plans
<https://wpfixit.com>

02

WP Engine: The best-managed WordPress host
<https://wpengine.com>

03

BlueHost: The best for WordPress hosting for beginners
<https://bluehost.com>

04

Hostinger: One of the cheapest hosts overall
<https://www.hostgator.com>

05

HostGator: Affordable and beginner-friendly web hosting
<https://www.hostgator.com>

