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# Hosting Your New Website

There are many things that one must keep in mind while venturing into the World Wide Web for the first time with the purpose of hosting a website for a new business or just with the intention of sharing knowledge. With the boom of the web world in today's era, one cannot think of starting a business without a website. A proper infrastructure, sales, marketing and product promotion are some of the things that one has to invest into when starting a new business. Startup companies operate on shoe string budgets and hence need to develop and host websites that are efficient as well as very cost-effective.

There is no doubt that the website of a firm has a large part to play in generating interest in potential customers, announcing the power of the company to the world, generate traffic to the site and place itself firmly in front of a specialized market. Of course, if your firm is only based on the internet then it is imperative that there is a priority to place your website on the internet.

The amount of new companies coming on-line has made it attractive for many web hosting firms to provide packages that are tailored towards the needs of new companies. The business demands and requirement of those looking to impart their wisdom and create a name for themselves online are firmly in the thoughts of the web host companies. One key way for these firms to get these new firms online is to use the SEO experts to offer vital hints and hints to drive traffic to the new websites.

The process that startups should undertake for Web Hosting:

It can be a little tricky to host a website for the first time. Following some of the basic steps that are listed here will enable any new user to make the best decision about what web hosting company is best for them and their needs:

- \* The initial task should be to search the internet and try to obtain quotes from a number of web hosting companies who specialize in providing services for startup companies.
- \* Make a choice depending on what level of budget you have available and one that best suits your business requirements. Make an observation about the range of support, facilities and services that are offered by the web hosting company and compare the prices and products that rival firms offer.
- \* Sign up online by completing the application form and place all the requested and relevant details. These details include the name of the applicant, their address, their country of residence and how they are going to pay for the service.
- \* Wait for the approval which should arrive in a matter of days.
- \* Wait for the official confirmation and having a hosting account set up for you and then go about hosting your very own website on the World Wide Web.

What goes into a Startup package provided by Web Hosts?

For firms who are looking to enter the internet for the first time, there is a great deal of companies to choose from who offer tailored web hosting startup packages. There are many reasons to start a website and it can include blogging or sharing information and knowledge with other people. It is quite common for new firms to have low needs and casual demands for their site and this is matched by having a limited budget. These are the constraints that web host providers will work round to offer special packages to new companies.

What is available in a package for startup web hosting:

There are a number of common occurrences which a web host may offer in a package designed for a new startup company although the actual offer may differ between different sites.

- \* Web Management system - Any reasonable web management system should have at least 20MB to 50MB of disk storage space available, with regards to data transfer per month 10GB should be offered and various FTP

access should be offered. These can include full FTP Access and Anonymous FTP. This is in addition to Static IP Address and Secure Server (SSL) Transaction Encryption facilities.

\* Email Features - Every web hosting package should feature email facilities. The majority of packages for startup firms have roughly 10 email accounts, which are commonly POP/Web accounts. There should also be the facility for email aliases and forwarding, the opportunity to have PGP Email Encryption, Personal SMTP Mail Server and lastly be equipped to provide an auto response facility within the email.

\* E-Commerce - With so many firms offering services like PHP Server-Side Scripting, SSH - Secure Shell or Server Sides, these are all common additions to any startup package. Many firms may also offer Password Protected Directories.

Technical Support - Many companies provide 24-hour Trouble Ticket Support and 99.9% Uptime guaranteed per year

\* Website Monitoring - To monitor the activity of your website, many firms offer Daily Data Backups, access to downloadable Raw Access Logs and the use of Wusage 7.0 Graphical Statistics.

\* Additional Software - Some users may find their package also contains other software such as Web Based Control Panel or an increased level of support for FrontPage Extensions..

\* Hardware & Network - There are many different offerings that firms may provide in a startup package but they can include Dual-1 Ghz Pentium IV Servers, Apache Server Software, 10-T1, Custom Red Hat Server and 1-OC3 Network Connectivity in addition to Uninterruptible Power.

Advanced Features - Many of the startup package these days come with the advanced features which includes CGI Bin, Custom MIME Types, Unix Shells: bash, csh, tsh, Perl, C, C++, Java JDK, Python & TCL Compilers, Emacs 20.4, Pine, vi, elm, Joe, Pico & Cron Tab, .htaccess, Custom Error Documents and 30-day Money Back Service Guarantee.

Vital information that Startups need to know:

New website owners, whether it is business or pleasure need to have clear goals about what they want for their site. They need to know what they want to store and archive on the site. Knowing this in advance is vital before making decisions about what they want to do on the World Wide Web. The following tips should help any new user.

\* Many visitors to websites have short attention spans so the start-up website needs to be attractive and able to grab peoples attention very quickly. Thinking about what will bring people to the website will help the owner make the website more attractive to visitors.

\* Good use of search engine optimization facilities can be vital for any startup website and these should compliment the existing content on the site.

How do you want your company or the products to be marketed in the web?

The website must be search engine friendly but also ensure that it is interactive and engages the user into the contents of the website.

\* There are a massive amount of new websites appearing every day so it is important for the owner to ensure their website stands out from the crowd.

\* If you need a guaranteed performance from your web host then do not go for a shared web host service as they cannot offer performance guarantees.

- \* Fast connections are important to your site so make sure that the web host company is able to provide them.
- \* Ask if there is any back-up system in store in case your web host provider loses power.
- \* Contact the customer support service and ask questions of them.

Before selecting a company, find out whether or not they provide the free access to a secure server for order processing, an online Web Site Manager and an online support manual.

There are many problems that need to be overcome when creating a new website. To enable growth and bring traffic to the site, there is a need to undertake search engine optimization and undertake a level of structuring on your website. This is why many people are seeking the assistance from professional Web hosts who fully understand the needs and requirements of the startup websites and what services will be of most benefit to them.

**About the author:** Looking to find cheap AND good [web hosting](#) right now? Visit [www.webhostingmadness.com](http://www.webhostingmadness.com) to find reviews, tools and rankings of the [top hosting companies](#).

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