

Published based on [Web Hosting for Bloggers](#)

Web Hosting for Bloggers

Blogs or weblogs are the newest craze among internet users all over the globe. A blog is pretty much an online diary where the blogger can share updated posts which reveal the bloggers thoughts, feelings, emotions, plans and any other event of thing that he wants to share with the world. For most bloggers, blog posts are meant to be deeply personal and authentic which they are willing to share with other members of the online community. A blog, apart from written material often includes video and picture links about a host of possible topics.

A blog encourages community participation and gives a platform for many people to share their opinions, so therefore blog posts should never appear to be forthright or too official, instead the tone should be conversational.

There are numerous blog hosting companies available. In simple terms a blog hosting company is an organization which offers to host or provide space for your blog on its sever. People trying to set up a business blog for the first time should first weigh the options offered by the various blog hosting companies. First timers in particular should really go through all the options very carefully before choosing their blog host, because the choice of blog host can become extremely crucial as far as the marketing policy of the business is concerned. A good blog that adds to the success of the business can become a great marketing tool.

Blogs are being looked at as serious marketing devices by many major companies and are therefore hiring top bloggers to write for them, on subjects ranging from electronics to movies and entertainment. The biggest step for all fledgling business blogs therefore is to find the right hosting company for themselves, to become as effective as possible.

Blog hosts can roughly be divided into three categories: exclusive blog hosting providers, web hosting providers and web hosting resellers too. Both web hosts and exclusive blog hosts provide people the choice of either free service or that of a paid one.

Providers of blog hosting space: Learn your blogging options

Before choosing a blog host, first figure out what your blog's needs are most and what do you actually want to achieve through your blog. Depending on these goals and intentions choose a blog host that suits your purpose best. For example, most bloggers blog just for personal use and pleasure and therefore are satisfied with the most basic requirements, but if you are looking to use your blog for your business purpose, then your requirements and therefore choice of web hosts will be different.

If you are not comfortable dealing with HTML, encoding and other technical features, opt for blog hosts which are simpler with less technological features. On the other hand if you are an expert blogger and technologically adept too, you can go for blog hosts which offer you great features to fully customize your blog.

Free blog hosting providers incidentally offer you more exposure than the paid blog hosting providers. This becomes really important if you intend to use your blog to make money, because the free and popular blog hosts which remain on the top half of a search engine's hit list, uses automatic encoding which allows greater exposure for your blog.

The advantages of going with a web hosting provider to host your blog are numerous too. In this case you will have complete control of the look of your blog, the template, interface, and add-ons to include and other features of your blog. The slightly difficult and specialized nature of web hosting providers makes them out of the reach of those who are not familiar with HTML or encoding methods etc. At the hands of someone who has the know-how, a blog hosted by a web hosting provider can be a potent marketing weapon.

Choose your blog hosting provider prudently then, keeping in mind your technological as well as marketing strengths and weaknesses. If you feel you will be comfortable handling the HTML coding and other technological features and if you want to customize your blog, go for a paid web hosting company. But if you simply want to have a personal blog for your own thoughts, or even a simple blog to make money out of, go for a blog hosting company sans the hassles of HTML and other difficult technological features.

How do you go about having your blog hosted?

When it comes to software for your blog, it is all about Wordpress or B2 Evolution. After choosing one or the other, the following choice is to decide which company you want to host your blog. The following information should help you with this decision.

Determine if paid or free hosting is best for you: This choice is a primary one. There are always plus points of a free service but will it offer everything you need? There are a lot of adverts imposed on these sites and this may detract from the message you wish to give visitors. This is why if it can be afforded a paid host on a sharing system is the best option after you have chosen B2 or Wordpress.

Is your host compatible with Wordpress or B2 Evolution?: As the popularity of blogs are continuing to rise, and most of them use Wordpress or B2 Evolution, you will find the majority of blog hosts will provide their service with these products already catered for. This is of benefit as it does not require you to do as much in the way of setting up and in a few clicks of your mouse; your blog will be ready to go.

Which is the best host to choose: It can be a tough task to find the best deal from the huge range of B2 and Wordpress hosts. One way to gather information to make the best choice would be to surf the net for views, reviews and opinions of other forums and blogs. This information will allow you to make a choice based on bandwidth sizes and guarantees how much disk space can be relied upon to pricing and customer service issues. User reviews of your potential web and blog host suppliers can be vital in making a good choice.

To choose the best host, do not forget the reviews: Always read reviews, be they praising or critical of the sites that make up your short list. As an additional thought, if you believe your blog will be a success you may wish to consider a dedicated server to host you. Equally, before you decide between B2 or Wordpress, try and evaluate both products and get to know which you prefer. Other areas to be aware of include consumer satisfaction and any guarantees about uptime a host may promise. No matter what type of blog you want, make sure you make the right decision.

About The Author : Looking to find the lowest rates on [web hosting](#), then visit www.webhostingmadness.com to find reviews and uptime comparisons of the [top 10 hosting](#) companies.

You can also find this article published on [Web Hosting for Bloggers](#), and on the tag pages [best hosting companies](#), [best hosting company](#), [best hosting provider](#), [Hosts](#), [top 10 hosting](#), [top 10 hosting companies](#), [top hosting 2011](#), [top hosting companies](#), [top hosting company](#), [top ten web hosting](#), [top web hosting companies](#).