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How important is Uptime?

You may have spent thousands of dollars making all possible effort to make your website look really good. You hired the best graphic artists and website designers just to have that best look for your websites. Writers and bloggers were paid in very huge amount just to give you the best content about your products and services.

As such, finding a very good web hosting company to host your website should be your primary concern. Hosting company plays a major role in ensuring that your website has a very desirable uptime percentage. Although it can be appropriate to ask web hosting companies to guarantee a one hundred percent uptime, this is not possible. Most hosting company can only guarantee up to 99.9% percent of an uninterrupted runtime, any more than this is not practical and definitely unachievable.

Most web hosting companies claim to have at least a runtime of 99.8% of uptime. This is industry high and can only be achieved by big hosting companies because this may require investing in a lot clustered servers that can be deployed individually when one or more is down.

As such, companies are taking advantage by creating websites that will get more consumers enter a transaction with them at all possible time and in any place that an internet is available.

For websites catering international clients, your website should be up and running twenty four hours of each day. Unlike an office wherein working hours are restricted to office hours, a website does not have a limit when it comes to availability. It is important that client can reach you and get in touch with you through your website at any given time they desire.

Now, the most important thing you must consider is when a search engine explores the web for whatever the consumer is looking for, they take note of what you are offering. Search engines have evolved to become very effective that they can take note of the availability of a certain website. This means that since they want to achieve the highest satisfaction from their users, they make sure that the website they suggest to them are of good quality.

Part of having a good quality is being up whenever the search engine tries to explore it. So, when the search engine tries to access your site and it is down, the search engine will take note of it and will give you a low rating; the same will apply if it always up, then the website will be rewarded and will be given a high rating. Search engine ratings are very important because this will be the basis as to whether where you will be located when the results will appear for the users.

A good hosting team can make your website reach its full potential by providing an uninterrupted hosting in the highest possible percentage. Their goal must be to ensure your website's availability and accessibility all the time.

About the author: William MacMahon is a professional writer in the [web hosting](#) industry. Visit [WebHostingMadness.com](#) to read his reviews on the [top hosting companies](#) each month.

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