

Choosing the Right Web Hosting for Your Website

In this competitive and digitally advanced era, an organization of any size requires a website. For any successful website, web hosting is of crucial importance as a website without web hosting is not accessible on the internet.

Web hosting services can be divided into four categories: free, shared, VPS and dedicated. Each hosting type services a distinctive niche of users, offering different amount of resources and varied level of control. The type of hosting that you should choose depends upon a lot of factors and functionalities that your site requires now and may require in future as it evolves.

In order to select a web hosting package, you have to be aware of what your expectations are from your website. You must identify your target audience, how you would reach them, what message you want to convey to them and is there any course of action you want them to take. This will help you to decide the amount of bandwidth needed, space required, number of email IDs required, database space and many other things that will help you to make an educated decision.

Choices in Hosting:

Free Hosting: Free Hosting is supported by the web hosting providers by posting advertisements on your site and so it is not an ideal option to run a serious business. The resources provided by the free plan are not sufficient to support even a few visitors simultaneously. Further, it may affect your reputation as you may not look trustworthy to your customers if you use a free hosting plan.

Free hosting is best for testing pages when your website is being prepared or for bloggers who publish infrequently.

Shared Hosting: Shared hosting is most common and economical way to host your website. In this, multiple accounts are hosted on the same server and the resources are also shared among them.

It is best for small businesses, whose websites have low to moderate traffic and CPU needs like small ecommerce sites and blogs.

VPS Hosting: In this hosting, virtualization technology is used to partition a computer virtually into multiple servers. No physical

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partition is there but because of virtual or software partition, each user is given much more privacy and security as compared to the shared hosting. It's a boon for those who outgrow their shared hosting limits as VPS offers much more space, privacy and bandwidth as compared to the shared hosting. VPS also provides scalability so that your site's unexpected surges are handled effectively leading to better uptime.

It is ideal for small to medium size businesses that experience a sudden growth in their website traffic for some particular periods of time like tour operators and ecommerce websites.

Dedicated Hosting: In this hosting, the owner has the complete server and all the resources exclusively for himself. However, the convenience and solitude makes it the costliest option in hosting.

Most web hosting providers provide an option between managed and unmanaged dedicated hosting.

In **managed** hosting, host manages the server same as in shared hosting. It is costlier but you don't have to worry about the management of your server. It is best for large enterprises, high volume informational sites and those organizations, whose websites have heavy traffic and CPU needs.

In **unmanaged** hosting, you have to look after your server management yourself. You are given root access but then you require in-house expertise to manage the server.

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