



 **For Business**

# What is web hosting? The Ultimate Guide

OzHosting.com is a pioneer of Australia's Cloud hosting market. Serving Australian businesses with locally hosted cloud services with world-class standards for speed, reliability and security

# What this guide covers.

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# What is a Domain Name?

When you first start to look into building your online presence and your new business website, the first thing you will be looking to do is organise a **Domain Name** and **Web Hosting solution**, but the key question here is, what are these services and why do you need them?

We've broken this down for you in a few easy to follow answers;

First things first, you will need to register a domain name for your website. Your domain name is a vital part of your online address, and is what your visitors will use to find you easily. For example, OzHosting's domain name is ozhosting.com. Your domain name is unique to you; once you have registered it, nobody else can register the same one for as long as you continue to renew it.

## PRO TIP:

If you would like to secure the branding of your business think about purchasing as many domains with your name as you can. This will ensure that no one else is able to use them. For example; you might own *YourBusiness.com*. So you might want to look into purchasing *YourBusiness.com.au*, *YourBusiness.net*, *YourBusiness.co*, etc.



# What is Website Hosting?

The next thing you will want to do is reach out to a Web Hosting provider to find the service that best suits you and your business.

Web hosting is a service that allows individuals and businesses to post a website or web page on to the Internet.

Imagine your web hosting solution is a block of land in a suburb. Your website is the house you build on that land. In a real world property situation, you are not able to build or maintain your house without first organising the land on which it will be placed.

Web hosting is not much different, a hosting provider leases a block of server space and allows the business owner to upload their webpage. Once setup, anybody with a connection to the internet can find and start browsing your site.

Now you're probably wondering;

***“What are the different types of website hosting?”***

When it comes to Web Hosting, you can generally bring this down to three main types of web Hosting Solutions. These include Shared Hosting, Virtual Private Server (VPS) and Dedicated Server.

While all of the above types of hosting servers will act as a storage centre for your website, each differ in the amount of storage capacity, control, technical knowledge requirement server speed, and reliability.

To lend a hand, on the next few pages we've down the main differences between the hosting plans and when you would need to use them.



# The Different Types of Hosting.

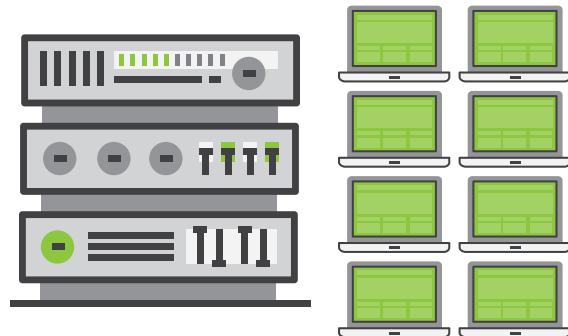
## Shared Hosting:

When it comes to shared hosting, your website is placed on the same server as many other sites, ranging from a few to hundreds or thousands.

This works by allowing all domains to share a common pool of server resources, such as RAM and the CPU.

Fear not, even though you are sharing a server with other companies, each website is isolated on its own block of land, protected from the others. As this website hosting cost is quite low, most websites for Small to Medium sized businesses are hosted on this type of server.

Shared hosting is widely accepted as the entry level hosting option as it requires minimum technical knowledge and very little maintenance.



## Virtual Private Servers:

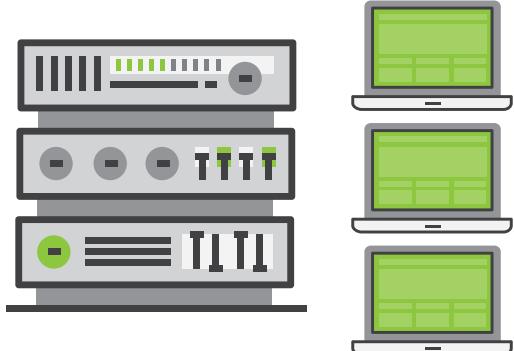
A Virtual Private Server or VPS for short, divides a primary server into smaller virtual servers. This means that each website has the feeling of being hosted on their own dedicated server, but they're actually sharing a server with a few different other users.

Each user has root access to their own individual virtual space, as a result this equals in a more secured hosting environment. If you need greater control at the server level but don't want to



# The Different Types of Hosting.

invest in a dedicated server, a VPS might be right up your ally.



## Dedicated Servers:

A dedicated server offers the maximum control over the web server your website is hosted on.

When using a Dedicated Server, you exclusively rent an entire server so your websites with, great power comes... well, greater website hosting costs.

Dedicated servers are known to be very

expensive and it's only recommended to those who not only need maximum control and server performance but also for those who are technically sound to manage such a beast.



# Need to Knows.

## Bandwidth Vs. Data Transfer?

The more you dig into these types of web hosting solutions, terms like 'Bandwidth' and 'Data Transfer' will continue to pop up, but what exactly do these mean?

Bandwidth is the measure of the maximum amount of data that can be transferred (*typically measured in seconds*) by your hosting service at any given time. While Data Transfer refers to the consumption of bandwidth.

So in layman terms, the amount of data being transferred is 'data transfer', while the rate of data being transferred is 'bandwidth'.

## How Do I Choose a Good Hosting Provider?

With so many hosting companies available to you it can be difficult narrowing down which one is the right one for your business.

With literally hundreds of questions that are potentially racing through your head, the following are a few important ones to get out of the way first;

### Key Questions to Ask :

**Q:** What is the uptime guarantee?

**A:** Anything less than 99.9% is unacceptable in this day and age.

**Q:** Where is my information being stored?

**A:** It is always recommended that you look for a hosting company that operates in the same country that you do.



# Need to Knows.

This ensures that your data is protected by the same laws of your County – *Vital for companies dealing with legal documents and files.*

## What Else You Should Ask:

**Q:** What level of customer/ technical support do they offer?

**Q:** Are these services available by Phone? Email?

**Q:** What are their customer service/ technical support trading hours?

**Q:** What is the billing arrangement?

**Q:** Is your personal information protected?

**Q:** Are there options to upgrade or downgrade your service at any time?

**Q:** What are their security measures and server backup protocols

### PRO TIP:

Building your website yourself? We recommend the use of WordPress to help make this process simpler.

WordPress is a content management system (CMS) that allows you to select from a variety of free and paid templates and edit them to best fit your needs.

We've ensured our website hosting plans include a free install of the WordPress application. Ask our team for more info on this process.



# Exclusive Offer.

Woo! You've made it through this eBook and hopefully, we've been able to help grow your knowledge of how website hosting works along the way.

To help you get started we want to offer your first month of website hosting free! Our Lite Plus hosting solution\* is based on our shared hosting platform (see page 5) and also includes our automated, daily website backup service.

To get started, select the link below and enter the following promotional code upon checkout:

<http://bit.ly/OZHRedeem>

## Website Hosting Promotional Code:

# OZHEBOOK

( **Note:** case sensitive)

Have some questions before getting started? No problems at all. You can call our friendly team on (02) 8916 2100 or send you enquiry to [sales@ozhosting.com](mailto:sales@ozhosting.com).

\*This offer is valid for the first month of hosting. Upon the renewal date of this subscription you will be bill the standard rate of \$13.00/month for the Lite Plus hosting solution.

