

For the small business owner, one of the most cost effective ways to increase the exposure of their business is to take it online. The modern business environment requires even small businesses to expand their reach into markets around the world in order to remain competitive. By using the Internet, this task is made much easier. Small business web site hosting is your key to getting your small business "on the map" in today's online marketplace.

There are several web site hosting providers that cater to small business customers. They typically offer several packages to choose from in order to accommodate any budget. This includes low-cost, entry-level packages with basic features that allow you to get your feet wet as well as more expensive, high-end custom packages that are geared towards the serious business owner looking to truly stake their virtual claim online.

Regardless of the type of package you choose, the amount you are charged will be determined based on the amount of service offered by the hosting company as well as the disk space and bandwidth you have available for your account. It will also depend on the type of hosting you choose so it's a good idea to know the difference between the various options.

You will also have several types of hosting to choose from to power your small business web site. The cheapest web hosting will be a shared hosting environment where you and several other customers all share resources on the same server. Since multiple customers are placed on the same server, the hosting company can offer services at a reduced cost (in essence, allowing several customers to share the total cost). However, those customers all share the server's system resources too, including memory, disk space and other resources. This can become problematic if one customer is doing something that causes the system to get "bogged down" since doing so will have an impact on your site as well.

Shared hosting can be okay just starting out, but if your online presence becomes more critical for your business, a dedicated hosting account might be a better option. With dedicated hosting, you are the only customer on a particular server and are in full control. Dedicated hosting may or may not be managed by the hosting provider. If it is, then they take care of all the day-to-day maintenance of the server, security updates, software updates, and other routine tasks. If it's not managed, then you either have to take care of those tasks yourself or hire someone to do it for you. If you're unfamiliar with server administration, it's best to find someone that is or choose a hosting provider that includes management with the overall hosting plan. This can be one of the drawbacks to dedicated hosting and might keep some customers from choosing this option, at least in the beginning.

Another drawback of dedicated hosting is that it's much more expensive than a shared hosting account. Therefore, a middle-of-the-road solution might be choosing a Virtual Private Server (VPS). This type of setup offers most of the benefits found in a dedicated server but at a reduced cost (though still more expensive than shared hosting). On a VPS, each server still hosts multiple customers but because of the way they're setup, it's less likely that one customer's actions will have ill effects on other people sharing the same server. VPS hosting can also be managed or unmanaged so the same recommendations made regarding dedicated hosting apply here too...if you're unfamiliar with server management, either hire it out or choose your hosting provider that can do this for you.

If you're ready to get started getting your business a foothold online, the best thing you can do is start researching your options. A simple search online can put you a few clicks away from some of the top hosting providers available. The good news is that there are several high-quality companies to choose from which should allow you to make a smooth transition as you bring your offline business onto the global marketplace of the Internet.

I believe i can call myself an expert in the cheap web hosting field due to me testing over 100 providers in the last 5 years. I have done this to find out what each host can provide that is unique to other companies and to help me recommend the best to my clients.

As there are so many different companies to choose from, you need to know what you are looking for to get the best deal. You cannot simply find the cheapest web hosting provider and expect the company to provide you the best service.

You may think that cheap web hosting would be a couple of dollars a month but to me, cheap Quality web hosting would be in the range of \$7 to \$10/month. Any company that offers very low cost may be trying to oversell the service to beat competitors but will become unstable in the future.

You can acquire the best quality cheap web hosting for a few dollars a month if you can pay an advanced fee of one to two years. A lot of companies offer this and offer huge discounts for long term customers. This would be the way to go if your planning on sticking around for a while.

If a cheap web hosting provider has a forum, then it may have a dedicated section to customer testimonials which will provide detailed descriptions of how existing customers have experienced the service provided and could offer you valuable information about the company your looking at.

For companies who provide web hosting, their main concern is the amount of competition within the market. This means the company will have to develop unique services and features which are used by one company only so look out for these features and see if the provider is the right one for you.

It would not matter if you are experienced or not as the majority of providers will offer services and software to cater for all individuals. Experienced webmasters can make use of advanced software that is available and newbies can make use of software that can be used step by step.

If you have found this article then you may be searching for the right cheap web hosting provider for you. All the top providers will provide you with everything you will ever need, experienced or not, it does not matter in today's world as everything has evolved into a more simple way of doing business.

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