



gldstudio.com

corporate marketing + communications

SETTING UP A WEBSITE HOST:

Creating a website doesn't end at buying your dot com, a web host is a server that can store all the pages of your website and make it 'live' for people to access.

There are many companies who offer website hosting, so it is important to do research before you sign up. Check to see what their customers are saying. Having a host that is unreliable, has poor customer service, and unacceptable downtime is going to cause problems especially since many companies depend on their websites to bring them sales.

There are many different kinds of hosts, some are free while others are more expensive (*tip: Stay away from the free ones, unless you love ads on your website!*). E-commerce companies need to make sure their hosts are e-commerce capable and have the support for it. Payment methods generally are credit card or PayPal.

Choosing the right hosting plan:

Step 1: Determine your needs as a company.

Step 2: Search different website hosts and research them. Look for ones that seem to offer good customer service and are somewhat located in your area. ie (<http://www.netfirms.ca>)

Step 3: Narrow your choices down to three.

Step 4: Choose the plan that best fits your needs.

Step 5: Make sure that if you need to upgrade or grow your website that the host is able to do so, and find out if there are fees.

Step 6: Read the Acceptable Use Policy and the Terms of Service carefully.

