

Choosing The Right Web Host

by **MIKEY J**



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eBook Contents:

Page 02: Introduction

Page 04: Planning Your Website

Page 06: How Register A Domain Name

Page 11: How To Accept Credit Cards Online

Page 12: Free Or Paid Hosting - The Difference

Page 16: Glossary Of Technical Jargon

Page 26: The Importance Of Email Support

Page 28: Changing Nameservers (pointing your domain)

Page 29: More Resources

Introduction

OK, so you have aspirations to create your first website and now all you need to do is get your website published on the internet.

But where do you start?

Well, to get your website onto the internet, you need web hosting.

Web hosting is basically the rental of webspace on the internet, allocated in megabytes. This is where all the files and folders that make up a website are kept.

Allocations of webspace are stored on a web server, which is very similar to the hard drive on your computer. The more webspace that your web hosting account has, the more files you can upload onto it.

Now, you know that you need to find a web hosting company to host your website on the internet, so you type in “web hosting” into the search engines and...

...suddenly, you are faced with a long list of literally thousands of different web hosting companies in the search results!

You browse a few of the websites to try and make sense of it all, but all they offer is a long list of

“features”, which, to you, is just a confusing labyrinth of technical jargon.

And... different web hosting plans?

You only want one! You don't want to be faced with choosing the “right” one, which might end up being the wrong plan for you!

What do you do?

Well, don't worry!

Help is and hand!

This helpful eBook will teach you the basics of web hosting, explanations of all the technical jargon, registering a domain name, choosing the right web hosting plan for you and much more!

Everything you will need to know about choosing the right web hosting for your website is right here in this eBook.

This eBook has been written by Mikey J, owner of companies such as www.dotcomallsorts.com and www.bigfatwebhosting.co.uk

Although Mikey J runs a successful web hosting company, this e-manual is presented as an unbiased and easy to understand guide to all the factors you should look out for when choosing the right web host for you.

Planning Your Website

OK, before you even think about choosing a web host, there are things you will need obtain first as well as important factors you will need to take into consideration.

Firstly, you need to decide on what kind of website you wish to create.

Will it simply be a small personal homepage for yourself and/or your friends or are you planning on launching something a bit more ambitious, such as an online business?

Believe it or not, the type of website you have in mind will seriously effect the direction in which you should take in choosing the right web host that is right for you. You will find out why, later on in this eBook.

An important factor to consider is how you will be building your website. It is NOT a case of uploading a Word or text document and a few pictures onto the internet, because this will NOT work.

Websites are made up of special code that your web browser (such as Internet Explorer for example) interpreters, processes and returns as text, pictures and links on your monitor.

Simple websites that are merely made up of text and pictures are built and designed using HTML.

HTML is an acronym which stands for Hypertext Transfer Markup Language. This may sound rather scary to somebody new to the internet, but, with the right tutorials, (and a lot of dedication) you will quickly gain an understanding of it all.

More advanced websites that process user data, though mediums such as contact and signup forms or ecommerce online stores that store and return user data, powered by online databases, use more complicated code such as PHP and Javascript.

There are a lot of ebooks on the internet that give tutorials on how to build websites and how to understand languages such as HTML and PHP.

I can recommend an ebook that teaches you about HTML and basic website building which you can download www.dotcomallsorts.com/learn_html.php

For those of you who feel that you are not that technically minded, you could hire a web designer, but that can be extremely costly.

Another alternative is to consider purchasing a **turnkey website**. These are themed, ready-made websites that you simply upload and use. They are fully designed instant online businesses that require no web coding skills and are ideal for making money straight away!

You will find several turnkey websites, ready to download at www.dotcomallsorts.com

How To Register A Domain Name

Once you have your website planned, the **FIRST** step is to register a **domain name** to use with a web hosting account. A domain name is the web address of your website, i.e. www.yourwebsite.com

It is a common misconception to people new to creating a website that a domain name is exactly the same thing as web hosting.

This is untrue!

A domain name and a web hosting account are completely different services... but you will need **BOTH** to publish a website on the internet.

Now, some web hosting companies boast a “free domain name” as part of their features, but **ALWAYS** steer clear of this! The web hosting company will take control of the domain name if it is part of their “service” and you will have trouble obtaining it from them, should you decide to move to another web host.

Always register a domain name yourself. That way, you always have full control of it.

Now, you’re probably wondering how to register a domain name...

...but, don’t worry! This is quite simple and straightforward...

To register a domain name, you will need to search the internet for a **domain registrar**, which is, quite simply, a web company that deals in registering domain names.

There are many domain registrars on the internet, but I recommend www.urlfreak.com

OK, so www.urlfreak.com is my own domain registration company, so, maybe, I'm being a little biased, but I've made sure that my company makes the whole domain registration process as simple as possible, with an easy to use web-based control panel for managing your domain name with ease.

It is **ABSOLUTELY** imperative that you choose the right domain name for your website. I really cannot stress this enough!

Jot down a few ideas on a notepad and pick the best one. If your website is going to be an online business, then make sure it is your company name or, failing that, it needs to accurately describe the kind of website you will be running in a memorable way.

Your domain name should be as memorable and as easy to remember and/or spell as possible. Try to make it as short as possible too, as a domain name with more than ten characters is not a good idea.

Try to AVOID using hyphens and numbers in your domain name and try to obtain the .com because, if

you go for something like .net , then, chance are that someone else will go for or already own the .com version of the same domain name.

Once you've chosen your desired domain name, go to www.urlfreak.com and type your domain name into the Search box.

The reason you need to perform a search is because there might be a chance that your choice may already be registered by somebody else. If your desired domain name is already taken, then you will have to choose another one.

If your .com domain name is already taken, then **DON'T** fall into the trap of registering an alternative, such as .net or .biz.

This would spell disaster as you'll only create direct competition for yourself, because, say, for example, if a friend told someone else just the NAME of your website, chances are that they'd type in the .com website name, which would lead them to your competitor's website.

The .com extension is the most widely known extension (many users have never heard of .biz) so don't waste your time registering an alternative if the .com is already taken.

If it's taken, choose another domain name!

Once you've found a good domain name that isn't

taken, then you can now go through the registration process. If you've thought of a good domain name, it is always a good idea to register **ALL** of the extensions at once and not just the .com extension. If possible, purchase the .net, .biz, .info and any other main extensions right away.

The reason I say this is because this safeguards your "brand" and prevents a competitor from registering the alternative extensions.

Believe me... many competitors **WILL** do this if they fear that your website will be successful, in the hope that they can drive traffic away from you.

It is unethical, but it **DOES** happen!

You must remember, though, that, contrary to popular opinion, you never technically "own" a domain name.

Instead, you register a domain name for a certain duration of time. The default duration for a domain registration is a year, but you can register a domain name for longer periods, such a two, five or even ten years.

You **MUST** remember though, that, once that year (or whatever duration you choose) has expired, then you will need to re-register that domain name for a further year. If you do not re-register the domain name, then you will lose it and there is a chance that someone else will register it.

It is perfectly legal for someone else to register your domain name after it has expired, even if you previously held it for a number of years, so don't forget to renew it before it expires.

At www.urlfreak.com you can set it to auto-renew, which means that the system will charge your credit card and automatically renew your domain name for you every time it is up for renewal.

Doing this will ensure that you never lose your domain name, gives you piece of mind and allows you to concentrate on running your website.

OK, so now you have the theme of your website planned, you have your domain name(s) registered and you have studied web design tutorials found on the internet. Some of you may have even invested in a ready-made turnkey website to save on web design costs, but there is another factor you will need to consider.

If you're thinking of starting an online business, you will need to find a way of accepting payments from your website.

Forget about traditional methods such as cash or cheques! Online buyers use credit cards, so you will **NEED** to be able to accept them!

The next chapter tells you how to do this as cheaply and as cost-effective as possible...

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