

Choosing Hosting for your WordPress Site



A talk for WordCamp Chicago '18
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Illustrations by Saul Rosenbaum SaulDraws.com

Who is this session for?



Newbie

I have no idea what you're talking about. I need a website, that's what everyone keeps saying...



Not my first rodeo.

Been burned by bad customer support. It's all very confusing, what DO I need?



I like to tinker.

I can do backups and move a site myself, why would I want to pay someone else? I would like to offer hosting solutions to my customer.



First class geek.

I pay \$5 a month for a VPS, add all the software to the server, love the command line, and would rather have total control. Bring it on!

I'm Kim

Building Websites since 1998.

Using WordPress since 2006.

Using WordPress professionally since 2008.

Co-Organize our local WordPress Meetup, WordCamp and GDI chapter in Bethlehem Pennsylvania (Lehigh Valley)



I should have thought of that...



What type of hosting will I be talking about?

Shared Hosting

Some Managed WordPress
Hosting

NOT

Resellers, Cloud, VPS,
Dedicated



Hosting is NOT your domain.

Hosting is where your website lives.

Your **Domain** points to where your website lives.

A **Registrar** is who you buy your domain from.

Your host can act as a **Registrar**.

I suggest you keep them separate. (IMHO)

Hover, NameCheap, Godaddy.... others

When working with a Developer

Hear who/what they suggest for hosting.

Don't keep bad hosting to save \$.

I spent 5 hours on tech support to keep a client's preferred hosting.

Things to think about....

POWER

PERKS

PEACE of MIND

POWER





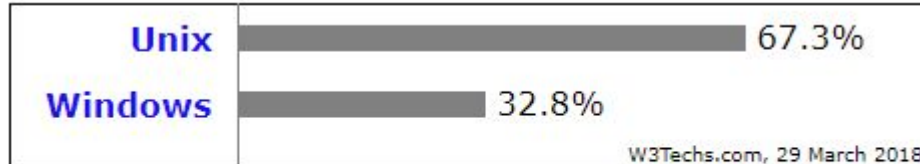
OS

Operating System

What OS to Pick

Windows

Unix / (Linux)



Percentages of websites using various operating systems
Note: a website may use more than one operating system



WEB HOSTING

Choose one of our fine-tuned Web Hosting solutions!



Linux Plans



Windows Plans

Tweets

Tweets & replies

Media



Craig Allen @craigger · 9m

Setting up WordPress on IIS is a nightmare. #NeverAgain



1



LITE

Starting at

\$4.90

USD monthly

WIFT

Starting at

\$5.88

USD monthly

(was \$11.99)

TURBO

Starting at

\$10.78

USD monthly

(was \$21.99)



SSL



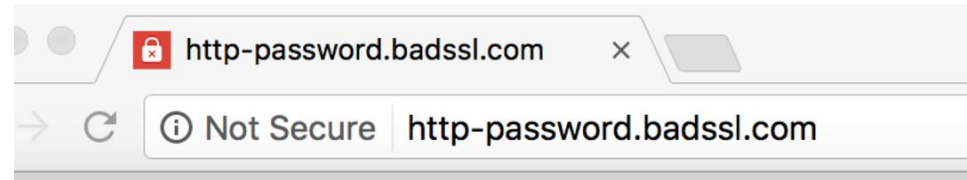
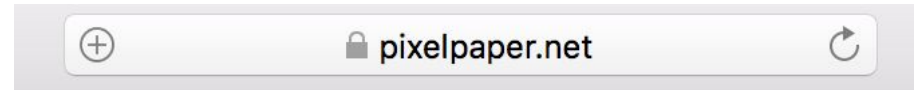
HTTPS://MySite.com

Does your host work with Let's Encrypt ?



Free SSL/TLS Certificates

[HTTPS://yourdomain.com](https://yourdomain.com)





Space / Size

How many “installs”, Websites, databases and/or domains?

Look at what you get for \$4:

- ✓ **1 Website**
- ✓ **5 Databases**
- ✓ **Unlimited Storage**
- ✓ **Unlimited Transfer**
- ✓ **cPanel Control Panel**
- ✓ **Free SSL & SSD**
- ✗ **Turbo**
- ✓ **Anytime Money Back Guarantee**

| | Select |
|------------------|--------------------|
| Websites | 1 |
| Website Space | 50 GB |
| Bandwidth | Unmetered |
| Performance | Standard |
| Included Domains | 1 |
| Parked Domains | 5 |
| Sub Domains | 25 |
| Email Accounts | 5 |
| Email Storage | 100 MB per account |
| Marketing Offers | — |
| Spam Experts | — |
| Domain Privacy | — |
| SiteBackup Pro | — |



Domains - Do you need more than one?



Parked Domain

(also called an Alias Domain)

is an **additional domain** name that leads to the same place as the main domain name for your account.

Sub Domain

A subset of a registered domain name... Treated as a unique domain

Addon Domain

A fully functional domain that can be created from within your control panel. This addon domain is a new, unique website hosted in a new folder on your account so that you can host several domains from one control panel.

Room and Traffic



Space

Storage / Disc Space / WebSpace

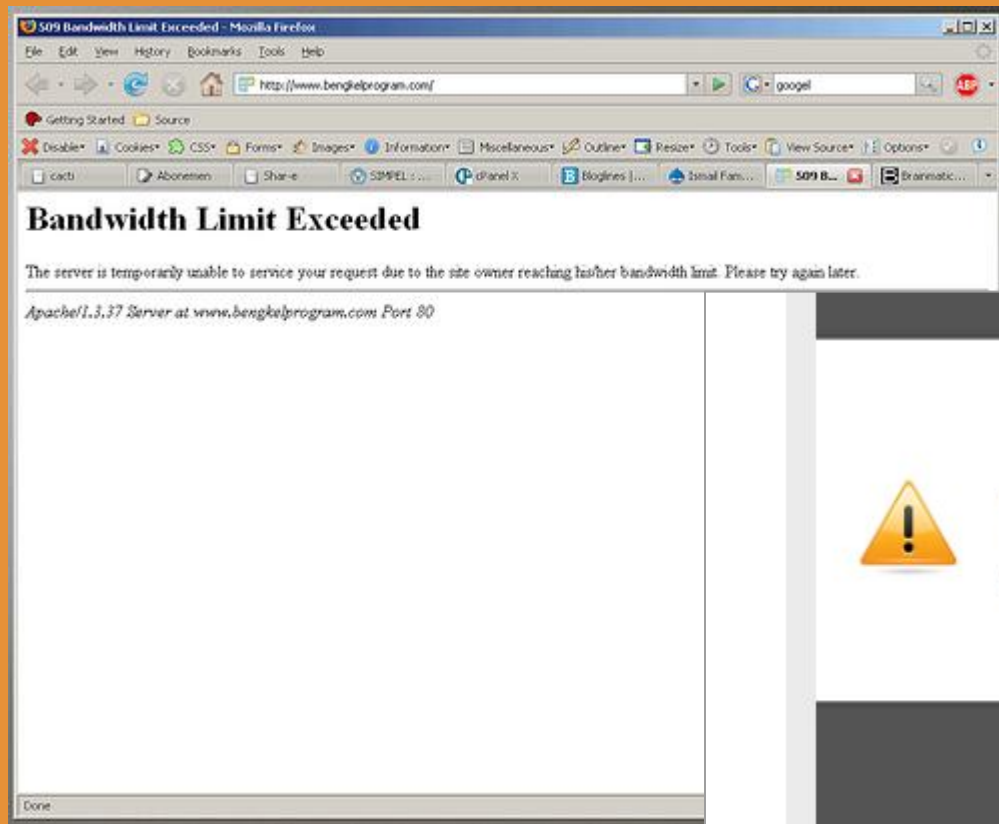
Traffic

Bandwidth / Monthly Transfer / Data Transfer / Pageviews / Visits

Speed

Ram / CPU's

BANDWIDTH ERRORS



Too Many Requests

Sorry! Rate limit exceeded. Try again later.

PERKS



What do you need?

Email? Is it offered? / Are there limits?

Migration / Free Site Transfer /

~~Site Builder~~ (No! you're using WordPress!)

One click install?

Staging area?

Ease of Use (relative to you)



PEACE



What would happen...

If your site went down?

If your email stopped working?

If your site was slow?

If your site got a virus? Hacked?



Can you sleep at night knowing...

Your Site is Secure?

You have a backup of your site?

You know how to retrieve your backup?

I know how to contact Support?

I know other ways to access your site?



Backups

How often? How easy to restore?
(host provided? 3rd party, self managed)

Security

Included? Extra Cost? Plugin?

Support

Tickets, Phone, Email? 24 hour? US Based?



In today's world a quality online presence can be
more important than your phone...

Would you spend \$5 a month for your phone?



Thank You

@MrsCRW / pixelpaper.net

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