

websites / **VIDEO TUTORIAL 3: GETTING WEBSITE HOSTING**

Video Tutorials W1, W2 are prerequisites

Big Picture:

Domain name + Website hosting + files comprising website = Website

(include top big picture heading)

Domain Name = www.something.com or .net, .org, .info, .asia, .ws, etc. You must have one.

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Website Hosting = space you can use on a remote server + bandwidth to transfer the files on your site to visitors that arrive at your site.

Combined - they give you a website. Since you've already been through W1 - Choosing Domain Names and W2 - Buying Domain Names this is the next step. Setting up your web hosting account so you have a functioning website.

3 Basic Types of Hosting Accounts

- A. Shared Hosting
- B. VPS - Virtual Private Server Hosting
- C. Dedicated Server Hosting

Shared Hosting

For all my shared hosting I've set it up at Godaddy.com for the last 12 years. They have an easy system to learn, their shared servers are good for the price. It's easy to upgrade to better plans.

What is shared hosting?

Shared hosting is this. Godaddy has a computer (many), but one computer server where your website files are stored. You might have 100GB of space on that server to put all the files for your website.

There are about another 3,499 website owners that are also using that same server.

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It's a little crowded, and that's why you're able to pay only \$4-5 per month for their economy shared hosting.

What that means is that 3,500 websites are sharing the resources of that server.

Every website uses the same IP Address and they use a directory to find your site when a customer requests a page. It takes some time to find your site because there is no unique IP address for your site.

The server has a set amount of RAM and a certain number of processors... dual, quad core, etc. Every site on that server is sharing equally the resources. But, what it means is - there is a queue and each site that needs to use the processor and RAM to serve a page to a visitor on their site must wait in the queue for their turn in line.

Because there are so many other websites on the same server - at times there is a bottleneck and your site might be unavailable for short periods of time. More often than not, a visitor on your site will notice the site is slow - but they are still able to see the page they request (eventually).

Shared hosting at Godaddy works OK for a basic non-Wordpress enabled site. Wordpress sites make many calls to the processor - and need more processor time. This can result in a serious slowing down of your site - to the point where you'll either need to upgrade your shared hosting plan to deluxe or unlimited - or it doesn't make sense to be at Godaddy shared hosting for WordPress sites.

Your site must be fast because Google recently announced it will be looking at how fast pages from your site are served - as a factor in ranking your websites in the search results. If Google is important to you, you'll need to have a fast site.

We have a section on Website Speed (Video Tutorials: WS1, WS2, WS3) that you can review to find out how to speed up your website.

To review...

Godaddy shared economy hosting is just over \$4 per month and provides great basic website service that is probably fast enough for your website unless you're using WordPress or some other templated website that uses a database.

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Godaddy has 3 levels of shared hosting plans: Economy, Deluxe, and Unlimited. I've not tried unlimited because I believe it's better to go straight to managed VPS hosting at KnownHost instead. See Video Tutorial W4: Getting VPS Hosting for more information.

VPS (Virtual Private Server) Hosting

I use VPS2 at Knownhost.com and I've found them to be quite competent and they have the best customer support of any hosting company I've used over the 12 years. It's a shame I didn't know about them before 2009!

Virtual Private Server (VPS) Hosting is a step-up from shared hosting. Now you have some space on a remote server that is also shared with many other websites. In my case there are 300 other websites on the same server as my site. That's 1/10th the level at Godaddy shared. The price is \$35 per month which isn't quite 10 times more.

The first difference is that you get 2 dedicated IP addresses for your hosting plan. Your site has an individual and unique IP Address. That speeds things up a little bit already over Godaddy shared hosting. FYI - Godaddy does offer unique IP addresses for \$3 per month if you want one.

In a VPS environment your site is allocated a block of resources. You get a portion of the processor time, the RAM, etc. It's a virtual server because the web server program is running just for you. Each website has its own server software that is running to manage each website. What that means is - you are relatively unaffected by other hosting accounts on the same server. Your site won't crash when another site crashes because you're running entirely different threads and processes - separate from everyone else.

But, if you crash your server - yours crashes. Nobody else's does.

So, there is some insulation between hosting accounts.

You can add software packages, services, to your virtual server as if you had a dedicated server. It's advanced stuff - but, if you know you need to add something - you can. At Godaddy you cannot do this.

When you purchase a VPS plan you can choose the control panel you want to use to manage your website, the amount of server space you want, and the amount of RAM you need. You can

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upgrade in small amounts as your website requires more server resources. There are 5 basic plans at Knownhost at this time VPS1 through VPS5.

I should explain - there is managed VPS and there is VPS. At Knownhost it's fully managed VPS. What that means is - you have a support team (and phenomenal) that will help you do what you need to do. This is essential for beginners that don't know how to run their own server.

Godaddy has VPS - but, it is not managed and it is a royal headache to try to get help or figure out things on your own. I bought a 3 month subscription to VPS at Godaddy and had a bad time with it. I'm pretty damn technical - but, never had any specific server training - just what I've picked up over the years. It was too much trouble for me. Still, the price differential between godaddy and knownhost on VPS - is small, and the customer support so amazing at Knownhost - you must use Knownhost. It's not even a question.

Results?

Speed of website serving to customers on one of my sites went from 9-11 seconds on Godaddy shared hosting down to 1.6 seconds on Knownhost. That is a massive drop in time and well worth the cash. Then, after I applied some *speed gaining techniques* (Video Tutorials WS1, WS2, WS3) I got down to .8 seconds to serve the home page. That's flying. That's Knownhost.com.

The Best Part?

While at Godaddy shared hosting you can add subdomains to your main domain like:
videotutorials.incanswers.com
forum.incanswers.com

You can add entire domains at Knownhost VPS!

I currently have 7 websites setup at my 1 Knownhost account, all of them are serving pages much faster than they were at Godaddy.

Guess what? There is no limit as to the number of websites you put on your VPS account at Knownhost.

The only issue becomes later - when you either have many sites on your account - or, you have 2 or 3 big sites with heavy traffic on your site and you're maxing out your block of server resources. Then, you just upgrade to more RAM until your site is faster.

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VPS is the greatest thing going right now in my opinion. Now that Knownhost has come out with this managed VPS and has such great support I wouldn't be anywhere else. I'm still migrating another 15 websites away from Godaddy shared onto Knownhost.

Dedicated Server Hosting

I've not used dedicated server hosting because I cannot manage it and the managed servers cost a few hundred dollars per month.

Dedicated servers are ones you either rent or buy outright and keep them at a web hosting company where the fast internet connections are. Your entire server is dedicated to handling your website(s).

The best dedicated servers are located at RackSpace.com. They are well known for their amazing support. Recently they had some server outages that made the tech world gasp. We thought RackSpace was the ultimate.

Knownhost also has dedicated servers and the price is better, and the support is probably on par with RackSpace support.

As I said, dedicated servers are very expensive if you don't have a website that's capable of paying for itself.

Dedicated Hosting Positives:

- ✓ Fastest service available
- ✓ You decide the hardware for your server
- ✓ Someone else is managing the hardware and is responsible for it's safety.
- ✓ You can put a large number of websites on your one server. Hosting companies are born this way.

The speed of your website server is becoming important. Google, in its quest to give its search engine users a good user experience, has said they will start using speed of website as a criterion for ranking websites in the search results pages.

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This means, the faster the better. We have 3 free Video Tutorials in the Speed section. Look for videos WS1, WS2, and WS3 to help you optimize the speed of your website whether you're running WordPress or a standard HTML site.

Godaddy Shared Hosting

Godaddy has two basic shared hosting plans - economy and deluxe. Though the name has changed once or twice over the years they keep coming back to "Economy and Deluxe" so they'll likely have these choices for years to come. Similarly, the process has changed little over the last 12 years, so this video should help you even years from now (2010).

Open Godaddy.com.

Hosting Tab / Hosting packages

Show different types. Explain Linux versus Windows. If don't have FP - use linux. If already have site built and use .asp (active server pages) or some other files that require windows hosting - use windows. If your files are html and PHP - use Linux. Linux has, in the past, always been the faster choice for your website.

3 Shared Hosting Packages at Godaddy:

Economy - Deluxe - Unlimited

I have an experiment going on at Godaddy right now.

1 site I have is with shared Economy - for one year.

1 site is with shared Deluxe

1 site is with shared Deluxe 3 years prepaid.

All are WordPress sites similar in size and with all the same plugins. Every week or so I run speed checks on all my sites and these three are showing interesting results.

The site with shared Deluxe prepaid 3 years is considerably faster at all times than the other two sites.

The other two plans show no real difference in speed.

Buy hosting plan for 1 month. Show how you can get a discount by adding 1 year later at checkout.

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Using coupon max25 or max30 or one of the 25 or 30%.

Buy hosting plan for 1 month.

When you buy your domain name at godaddy it's important to cancel auto-renew for that too, I remind you in the buying domain video tutorial, but if you bought your domain at godaddy before seeing that - you'll probably want to cancel that feature.

Cancel auto-renew. For 2 reasons:

1. You don't know when they'll charge your card and you may not have time to move your domain or cancel it before they charge it. They charge you in advance of the expiration.
2. They charge you more automatically when you renew and you don't have an option to lower the price with a coupon.

Setup hosting for the domain name you have, ThailandSnakes.com

1 shared hosting account = 1 domain

You can have subdomains under this domain, like venomous.thailandsnakes.com and nonvenomous.thailandsnakes.com

Under VPS hosting you can have multiple domains like www.thailandsnakes.com, and www.incanswers.com, and any number more under the same account.

Review the Control Panel Each section. Tell what you can. Help is available and their online help is pretty good. Their support isn't bad for the \$4 you're paying per month. It's exceptional for that, really.

Enable Stats - show quickly how to view stats like at www.thaipulse.com/stats/. Takes 1 day to get working.

Enable all mail to be sent to an email you choose.

If you'll use WordPress you'll need to create a database - you can see that in Virtual Tutorial W9 at IncAnswers.com.

Review:

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That's a little bit about website hosting and how to get shared hosting at Godaddy. Godaddy's shared hosting plans are cheap, give you a lot of server space, and a lot of bandwidth to serve your pages. If you have a regular html based site without a database Godaddy shared is probably the right first hosting solution for you. Their support is good (great) for how little you're paying them to host your site. You'll have 99.9% uptime, as I have for the last 12 years.

If you are running a WordPress site and have a lot of plugins, videos, large photos, etc, then Godaddy might not be fast enough for you to rank well in Google. Knownhost VPS (Virtual Private Server) plans are great - and what I'm currently transferring my sites over to. See Video Tutorial W4: Getting VPS Hosting for more information about setting your site up at Knownhost, or W10 for Transferring Websites from Godaddy Shared Hosting to Knownhost VPS.

List of free Video Tutorials you might be interested in:

Video Tutorial W1: Choosing a Domain Name

Video Tutorial W2: Buying Domain Names

Video Tutorial W3: Setting Up Godaddy Shared Website Hosting

Video Tutorial W4: Setting Up Knownhost VPS (Virtual Private Server) Website Hosting

Video Tutorial W4: Creating a Simple Website

Video Tutorial W5: Creating Blogger.com Blogs

Video Tutorial W6: Creating a Wordpress.com Blog

Video Tutorial W7: Creating a WordPress.org Website

Video Tutorial W8: Essential Website Pages

Video Tutorial W9: Creating SQL Databases

Video Tutorial W10: Transferring Websites from Godaddy Shared to Knownhost VPS

Video Tutorial WS1: Speeding Up Your Website Basics

Video Tutorial WS2: Speeding Up Your WordPress Website on Godaddy

Video Tutorial WS3: Speeding up Your WordPress Website on VPS

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and sign up in the right side column for the newsletter. You'll receive not only links to 40+ free video tutorials covering online topics such as the ones above, but also get secret links to a couple free online business paid courses - for free.

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