



BY MIKE HALEY

Squiggout Web Designs, LLC

## Finding a Good Web Host Company

If you are doing business, you will need a web site and you will need a web host—somewhere to place that web site so everybody else in the world can view it. Picking a good web host is not easy. I have had numerous different web hosts over the years before I started my own company. Most of them have been very good and served their purpose, but I have had some bad experiences too. As in life, something always goes wrong eventually, especially if you have a lot of sites and many different web hosts.

Sometimes having a web host can be frustrating. Several years ago, the web host that I had my Squiggout Web Design, LLC site on was first sold and then went out of business without notice. One day my site was running and the next day blackout! Your site and all your files can completely vanish without warning.

What to look for in a web host? Overall quality and good support should be your first objectives in choosing a web host. You need a site that's fast, easy to use, rarely down, with great support that you can reach at all times—should something go wrong.

You need to check what features your web host offers and for what price:

- How much storage space?
- Daily traffic limit or transfer?
- Email system? How many accounts...
- What type of server, Linux or Windows?
- How many other sites will be sharing your IP address?
- Do you need SSL or a secure site?
- Are sites/files backed up? How often?
- What are the support hours?

- Price?
- What is your SLA? (Service Level Agreement)

Warning: don't always try to get the cheapest price for hosting—you get what you pay for. A cheap web host won't save you money if it's a poor service and your site is always down. Cheap web hosts charge for everything extra and they use the cheap price to lure customers. Read the fine print or ask for a trial to do a test run of your web site.

It is important to match up your hosting service with the type of site you will be running to save you money. For a simple HTML site, a shared hosting service will be adequate. For SEO reasons, you should always check the location of your site—the country your site is hosted in plays a role in your rankings, especially Google. Plus, dealing with a company that is NOT in the US limits your rights as a consumer.

If your site is interactive with forums, discussion groups, requires large bursts of traffic or you're running a lot of scripts and programs—you need a more robust hosting service like a Virtual Private Server or VPS. Web site style matching is important and a good web host will not oversell you service.

Now a sore subject...web host review companies. Some are good and want to provide correct information. The problem is that they receive false or misleading information all the time. I have a problem with companies reviewing my company by using information that has not been validated. To top it off, these companies get paid by web hosting companies to be put in their "Preferred or Recommended" web host section. Even though

my company happens to have good reviews all over the Internet, I still think you should just call and talk to somebody in sales at the host.

Awards that are paid for are NOT awards. Squiggout has won a couple of awards which we DID NOT pay for. There are award companies on the Internet that give awards to hosting companies based on the ad revenue the host paid to that award company. This is misleading and makes the real awards that were won legitimately seem obsolete.

In case you were wondering how my hosting company (Squiggout.com) answered these important questions...

- How much storage space? 1000MB
- Daily traffic limit or transfer? 100GB
- Email system? How many accounts...100 POP and Web-mail accounts
- What type of server, Linux or Windows? Linux or Windows your choice
- How many other sites will be sharing your IP address? 600 MAX
- Do you need SSL or a secure site? One click installation from your control panel
- Are sites/files backed up? How often? Yes every 24 hours
- What are the support hours? Phone 8am to 11pm EST Trouble tickets 7X24X365
- Price? \$5.95 a month
- What is your SLA? (Service Level Agreement) 99.99% uptime but we have not been off in 4 years, so we are at 100% uptime for the last four years

To find a good web host: choose a company you can trust, that stays up and running, and charges a fair price for service. You will not go wrong.

## Now Anyone Can Be An I.T. Professional

Renting software and server space is the fastest, most reliable way to set up your company's network. Get it customized, access it anywhere in the world, and pay a fraction of the cost.



It's called software as a service ▶ 888.883.2754 | sales@squiggout.com | squiggout.com