

A bad Web host can:

- Have negative effects on your search rankings
- End up wasting your money, hard work and other resources
- Ultimately affect your online authority in the long run

## **1. Free or budget hosting may not be your best bet**

It's only rational to get high quality things at the lowest cost possible, right?

But in this case, focusing more on how a Web hosting provider's solutions will suit your needs is the most important thing you want to do.



Does your site need some unique software? If yes, will your host be able to handle it? Do you need a simple WordPress site? If yes, can your Web host provide a managed WordPress hosting?

These features should be your deciding factors, not price.

There are different features from various Web hosts, and low-priced hosts might not provide all the features you'd need. To get more info about your Web host's features, you could checkout their site or look at third party reviews online.

## **2. Information from third party reviewers**

Since choosing a Web host is one important decision you'd be making as an online business, you want to make sure you're putting your best foot forward. You know

what you need your website for and the features that are necessary – find out if your Web host can provide them at the price they are charging.



Of course, you definitely need to visit their website, but keep in mind that they're business people who want to sell. They mostly won't be expressly revealing information that might discourage people from buying their solutions.

Third party reviewers, on the other, can at least give their opinions based on analyses and/or use cases, so you can take your decision based on those

**A few qualities you should look out for in your reviews:**

**Uptime:** You know already that no site can offer you a 100 percent uptime, right? Yes, regardless of what they promise. Truly, they could be up without any downtime for a couple of months, but in the long run, they'll eventually hit one.

So how do you measure a Web host's uptime? It's often measured by "Nines", according [Hosting Manual](#). Here's how they translate downtime for 30 days:

- 99 percent – Two Nines equals seven hours and 12 minutes downtime
- 99.9 percent – Three Nines equals 43 minutes and 12 seconds
- 99.99 percent – Four Nines equals four minutes 19 seconds
- 99.999 percent – Five Nines equals 26 seconds
- 99.9999 percent – Six Nines equals three seconds



So in general, you're looking for a Web host with at least 99 percent uptime (which is a Web host with a downtime of seven hours and 12 minutes in a month).

**Speed:** After you've invested your time and money into designing a great website, you shouldn't start annoying your visitors (and even Google) with slow load time when you start gaining a reasonable traction. Look out for a Web host that has features that make sites load fast.

**Support:** Whenever you have problems with hosting, customer support is the first option that comes to mind. But what if they aren't available at the time they're really needed?

### **3. Security strength**

A Web host with great security strength is definitely what you want, especially if you're planning on getting your customers' information via your website.

Here are a few security features you should be looking for in a Web hosting provider:

**Daily backups:** It doesn't matter if it's your Web host's fault or yours, once you lose your site's content without a backup plan, it's so gone!

**SSLs:** If you're designing an e-commerce related website, and you aren't planning on using a third party service to handle your customer's payments data, you'd need a hosting service that can provide SSLs instead.



**SiteLock:** Scans for malware, helps prevent your site from being blacklisted. Also, a SiteLock badge on your site shows protection and inspires customers' trust.

### **In a nutshell...**

Web hosting companies provide various features that distinct them from one another; you just need to find which one suits your needs the most.

Also, no matter how much effort you make to entice prospects to buy your offerings online, you might not be getting what you wish for if your host does not provide the necessary features to support the great user experience (UX) you're working on.

Also, in line with number four above, if you've looked at your Web host's website and third party reviews but still didn't find the info you're looking for, it's all right to ask them yourself – which would also give you a feel of how their customer support looks like.