

Finding the Right Business Web Hosting

“business web hosting”

There are a number of reasons why it is important that a small or medium sized business seeks out dedicated business web hosting rather than generic, run of the mill hosting companies. To start with, a company has much different needs than the average individual who is building a blog. Second, business web hosting companies are familiar with the particular problems and needs that might crop up for a small or medium sized business. They are equipped to handle those needs and to curb problems as they arise.

What to Look For

A good company offering business web hosting needs to, above and beyond all else, be able to provide security and ease of use. The back end of a business’s website needs to be simple to navigate, which means CPanel access is a must. It also must have integrated email access with top of the line security installed to protect that email. Other useful tools for a small business include visitor analytics, built in firewall protection and a slew of other options to match whatever type of business you are running, including secure server technology for credit card transactions.

The most important thing you should look for in a business web hosting company however is their dedication to customer service. If you trust your company and its constant operations to another company that is going to guarantee you 100% up-time for your server, you need to be sure that, should you have a problem, they are there 24/7. Look for proof and reviews of your business web hosting company in Google to ensure they provide live, toll free support, multiple methods of contacting them, and quick returns on your inquiries.

In terms of cost and account size, make sure that you get a good deal for what your company needs. Some business web hosting companies only offer the bare minimum – shared hosting accounts with minimal bandwidth. If you are running a large business, look into a VPS or dedicated server that will allow for direct access to your resources, a larger volume of storage space and most importantly (because no one wants that 2am call because of a server crash), high bandwidth with guaranteed uptime.

At the end of the day, your company’s website will start to define who you are. It is your appearance and much like choosing between buying your next suit jacket at Target or Nordstrom – who you go with will have a direct impact on how your customers see you.