

Making a choice of ISP to host your website

Choosing a quality ISP (Internet Service Provider) is an essential aspect of deploying website. It is essential because it can ensure that the visitors of your website have fulfilling buying experience and do not leave the website because of encountering "Page Cannot Be Displayed" error. There can be many reasons for this error but most of the times it's because of the server on which the site is hosted is not able to cater to multiple request for pages of the website at one point of time.

Many times it happens that to cut down on cost people opt for hosting their website on FREE servers, from the point of view of cutting down costs it is a good decision but the darker side is that all the effort you have done in developing your website and bringing it on a good position is search engine results goes for a toss. If people are not able to access your website due to error messages instead of page being displayed then the site is of no use. A free hosting provider will not provide you with backup and even will not ensure maximum up-time because it is not providing paid services and will be least bothered about how critical your website is for your business. Thus I never suggest going for FREE hosting because it costs to your business.

The question might come that if no free hosting provider, and cost is a factor, plus always running website is requirement, then with all these conditions how can one make a choice for reliable service provider for hosting the website?

Well there are many ISPs providing web hosting services, and nature of the website being deployed and how much you expect your website to add to your business will define the hosting provider you should choose. To generalize following could be factors that can be considered while choosing a web host for your website: -

- Since how long the ISP is in this business and how many websites are hosted on their server.

- Percentage of uptime is your ISP ensuring.

- Does ISP provide customer support, if yes is it free or they charge a fee for it.

- What policies the provider has to take care of emergency issues, like the site going down at odd hours of the day.

- Do they offer features to upgrade the hosting, if yes can they do it without making the site go down.

- What is configuration of the server on which the site will be hosted.

- How much bandwidth the ISP will provide for your website

- What all Scripting Languages and Database support is offered by the web host and does it match with the language you have opted for developing your website.

- What are the additional software packages the ISP is offering with hosting

- What do others say about the services of the ISP " Testimonials.

Thus if you are planning to deploy a website for your business then you have to be very conscious while choosing the web host. I do not recommend going for free web hosts in case you plan to deploy a website for your business, yes it can be a good choice if you are deploying a personal website and it does not have to do anything with your business.

About the Author

Maneet Puri having an extensive experience of web based applications has assisted him to implement various knowledge driven process for his clients, and at the same time he provides consultancy to his clients for their website maintenance. With this expertise he has successfully added [KPO and website maintenance](#) as verticals to the [Web Development company](#) he is heading.

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