

Published based on [How To Choose A Valuable Host For Your Website Development](#)

How To Choose A Valuable Host For Your Website Development

When you set up your [website development](#) for business, your primary concern is getting everything up and running fast. You may ask friends who hosts their websites to help you decide who to go with. This can be a critical decision from an SEO marketing perspective.

What You Should Look For In Your Host.

A huge number of website hosts exist. Some will be free and some are not. As this is for your business, you don't want to be looking at those free options. They would be good for those who are producing websites for family and friends or maybe even some affiliate mini-sites, but not for a full-fledged business enterprise. There are too many limitations.

What kind of server do they have? This is where the information is kept. A server hosts websites for the hosting company. So, when somebody wants to look at a page in your website, the server makes this happen. More powerful servers are faster at their job and pages appear in seconds for your visitors.

One of the most popular servers is Apache. Apache, being open source, is ideal for web hosts. It is also able to support content management systems, blogging platforms and other applications. If you are familiar with WordPress or Joomla, you know about an Apache-based server.

Free hosting servers often have a bandwidth issue. They won't be able to upload files, videos, audios and the other Internet marketing tools used to increase their site's saleability. This can limit what you do. Once your site is up and you are promoting it, changing hosts midstream can be a nightmare.

Is This Important?

Search engine optimisation is quite complex. Your content will be optimised and will be distributed to various webpages. You don't want to be limited when you try and expand. Each page represents a unique URL and a different keyword that you are focusing on.

You may be the one designing your [website development](#) or a website designer may be doing it for you. You don't want to be limited by your platform as to what you can do. You may want to change templates at different times, to keep up with the way that you choose to conduct your business. If you use the wrong web host, activities such as these can be difficult and stunt your SEO efforts.

Also, with free hosting you probably won't have full administrative control of your [website development](#). You can add files to prevent spamming on your blog and also to capture website stats or place a web counter on your site's pages. Just having enough access to edit content on your site is not enough.

When planning your online business, take time to really think about hosting and its impact on your future SEO. Choosing the right one can make all the difference.

Michelle Dale is Chief Executive of Virtual Miss Friday, an adept and highly-proficient Virtual Assistant Service which works closely with enterprising people who really want to succeed in their chosen field. If you'd like to learn more about online business building success strategies that are tailored to your needs, contact VMF today!

You can also find this article published on [How To Choose A Valuable Host For Your Website Development](#) , and on the tag pages [internet business](#), [internet marketing](#), [online business](#), [seo](#), [website development](#).