

## Web Hosting and Design Tools

Thousands of websites are created every day for a variety of different purposes. Some are made to showcase a person's specific hobby or activity. Others are promotional in nature and involve business activity. Whether your website is for personal, social or marketing purposes there is a selection of hosting and design tools each website owner needs to utilize in order to maintain an effective web presence.

### Web Hosting

There are several different types of web hosting services available to someone intending to create a website. The type of hosting plan that is selected is often based upon the actual needs of the website in terms of its capacity to handle increasing traffic over time and its required storage capacity. There are also issues surrounding the security of the website based upon which level of hosting is chosen. The best hosting package for your website whether you need personal or business website hosting will be based upon these requirements.

There are basically three types of commonly used hosting packages that webmasters use.

#### 1. Free Hosting

Free hosting is used by individuals who want to throw up a website quickly and are not concerned about some of the limiting features it presents. For instance, you don't usually get to select the domain name you want with free hosting. Also the security of free hosting services is a big issue. Therefore free hosting services are not recommended for anyone wishing to set up a permanent and secure web presence.

#### 2. Shared Hosting

This form of hosting service offers powerful and secure servers with storage capacities that are sufficient to handle the needs of most individuals and even small to medium sized businesses. This represents a good option for business website hosting because there is often room to expand the capacity of the hosting service by purchasing more options or storage capacity.

#### 3. Dedicated Hosting

This service offers the highest level of security, the fastest speeds and the largest storage capacities for your website. Many companies that run dedicated servers offer them for business website hosting purposes. They are ideal tools to handle consistent high website traffic volumes.

### Content Management Systems

There are many commercial products available to assist in the adding, organization and maintenance of content on a website. Some of these are available as software tools and others are web based.

The ability to develop a custom organization of your website content and alter aspects of its presentation is crucial to those wanting to present a compelling and attractive web design. Many of the best hosting packages available will have content management tools built into the dashboard of your hosting account.

### Additional Web Design Tools

Other web design tools often associated with a hosting account are the email hosting and built-in ecommerce features. In the case of email hosting this allows you to easily have email addresses with the domain name included in the email address. For instance if your web domain is mywebsite.com

you may have an email addresses such as info@mywebsite.com or quotes@mywebsite.com. This allows you to present a professional business like appearance to all your email addresses. Ecommerce tools allow you to install shopping cart systems that make it easy to set up secure credit or debit card transactions for potential customers.

The above mentioned items represent several important tools that web designers often need to excel at the job of creating, growing and maintaining an effective website.

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