Website Hosting Essentials

- What are the website hosting essentials I need?
- Standards and features to meet modern hosting requirements and create ideal user experience:
    - Performance
    - Security
    - Support
    - Managed updates
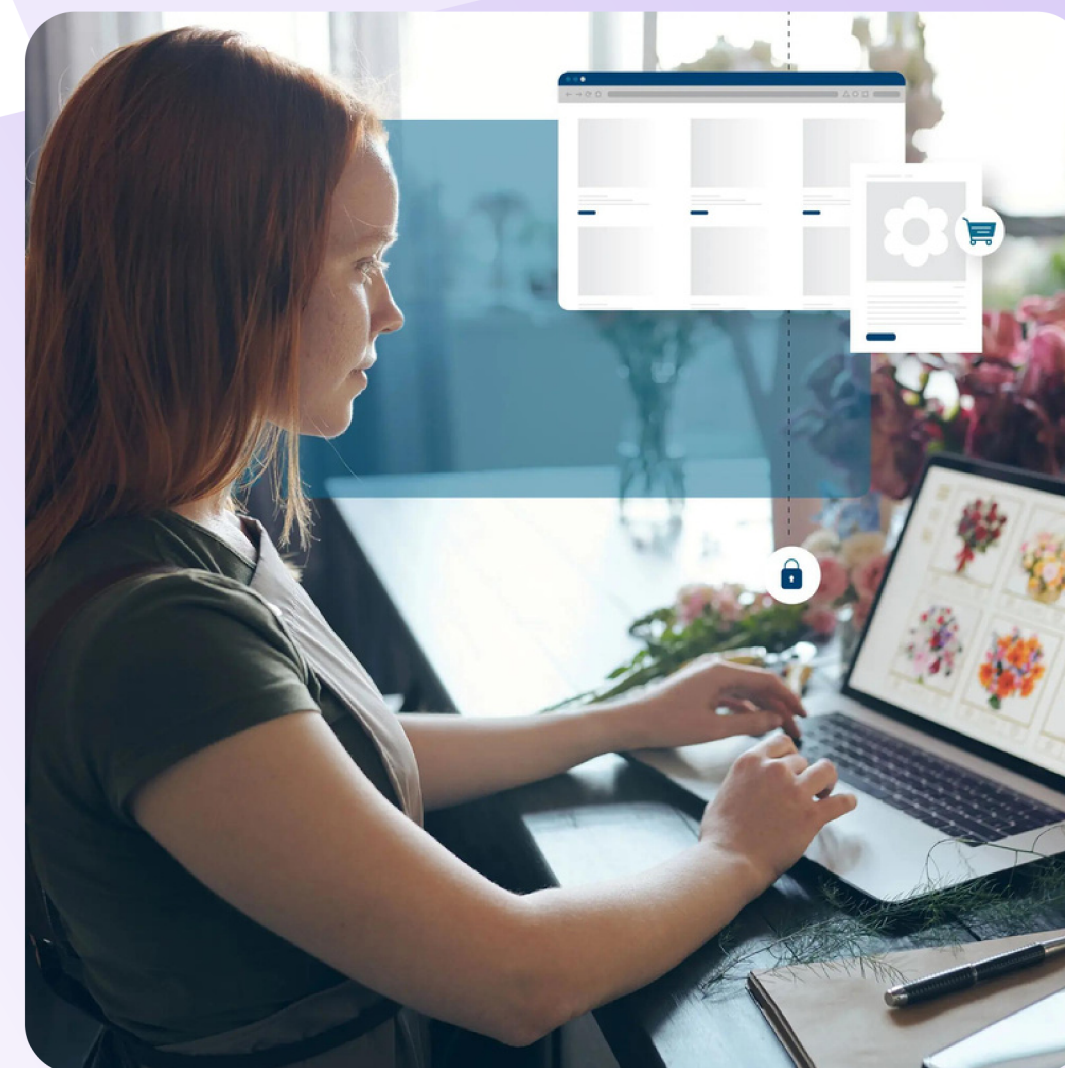
Let's explore some key aspects
of website hosting!

Domain Management

Keep Your Domain Safe!

- Make sure your domain ownership is locked and protected! Secure it for more than 1 year
- Only buy website domains from registrars who prioritize security like Cloudflare
- Avoid delegating access to others
- Don't use GoDaddy!

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Business Email

Business Email Solutions

- Avoid traditional webmail, use trusted email systems like Google Workspace/Microsoft 365
- Make sure your email authentication is active for SPF, DKIM, and DMARC for 2024 rules!
- Follow spam / malware security best practices
- If you use Rackspace, get your email out now!

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Hosting Different Website Platforms

Hosted Platforms vs Self-Hosted

- If you use Wix, Squarespace, Shopify, or Webflow you are self-hosted! Meaning your website's hosting is included in your plan
- If you use WordPress, WooCommerce, Joomla, Drupal, Magento, Bootstrap, etc you need a website hosting platform

VS

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E-Commerce

E-commerce Security Essentials

- E-commerce websites need to prioritize security using strict SSL/TLS encryption

- Secure the website backend with multi-layered security and authentication

- Strictly follow GDPR/CCPA compliance to secure customer data

- Only use trusted payment gateways like Stripe, Authorize, PayPal, Square, or Braintree
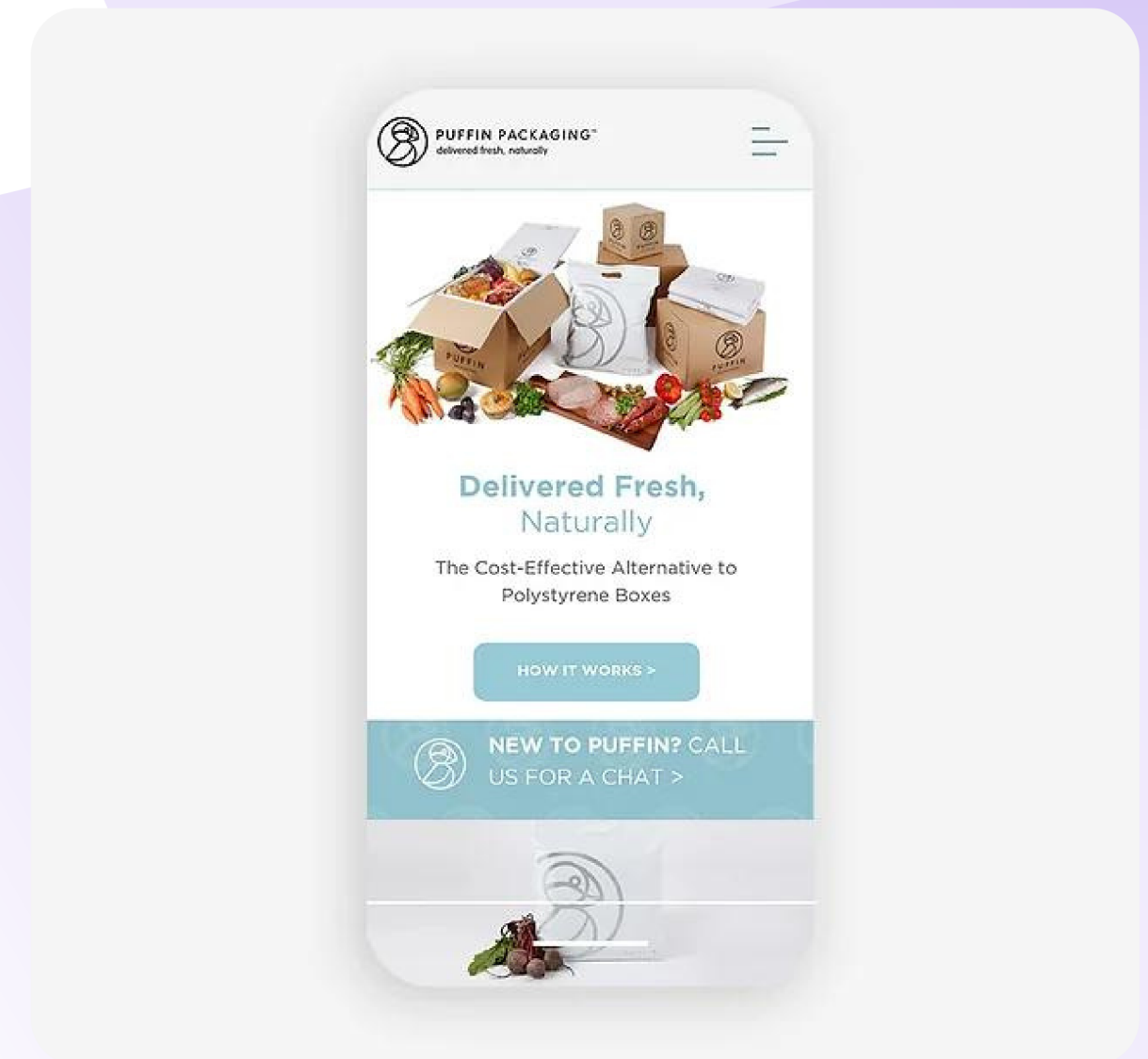
SSL and Security

All Websites Need SSL!

- All websites need SSL to provide a safe and trusted user experience
- Don't pay extra for SSL! Only use website hosting companies who include it in plans
- Use a platform like Cloudflare for custom control of security configurations
- Use Force HTTPS to keep all elements loading securely

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CDNs and Performance Optimization

Keep Your Website Loading Fast!

- Make sure all media and elements of your website are optimized for web
- Use page cache / object cache for speed!
- Use platforms like Cloudflare, Google, or Fastly for additional Content Delivery Network (CDN) performance support
- Install tools like Minify, Brotli, Defer JS for additional speed improvements

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Managed Updates

Managed Hosting is Worth It!

- Spend a little extra on hosting, especially if using WordPress, on a managed hosting provider or WP maintenance company
- 24/7 support when you need it is huge!
- Managed hosting covers core / plugin updates to keep your website running how it should, always online, secure!
- Managed hosts customize the resources of your website for peak performance

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Next Steps: Improving Your Website and User Experience

Next Steps

- Look to integrate a CDN and security platform like Cloudflare
- Use a managed website hosting platform, ideally one who integrates a CDN, high level security tools, and performance optimizations like LiteSpeed
- Keep your email with WorkSpace/Microsoft 365 for safe, reliable communication
- Secure your domain!

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Time For Questions

Let's start a conversation about website hosting!

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Join the Hoot Host Group and leave us a review!

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