

**Dzined**  
**Media**  
marketing & design

A large, light pink silhouette of a frog is positioned diagonally across the page. The frog is facing towards the top right. The text 'Hosting Guide' is written in a bold, black, sans-serif font across the frog's body.

**Hosting Guide**

# Hosting

## What is hosting and why do we need it?

In order for your website to be visible on the internet, it needs to be hosted. A hosting company will provide you with some space on their server, where all of the elements that make up your website are stored. Think of it as renting some storage space for your household items. Each hosting company offers a variety of packages, which consist of different amounts of storage space, different features like a database, or visitor statistics, email, SPAM filtering and antivirus for your emails and so on. Without hosting you don't have a website because basically the internet doesn't know where to look! What is hosting and why do we need it?

## Things to consider when choosing a web host

The most important are:

- Value for money
- Security
- Support
- Speed

You can read specifics on these points on the following pages and why we feel our pricing is more than value for money.

## Value for Money

Sometimes you come up against deals that are too good to be true and are genuine offers, but eventually the provider can't afford to provide these wonderful features anymore and end up providing you with poor unreliable service. We make sure that the features we give you in your monthly hosting are just what you need. We don't give you 100 email addresses, because it's unlikely you will need more than ten (although you can have more if required). We don't give away bandwidth willy-nilly thus diluting the level of service to everyone, as we won't compromise the quality of service visitors to your website will receive.

## Security

Our Server sits behind a top end firewall. Think of a firewall as the gatekeeper. It keeps any malicious visitors out (e.g. hackers) and only lets the genuine visitors in. Keeping your site safe. We actively monitor security updating our server and your site to ensure maximum safety at all time. Not only this, our server is not kept in an unsecure shop in the middle of a small town, or someone's back bedroom, our Server is held under maximum security temperature controlled environment in a safe UK Based location. It is even protected against fire and power fillers. Location is important because if your server is offline this will affect when your site is inaccessible on the internet.

## Server Support 24/7

We have highly trained technical experts on hand 24/7, 365 days a year to monitor and support our server, which means any problems are solved before we even know about them. This allows us more time to provide the support we need to give to you to our client. Our "uptime" guarantee actually means something and the real acid test of how good a service ACTUALLY is, only occurs when there is a problem. Talk is cheap but quality support IS expensive (relatively!) You can also guarantee we are always willing to give you friendly advice and support to make your website experience a great one. Dzined are not 24/7 but you can email or call us any time and we will make sure we respond at the earliest convenience. We also have a support request feature built into our admin systems if you ever need urgent support on your website.

## Speed

Our Server is quick and it delivers websites to the internet much more quickly than any Non-dedicated server is capable of doing. This is important for your visitors to ensure they have a great customer experience on your site and stay longer browsing. One of the top 5 reasons for site abandonment is that the site is slow to load in the browser. As we are professional web designers, we will optimise each site we build to ensure that the site is of the highest quality and the smallest size. This is a process we do towards the end of a site build and is done to decrease loading times for sites. Good server speeds also provides a positive benefit to how your site is ranked in Google.

## **Do I always have to host with you?**

No. You can host with whoever you choose, but keep in mind that hosting companies including ourselves may offer features that are specific to our setup which may not be transferable to another host.

## **Some companies offer free hosting, why don't you?**

We are always transparent about our pricing and what you get for your money, which is why we don't hide the cost of hosting amongst other costs. We don't offer FREE hosting as we invest time and money ensuring our servers are safe up to date and limited to a smaller number of clients (this is known as a dedicated server), ensuring that your website is accessible quickly at all times. Quality service, reliability and server speed are factors in search engine rankings. Hosting covers a small element of the cost of providing this service to you and is passed on to enable us to provide the best service to you and your site visitors at all times.

## **Additional Information**

We develop our admin systems to run within our server profile. Your admin system is the means by which you can log into your website using a simple user interface and edit or update the site content. We provide an extremely simple user panel which is as easy to use as a standard MS Word package. By hosting your website with us you will also directly benefit from any updates or upgrades to our admin systems which we develop over time. As an addition to this we are constantly developing new and innovative marketing systems which will help a business grow. As experienced business owners ourselves, we are not just a design company, we offer help, support and advice on marketing and growing your business and offer you all the tools and bespoke solutions you will need to get the job done, both now and in the future.