

## Web Hosting: Portals

One lone computer in a business is useful. When that computer is connected to a second computer a small network is developed that allow files and information to be more readily shared. Large companies have hundreds or thousands of computers tied together in a company-wide network that speeds many processes along.

This concept is a microcosm of what it means to develop a network known as the World Wide Web or Internet.

The Internet is a connection of computers linked through servers for the purpose of sharing information, entertainment and ecommerce.

Web hosting is the mechanism whereby you can access a portal to the World Wide Web. When you work with a web host to place your site files on their server you are moving from spectator to player in ecommerce.

This portal is important because it provides a means of interacting with your customers. They can view your site and you can gain access to information about the visitor that may assist you in developing new sales opportunities or introducing them to new products.

This portal is not just a storefront, it effectively becomes your sales force if accepted Search Engine Optimization (SEO) strategies are utilized.

It is also this portal that allows you to take your business to international markets you couldn't have dreams of fifteen years ago. Web hosting makes it possible for you to learn new skills that will benefit your ecommerce store while supplying consumers with products or services they are motivated to purchase.

The privacy a website provides customers has allowed ecommerce to grow at a very rapid rate. Consumers are generally tired of impatient sales associates and limited stock at conventional brick and mortar stores. The ecommerce solutions on the web are the portal many consumers are using to facilitate the acquisition of many items they once purchased at a store as well as items they did not have routine access to.

Web hosting can be managed as an extension of site design, but it may also include site design. A web design expert can manage this design or it can be created and maintained by the ecommerce business owner.

However it is accomplished site function, maintenance and presentation are done through the portal of web hosting.

We live in a world where millions of computers are now connected. The knowledge base and available consumer products and services are mind-boggling. A web host facilitates a future in ecommerce in the online world.