

## Web Hosting: Web Accessibility

Deep in the heart of an office complex there lies a room that may be filled with floor to ceiling server cages that house multiple web-based servers. In the back of a storefront you may likely find servers working to keep websites operational.

A web host is simply a leasing agent for space on an existing server to allow your business website to be accessible by millions of Internet customers. The use of a web hosting service is similar to leasing a storefront as a showroom &ndash; it just costs less.

However, unlike a typical building lease option, a web host can provide a variety of features that you can customize based on the needs of your online business. For instance, you might need the capability of providing File Transfer Protocol (FTP) to business associates to access company data or new manufacturing specs. You might also need other data management protocols.

Most ecommerce websites will also need a shopping cart with Secure Sockets Layer (SSL), database support and other similar features. Web hosting may not always be a &lsquo;one-size-fits-all&rsquo; solution. You should determine what your needs will be in a web hosting solution and seek to find a solution that bundles the most options for the most reasonable price.

Interestingly, many of the sites that provide web design also make web hosting a part of the package. There may be many reasons this is so, but the predominant reason may be the access to the site information through a known or existing server. However, it is possible to work with a web hosting solution to allow the development of a site that is personally built by you. These web-hosting solutions allow the use of an extensive selection of features that can be customized through template rich designs and implemented in less time than other web development options.

You also want to find a web hosting service that can guarantee the greatest amount of uptime. Because the Internet has grown so fast you may also find web-hosting solutions that have no track record, so be careful about selecting a company that has not had ample time to prove their capabilities in maintaining quality service.

Leasing a portal to the web through a web-hosting service is one of the most cost effective ways to unleash your entrepreneurial spirit through a business startup, but you may be best served in looking through a variety of options before settling on a service that will help determine your accessibility on the web.