Web Hosting The Internet Marketing Tool

An important part of doing any kind marketing today is definitely an effective Internet marketing strategy, and for that the first thing you need is reliable web hosting.

I know some people say that you can market this and that without having your own website, but I definitely disagree. Many affiliate programs and various business opportunities offer you "personalized web sites" that you can use without owning you own server space. However, replicated company websites and an often long and cumbersome affiliate link can only take you so far, with thousands of other people using the exact same material.

Another trick, that seems to be really in vogue these days, is people who want to advertise with Google Adsense or Yahoo using your money. Most often they make it sound like this is as easy as it gets, when it comes to making money online as an affiliate.

While Adsense and other pay per click advertising is definitely a viable option, one should remember that it requires thorough keyword research and continuous tracking in order to produce a good ROI. Additionally, according to Google's new Terms of Service, you can't point an AdSense ad directly to an affiliate link - the link must always point to an URL of your own. The very same thing goes for publishing articles in the popular article directories.

Finally, if you have your own company and product, your own high quality server space really is an absolute must these days. However, the big "dot-com bubble" was at least partially caused by people charging obnoxious fees for company websites that actually delivered very little results.

Done right, your online presense doesn't have to be that expensive, while still generating great revenue. The choice of web host is one of the crucial steps in turning your website into a great success.

Points to consider when choosing a hosting company

If you are serious about making it online you definitely need you very own web space, that you can do what you want with. As an affiliate you can, for instance, put up your own websites that offer some unique content to your visitors and pre-sells them on the affiliate product or business opportunity of your choosing. People do not like to be sold, remember - a friend with a genuine recommendation is always more welcome than a stranger with a business pitch.

So how do you choose a web host, then?

In my humble opinion you should be looking for the following:

* Reliability

* Support

* Integrated features

* Price

Exactly in that order. There are many services that provide you hosting space for free, I know, but if you are going to market in a professional manner you definitely need to get professional hosting. Besides, most free webhosts pack YOUR site full with THEIR advertisements.

When you are trying to build credibility with your audience this can easily be fatal.

The webhost I personally have chosen, fulfill the criteria I mentioned above. Their service is extremely reliable and their support is the best I have seen online anywhere - you can call, email or chat live with the friendly support staff 24/7/365.

I can not overemphasize the importance of this, because when working with websites, scripts and things like that, it is not a question of IF you will run into trouble but when. And unless you are a total guru yourself you will need help, the faster the better.

When it comes to features, it is naturally important to be allowed to run scripts like php, cgi, asp etc. Because these are widely used by shopping carts, sequential auto responders and other tools you may need.

Naturally, depending on your business strategy and goals, the features required of your webhost will vary. If you are an affiliate, promoting many different products, you need a web host that will allow you to set up many different domain names on the same server - creating separate web sites containing valuable information for your various target audiences.

If you are going to run a large web shop and/or send out large amounts of email, you should seriously consider investing in a dedicated or virtual server. Shared servers (which means you share a server with several other users) often place limits on how much email and bandwidth you can use per month.

When you have found a suitable web host, that can deliver all of the three first mentioned points according to your needs, you should start looking at prices. As the old saying goes, you generally get what you pay for. However, high quality hosting does not have to cost an arm and a leg these days. There are many excellent web hosts to choose from, and if you shop around a little you will find one that also fits your budget.