

How to Choose a Good Website Host

And make money from them to boot!



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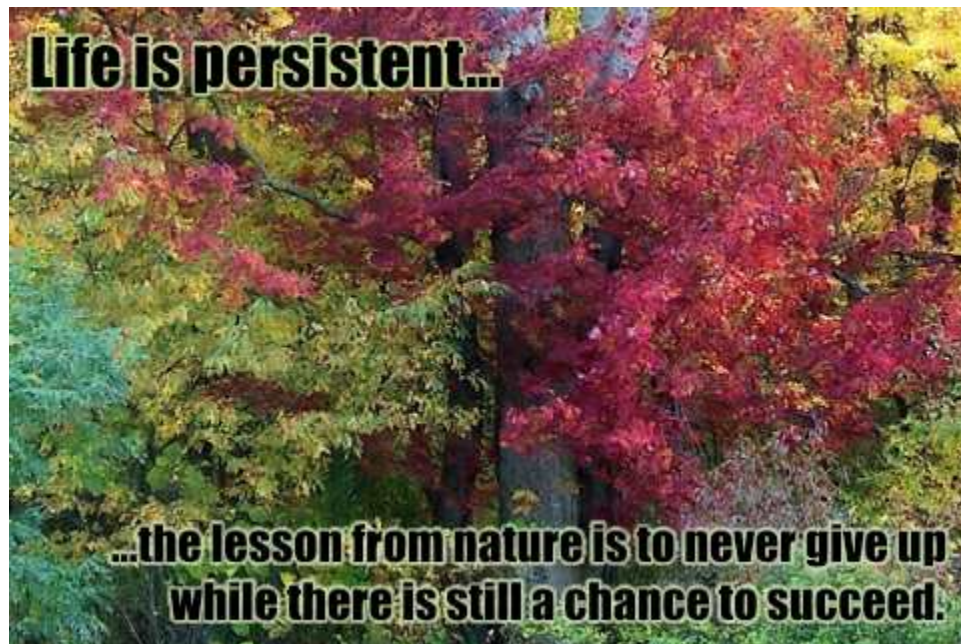
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Introduction

Choosing the right web host can be a hit or miss proposition, especially for inexperienced webmasters. This guide can help you choose a good host—and show you how to make a little money from them on the side!

If you'd prefer not to learn what you need to know to choose a good web host, or if you just don't want to go through the steps it takes to make a reasoned choice, I offer you my recommendations near the end of this ebook.

Free or Paid Hosting?

The first step is to decide if you need free hosting or paid hosting. Free hosting is really only appropriate for a personal site. It should never be used by anyone who wants to create a professional web presence.

If you already know you want free hosting, stop reading this, go to [Dot Easy](#) and sign up for a free account. But remember...

The drawbacks at most free web hosts are many:

- You can't use the site to make money.
- The reliability and tech support is inferior.
- The host will sell ad space on your site.
- You have no control over who the advertisers are.
- You will not be paid for the ads, even though it's your content.
- Your web address will be longer and harder to remember.
- You can't have an email like, you@yourdomain.com.
- You can't use server side scripts.
- Your site will probably never be listed in search engines.
- Your site can't be moved without losing all the links you have gained.

That's the short list of drawbacks. If you'd like to see a more complete list, including more important reasons than I listed here, you'll want to read my article, [The Drawbacks of Free Hosting](#).

Let me cut this short and just say that free sites are OK if you just want some web space you can invite family and friends to so they can keep up with your

life. There's nothing wrong with that, but if that's all you want you don't need this guide because you're not serious about establishing a true web presence.

Are you still with me?

Good, you must want professional grade hosting. This guide was written just for you. Don't worry—professional hosting is very low cost these days. You can get great hosting packages with huge amounts of disk space and data transfer (bandwidth usage) for just a few dollars a month.

Even better, you may be able to have your web host pay you back all you paid to them in hosting fees—and much more! More on that later, for now let's go into what you need to look for in a web host.

Types of Paid Hosting

The first decision is whether you want shared hosting, co-located hosting, unmanaged dedicated or managed dedicated hosting. Because you're reading this guide, you probably want shared hosting, but here's a description of each:

Shared hosting (also called virtual hosting) means that your site is sharing a server with other sites. The host manages the server, but you often have control over many account functions. This is the least expensive option since many clients are sharing the cost of using the server.

Co-located hosting means you buy the server and license the server software and supply it to a hosting company, who plugs it into their network. You are responsible for the support and maintenance of your server. Some co-location hosts offer a maintenance contract for an additional fee, but many do not.

Unmanaged dedicated hosting is similar to co-location except that, rather than buying a server, you lease a server from a host. Support and maintenance varies from host to host, but is usually very limited.

Managed dedicated hosting means leasing a server from the host, but the host provides full support and maintenance. This maintenance typically includes services such as server uptime monitoring; and includes a hardware warranty and security patch updates.

Shared hosting is far less expensive and far less complicated.

Shared hosting is more than adequate for 99 percent of web site owners. The other options become necessary if your web site becomes extremely popular, but most webmasters never need anything more than shared hosting.

The Three Most Important Considerations

The three most important considerations in choosing a web host are:

- High Reliability
- Responsive Tech Support
- Redundant Infrastructure

There are many other considerations as well—data transfer allowed, disk space, price, and other features—but without reliability, good support, and a solid infrastructure with built-in redundancy, the rest doesn't mean much.

We'll get to the features shortly, but first let's look at the big three necessities.

Reliability

Good hosts often guarantee their network uptime. Uptime simply means how much of the time their network is up and running, meaning your site is up and running. While most hosts boast an uptime of 99% or more, be wary of any that do not guarantee their uptime.

You might see numbers as high as 100% uptime. If they guarantee an uptime of 99% or more that's a pretty good indication of their commitment and ability to keeping your site running smoothly, however, every host experiences some downtime, even if it's just to reboot your server.

To press even deeper, ask a potential host to provide the following:

- Length of time in business
- Financial strength
- Physical server security
- Disaster recovery plan

If they've been in business at least two years they should have the bugs worked out of their system. It also means they have attracted and retained enough customers to stay in business.

You can look up when they registered their web site at WhoIs.net, which will give you an idea of when they started up. Just enter the domain name and look when their domain record was first created.

Determining their financial stability is more difficult given that most of us have a limited amount of time to research web hosts. You can ask questions that may give you an indication of their financial stability:

- Does your company have plans to sell? (*no* is good)
- Does your company plan to expand? (*yes* is good, *no* is neutral)
- Has your company been profitable the last two years? (*yes* is a must)

While they are under no obligation to disclose such information, it doesn't hurt to ask. The main purpose of this type of query is to try to determine if they'll be in business in the years to come. Moving a web site isn't fun, and being forced to move because your host suddenly disappears is even less fun.

The physical security of their server space ensures that not just anybody has access to them. An unsecured server environment is just asking for trouble.

A host also needs a disaster recovery plan in place if they are to quickly recover from storm damage, power outages, and other things that can cause lengthy downtime problems. Here's just one reason that's important...

I had all my sites hosted with one company several years ago. A storm hit their area and took down a lot of power lines. They supposedly had a back-up generator, but it didn't work (ask a potential host how often they test theirs!).

My sites were all down for about seven or eight days. Since I earn my living online, I was out of business and unexpectedly had no income during that time. A host has to take disaster preparedness seriously.

Now I host my sites with several different web hosts. It costs a bit more, but if one host goes down I've still got other sites up and running. Lesson learned.

Tech Support

When a web host experiences rapid growth or financial difficulties, two of the first things to suffer are reliability and tech support.

For example, I had hosted one my sites for about two years with one host and they were very good until near the end. Toward the end though, my site would start going down, or the shopping cart would mysteriously disappear, or the mail server would be down regularly. It became one thing after another.

Calling tech support, which also used to be good, proved to be horrific now. I'd spend two to three hours on hold before I got to talk to anyone, and often they couldn't help so I'd have to wait even longer for a supervisor. Support emails were not answered. Trouble tickets were ignored . . . or lost in the system. Needless to say they lost my business rather quickly.

A web host may offer support by phone, email, live chat, use a ticket system, or any combination of those methods. I prefer a host that offers 24/7 toll-free phone support, but I do use one that doesn't. To me, the more support options the host offers the better, but the main thing is how responsive they are.

You can test support with some hosts by calling them and seeing how long you have to wait to talk to someone. Anything over 20 minutes is too long for me, although 30-60 minutes is probably closer to average.

Don't be a pest, but call at different times of the day and night to test their average response time. I tell them the truth—that I'm thinking of hosting with them and wanted to see how long it took to get someone from tech support on the phone, then tell thanks and get off the phone so they can answer real support calls. Most thank me for calling.

With most of the hosts that I use I can often be talking to someone from tech support within four or five minutes, and sometimes I don't even get placed on hold, I'm talking to tech support a few seconds after the first ring.

Here's a rule of thumb—the longer you have to wait on hold, the more issues there usually are with the quality of service the host offers!

If they offer email support or live chat you can test those too. The ticket system often requires that you first have an account with them, so you may not be able

to test that. Tickets systems and email are often slower, in my experience, but still should not take more than a few hours. In most cases, the better you are able to describe your problem, the sooner they will be able to help you.

Not all hosts offer 24/7 tech support, but it's a must for me. If my site goes down, I want someone working to get it back up right now, not tomorrow. Every hour its down is an hour that site is out of business and I'm potentially losing sales.

To be fair, I should say any host's tech support can be bad for a few days. For example, if a host gets hit with a new virus, they can be swamped with a surge in support calls, clean up problems, and have a lot of security patches to install on a lot of servers. It's when support is consistently bad that it's a real problem.

Infrastructure

Check that the host offers a multi-homed network to ensure redundancy. Multi-homed just means the host has two or more IP addresses. A single-home host has only one master IP address. If that fails, all the web sites they host fail. With multi-homing, if one IP address fails, the host can still function through its other IP addresses.

Connection speed is another important infrastructure consideration. Below is a chart showing the various types of connections a hosting company might have to the internet backbone and the speed each connection offers:

Connection Type	Speed
DS1 or T-1	1.544 Mbps
DS2 or T-2	6.312 Mbps
DS3 or T-3	44.736 Mbps
OC-1	51.84 Mbps
OC-3 or STM-1	155.52 Mbps
OC-12 or STM-4	622.08 Mbps
OC-24	1.244 Gbps
OC-48 or STM-16	2.488 Gbps
OC-192 or STM-64	10 Gbps
OC-256	13.271 Gbps

Obviously, faster is better. If the servers are set up optimally, faster connections mean faster websites.

The big numbers are a little deceiving. A user can't connect that fast, but it means a host can send more data at a time, which is important because the host is serving many sites at once.

End users won't see speeds any faster than their own internet connection can receive data, but faster server connections mean fewer data transmission bottlenecks at the server level. If your host has OC-3 connections or higher you're in great shape.

If the host is powered by multiple bandwidth providers, that's also a big plus as well. If one bandwidth provider goes down, the other(s) keep things running.

There are other details we could get into, but this ebook is intended as a guide, not a college level course in hosting technology. I'm guessing most readers won't want to—or need to—learn about RAID configuration, load balancing, referencing entities and other technical information related to hosting.

Really, if you get the things right that I mention in this guide, most likely the host that passes those tests will have the technical things right on their end.

Server Types

Most web hosts offer Linux/Unix hosting and/or Windows hosting. This refers to the type of operating system the server uses. There are others, but these are the most common.

My preference is Linux/Unix, but admittedly it's because that's all I've ever used. NASA thought LINUX was good enough to run their hydroponics experiments on the space shuttle, so that's a pretty good endorsement.

Either is fine, but Windows is usually a little more expensive. If you use Microsoft's Frontpage software to design your site though, you will need to be on a server with Frontpage extensions or your site will not function properly.

Control Panel

Most hosts have a control panel they offer their users. These control panels have varying degrees of functionality built into them depending on the software used. I prefer cPanel for its many features and ease of use. Apparently many others think so too since it's the most popular control panel in use today.

A control panel allows you do to things on your own—often with button clicking ease—so you don't have to call tech support to have them do it for you. With cPanel you can do things like create email addresses, install a blog, set spam controls, set up password protection, check your web site stats, set up an autoresponder, backup and restore data, install a shopping cart, add and remove domains and subdomains, and much, much more.

Four Hosting Cautions

1. Check the Kinds of Sites They Host

Some hosts aren't selective about the kinds of sites they host. As long as the client pays their bill, that's all they care about, but the kinds of sites they host can affect your web site's performance and search engine rankings.

Hosts that allow adult content should be avoided. Adult sites are bandwidth and resource hogs that can slow your site down a great deal. In the past they have been known for spamming the search engines too, so the spammer warning in the next paragraph applies to adult hosts as well.

Hosts that allow spammers should be avoided. Spammers IP addresses get banned from email delivery. If your site shares the same IP address as a known spammer your emails will be blocked from delivery at many internet service providers. In other words, you may not be able to send email to some of your family, friends, and business contacts. Search engines fight spam too. If your site shares the same IP address it could be banned from the search engines because it shares the underlying IP address.

Finally, sites that trade in illegal software should also be avoided. A host's *Terms of Service* will spell out what kind of sites they prohibit.

2. Don't Mistake Size for Quality

Just because a host is big or well known doesn't mean they are good. They might be, but some of the biggest hosts provide horrible service. Sometimes a host grows too fast and can't hire enough quality support personnel and network technicians to keep up with the growth.

A small host often provides superior service, but they also might be small because they provide inferior service.

The bottom line is this: **size doesn't matter.**

3. Don't Make Price Your Top Priority

You may think this is a warning about buying the cheapest host you can find, and it is, but it's also a warning that higher prices do not necessarily equate to the best service either.

The very cheapest hosts often have to compromise on something to get their prices down lower than most others. Sometimes they put more sites on each server than they should, which can affect performance a great deal. If there are too many sites on a server your web site can become sluggish. Therefore, a good question to ask is how many sites the host puts on each server.

The number of sites on a server doesn't necessarily tell the whole story though. Fifty busy sites can tax the server more than 1,000 sites that don't get much traffic. How big the hard drives on the server are and how much memory the server has also impacts the server performance.

It's not uncommon to have 500-700 sites on one server, but I'd start getting leery if there are more than 1,000 per server. You can get a decent estimate of how many sites are on a server by going to www.myipneighbors.com and entering the web address of a site on the host you want to check.

You can usually get the domain name of a few of the host's clients by asking them. Unfortunately, the results from the above site aren't numbered, so you'll have to copy and paste them into another program, such as Textpad, that will number the lines for you—unless you just want practice counting. ☺

As long as you have the addresses of some of the host's clients, you can also check to see how fast the sites load for you by pasting the URL into your browser's address bar.

Another thing to ask is how many servers the host has. If they only have one or two, the "host" may be some guy running an operation out of his basement. I'd stay away from that for a whole host of reasons, no pun intended.

Other ways that a host might cut costs is to operate with a minimal staff, or limit their support hours, or use poor quality hardware, or cut any number of corners that can turn a bargain into a bad deal.

On the flip side, sometimes a pricey host is just greedy so they charge more, or it operates inefficiently so it costs more for them to be in business, but they may offer no better service or performance than a low cost host.

I usually buy hosting that runs in the \$6.95 to \$12.95 a month range (it's even less if you pay yearly as I do). That's not bargain basement pricing, but still in the bargain range. In my experience you can get feature rich hosting with decent support and good reliability and speed in that price range.

4. Understand the Support They Offer

Some hosts may offer a substandard level of free support, only to charge a fee if more than a bare minimum is needed. They may try to sell you a support contract in addition to your regular hosting fees.

A good host will provide a high level of support without additional fees. Don't let a poor quality host "game" you.

You also might be interested in reading my article, [Hosting Cautions](#), which discusses using search engines to research complaints about a host.

Three Hosting Myths

There are three "myths" surrounding web hosting...

Myth #1:

Web hosts with negative reviews must be bad hosts.

The truth:

A host with an extraordinary amount of negative reviews may well be a bad host, but the fact is, every hosting company out there is going to have some negative reviews.

For example, a client may have an account terminated for a number of valid reasons, but not seeing their own fault in it, they seek revenge by badmouthing the company at host review sites—even if the company was justified in terminating the account for violating the terms of service, for nonpayment, or for other legitimate issues.

Or, a client may simply be disappointed in a host because the client doesn't understand where the host's responsibilities end and the clients begin, so again, they get revenge by badmouthing the company at review sites because their incorrect expectations were not met.

Myth #2:

Web hosts with great reviews must be great hosts.

The truth:

Unfortunately, some unscrupulous hosts have employees write rave reviews for themselves—or write bad reviews about their biggest competitors.

Furthermore, some review sites are not being honest, offering a “review” that is really a paid placement in their top ranked hosts list.

Once I hosted with a private company that wasn't a web host, but they did have their own servers. When that company (Art Today) was bought by Jupiter Media, Jupiter ended my arrangement with Art Today, which was them hosting my site in exchange for me allowing them to use my content, so I needed to find a new host.

This was when bandwidth usage was much more of an issue than it is now, and my site goes through a lot of bandwidth. To be sure my next host could handle it I called several hosts and explained the situation. After a few told me it was too much for them, I found one that said no problem. In fact, they told me I could use twice that amount without a problem.

The prices were good, the features were great, and so I signed up for a year to lower the overall cost. I transferred my site, set up my email accounts, set up a couple autoresponders, set up my scripts, and things were great!

Then about three weeks later they called me and told me I'd have to move my site to a dedicated server because it was using too much bandwidth—but it was using less than I told them it would.

I reminded them of their promise. They changed their story and said it was using too many CPU cycles. They wanted another \$120 a month on top of what I had already paid. I told them I'd find another host. They told me I had until midnight before it would be shut down—less than 9 hours away!

I contacted the review site I found that host through, and that host was still their number one ranked site. I filed a complaint on the review detailing my experience with the host, but my complaint was deleted within the hour.

I contacted the owner of the review site, who told me he'd had hundreds of complaints about them and was "investigating" them. As it turned out, this host was regularly using a "bait and switch" tactic as a ploy to get clients to upgrade to higher priced services.

But, get this . . . even though the review site owner had received hundreds of complaints, this host remained the number one ranked host, and most negative user reviews were deleted within a few hours, or a day or two at the most.

The only conclusion I can draw from that is that the top ranked host position was for sale. All the top ranked listings were probably paid placements.

That deceptive practice and more has been documented by [Hosting Reviews Exposed](#). It's a common practice. Now you know why I don't trust any of the host review sites anymore, whether they rate a site good or bad.

By the way, it should come as no surprise, but that "bait and switch" host is now out of business.

Myth #3:

Hosts that don't offer huge disk space and mega amounts of bandwidth are not a good value.

The truth:

Most webmasters don't come close to using their allotment of disk space and bandwidth. Offering far more than you need is a selling point, but paying for more than you'll ever use isn't necessarily a better value.

One of the biggest sites I ever build was over 500 pages and it was graphics heavy. Even at that I only used about nine percent of the disk space I was allowed. The lesson, start small so you aren't paying for more than you need, but make sure you can upgrade to a bigger plan as your site grows and your needs change. Upgrading should be free.

Features

Before I check into a host's reliability, support, and infrastructure, I usually glance over the list of features and pricing.

You may wonder why I check those items first when I said reliability, support, and infrastructure were the most important things. It's simple...

Checking out the reliability, support, and infrastructure can take time, while checking out the features and pricing is fast and easy. There's no sense in investing the time it takes to check out the big items out if they don't offer the basic features I want in my price range.

The features list a host offers can be impressive . . . and lengthy! While it's great to have a lot of features, how many will you use? Most people only use a very small percentage of the features they have available to them. Still, for me it seldom comes down to the actual features because most hosts offer roughly the same things.

Two key features most people look at first are the amount of disk space you get and the amount of bandwidth (traffic/data transfer) your site is allowed each month.

It's not uncommon these days to find hosts that offer unlimited disk space and bandwidth usage, but you know that's not true. There's no such thing as an unlimited amount of either, so what it really means is you'll most likely get as much as you need unless your site becomes the next big thing. If it does, you'll

be asked to move to a dedicated server or some other hosting platform. Don't worry about that though; if you make that big you should be making plenty of money at what you're doing so it will be a nice problem to have.

Hosts get away with offering an unlimited amount because few web sites ever use enough disk space and bandwidth that it becomes a problem. It's a selling point for the host, but you shouldn't rule out hosts that don't offer it. Most sites won't need even 50 megabytes of disk space, let alone the gigabytes most hosts offer nowadays (a gigabyte is 1,000 megabytes).

Likewise, most web sites never come close to using all the bandwidth the host allows. It's not uncommon for hosts to offer 20 gigabytes to an unlimited amount of monthly bandwidth usage, but most sites actual monthly usage is measured in megabytes.

The most bandwidth any of my sites have ever used was 18 gigabytes, but that site served almost a million page views plus hundreds of software downloads to get there. Bandwidth just isn't going to be a problem for most webmasters.

There are plenty of other features you can compare, but in most cases you'll find little difference between one host to the next. I don't want to turn this ebook into a 100+ page tome on hosting features, so the only other feature I'll mention is multiple domain hosting.

Multiple domain hosting means you can host more than one domain name on the same account. Anytime you want to start a new website you can register the domain name and add the domain to your hosting account in your control panel rather than paying for a new hosting account—and if multiple domains is a feature of your plan, it *usually* doesn't cost extra to add new sites.

Remember what happened to me when I hosted all my sites with one host though. When my host went down all my sites went down and I was out of business. Now I used multiple hosts that all allow unlimited domains. I'd advise you not to put all your eggs in one basket if you have more than one site. Use at least two different hosts. I'm using four at the time of this writing.

Just look over the features list of a few hosts and jot down the features that are important to you. You'll probably find most hosts offer the features you want, so deciding which host to use often isn't a matter of which features are offered.

Make Money from Your Web Host

If you've followed the previously detailed best practices for choosing a good web host, you have probably uncovered several good candidates.

You may be wondering—if they're all good candidates, what is the best way to narrow it down to just one?

Money! By that I don't mean choosing the lowest cost host. Choose the one that has the best affiliate program so you can make money *from* them instead of only paying money *to* them!

If you aren't familiar with affiliate programs, it's like you're a commissioned sales person. If you refer someone to the host's web site and that person signs up for a hosting account, you earn a commission. It's very easy to earn money this way...how much money depends on how much traffic your site generates.

Most hosts that offer an affiliate program have text and graphic ads you can place on your web pages. All you have to do is copy and paste your affiliate code into your pages and you have a silent sales person working for you.

Having an advertiser can do more than just earn money for you. Most well known sites have advertising on them. If your site has advertising on it, that can help create a subconscious perception of credibility for it in the minds of your visitors. In psychology and marketing this is called spontaneous trait inference or attribution by association.

There are two different payment models a web host offers. Some hosts offer a one-time bounty. A lot of good hosts offer a bounty in the \$50 to \$60 range, and some go even higher, \$100 or more.

Refer just two sites a year and you've got your own hosting fees back. Refer just one a month and you're making some very good "mad money." Refer one a week and you've got a nice second income for doing hardly anything at all.

The host you advertise for should be a quality host—never choose a host based primarily on how much they pay their affiliates. Choose a few hosts based on the quality of their services, and *then* narrow down the list of good hosts using the affiliate program as the tipping point.

The other payment model is residual income. What that means is, you don't get a big bounty up front, but instead you earn a smaller amount each month. It may not sound as exciting to get a little each month instead of a big bounty all at once, but it can add up to a lot more money in the long run. Here's why...

A good bounty from a quality host is in the \$50 to \$60 range. A good residual bounty might be \$5 or \$10 a month. In less than a year you'll make as much from the residual income as you would from the bounty income, however, the residual income keeps on coming month after month, year after year, as long as your referred clients remain with the host.

It's a huge hassle to find a new host and move a website, so as long as the host provides reasonable services and support, most webmasters stay with the host for years at a time.

Let's suppose you refer ten people to a host that pays a residual income of ten dollars per month. If they all stay, in one year you'd have earned \$1,200, and the income keeps coming to you. If you refer 10 people to a host offering a \$60 bounty you'd have earned \$600 and the only way to earn more is to refer more people. That makes that residual income look pretty good now, doesn't it?

Residual income could be less than \$5.00 a month though, or more. Many hosts offer a percentage of the sale rather than a flat fee. One referral might choose a \$5.95 a month plan. At 25 percent you'd only get about \$1.50 a month. The next referral might choose an ecommerce package at \$59.95, of which you'd get about \$15.00 a month.

I own several web sites. I use both bounty paying hosts and residual income paying hosts as advertisers. Why? No one host is going to suit everyone, and while residual income is nice, so are the big bounties.

Also, changing the host I advertise for now and then helps boost referral sales. People do become "ad blind" when they see the same ad over and over. By swapping them out every so often there's something new to catch their eye.

You might be wondering how much you can make by advertising hosting services on your web site. In any demographic group there are webmasters, and webmasters need web hosts. Not all webmasters who come to your site will just happen to be looking for a web host though, so it really does depend

on how much traffic you get. The more traffic your site receives, the more potential there is to earn those commissions.

To give you some idea though, I've made as much as \$300 in one month in bounty commissions, but your mileage may vary. Even if you only earn \$50 every two or three months, that's still \$200 to \$300 in a year that you didn't have—not to mention the credibility having an advertiser can do for you.

Important Notes

Note 1: I've already mentioned that I don't trust the host review sites and explained why I don't, but you may wonder if you can trust my hosting recommendations. That's a very good point, and here's my answer...

1. I've taught you how I find a good host so you can do it on your own. You don't have to use my recommendations. That should be proof enough that I wrote this to help you.
2. I have several websites. These sites provide most of my income so keeping my credibility high is crucial. I do not have an offline job, so I have more to lose than to gain by recommending hosts strictly for the affiliate commissions they offer. If you get tangled up with a bad host that I recommended, it makes me look bad.

In short, I've tried to help you, and I've taught you how to help yourself. I don't know what more I could do.

Note 2: The hosts I recommend in the next section are hosts I currently use or hosts that my most trusted associates use and recommend. Being in the web design field, I naturally have made several friends in the field. These are the hosts that we use. Who better would know quality hosting than those of us that rely on it for our living?

Having said that, I want to disclose that the links to the hosts I recommend are my affiliate links. I'll earn a commission if you buy hosting through my link. I'd be stupid not to use my affiliate links after going to all the work of writing this guide for you. The last time I checked, I wasn't quite that stupid. 😊

If you have a problem with me being rewarded for writing this guide to help you, just use the methods I outlined here to choose a different host. I don't have a problem with that.

I really did write this guide to help people, and if I did a good enough job of writing it I should earn a little money in the process. I'm sure most folks agree with the notion we should all get paid for our work.

I could have sold this ebook instead of giving it away, but I figured as long as you have to buy hosting, it would be better if my reward came from the host rather than from you. You get to keep more of your money that way, and I still get to make money. Seems like a win-win to me.

Note 3: In case you're thinking about signing up as an affiliate with a host and buying hosting services using your own affiliate link, you will NOT earn a commission doing that.

Most hosts DO NOT allow you to be your own affiliate customer.

In fact, some will revoke your affiliate status for trying to cheat them. No one likes being cheated, especially when it comes to love or money. A word to the wise is sufficient.

Note 4: Check www.boogiejack.com/hosting/ to see if you have the latest version of this ebook. The version number of this ebook you're reading now is listed at the bottom of the first page; and on my web site the current version number is listed at the top of the right-hand sidebar of the web page.

I'll update this ebook and change the version number if a recommended host becomes unworthy of being listed here, and it does happen now and then. I'll also add new hosts from time to time as I find good ones.

Note 5: If you need help in choosing and registering a domain name, check my web site page listed in Note 4 for a free ebook titled, *How to Get a Good Domain Name*. It's not ready as I write this, but should be ready by June or July of 2009 . . . if I don't forget to finish it by then. ☺

Note 6: If you want more hosting choices than I included in this ebook, for your convenience I have also created a big list of web hosts for you to surf and

compare. While my recommended choices are included in the big list, my associates and I haven't used most of them so we can't recommend any other than the ones I list as recommended hosts. It's just a big list of hosts for you to surf rather than having to hunt through search result pages. That's not saying they're not as good as my recommended hosts, they could be better, it's just that we haven't used them. You'll find the big list here:

» [The Big List of Web Hosts](#)

Recommended Web Hosts

I've sorted this into three groups, hosts that pay a one-time bounty and hosts that offer a residual commission, plus a couple specialty hosts. I'm not listing the hosts pricing because prices are subject to change all too often.

I do list the affiliate commissions because they usually hold fairly steady, but you'll want to verify the numbers for yourself in case they have changed since this was last updated. I also include a brief comment about each host.

In case you don't know what a tier structure is, it's when you earn money on the first tier from your direct referrals, and if your referrals become affiliates, you earn a smaller commission on the people they successfully refer.

- Hosts Offering Residual Commissions -

Host:	Third Sphere
Established:	May 10, 2002
Commission:	\$10.00/month
Comments: This host is geared toward businesses and internet marketers, but at \$10.00 a month commission per successful referral, you can see how fast the residual income can add up. I wouldn't promote this one toward hobbyists, as they likely won't be interested in many of the extras designed for business users, making the higher prices a deal breaker for most. Refer ten business users though, and suddenly you're making \$100 a month.	

Host:	<u>Avahost</u>
Established:	June 3, 2002
Commission:	25% -OR- \$50.00 to \$110.00
Comments: Avahost is confident in their services, offering a better than average 60-day money back guarantee. Another low cost host that offers a great deal of features and quality service. They just started a new affiliate program, so I don't know if that will supercede the old one or if they are going to continue offering a choice. The old payout was a one-time bounty from \$50 to \$110 depending on what choices the referral makes. The new payout is residual, paying 25% of the hosting fees for the lifetime of the customer. If you can find more than 5-10 new customers per month, they offer a larger commission and special conditions.	

Host:	<u>Web Wizards</u>
Established:	March 19, 1997
Commission:	25% 5%
Comments: Web Wizards have very good technical support, that's probably their strongest asset. They have very good security and check for security updates for their servers everyday—your site is about as safe from hackers as a host can make it with a commitment like that. They have five different hosting plans and pay out 25% on the first tier and 5% on the second.	

- Hosts Offering a One-time Bounty -

Host:	<u>Blue Host</u>
Established:	November 15, 2002
Commission:	\$65.00
Comments: I have more sites on Bluehost than any other host; mainly because they were the first host I used that offered multiple domains for one low price. They have grown fast since their inception, but have managed to maintain very good technical support—at one time the best in the industry. It's slipped a little, but is still very good. They offer lots of features and speedy servers. There's a lot to like. They pay a \$65.00 bounty.	

Host:	<u>Host I Can</u>
Established:	February 20, 2006
Commission:	\$70.00 \$90.00 \$5.00
Comments: Host I Can is a top quality host with a 30-day money back guarantee and a 99.9% uptime guarantee. This is a real up and coming host. They have Flash movie tutorials on just about everything you'll ever need to know as a client. Check them out—point your cursor at the Support menu link and choose Flash Tutorials and have a look. As an affiliate, you earn a \$70.00 commission on the first four sales, then \$90.00 per sale after that. You get \$5.00 per sale on the second tier.	

Host:	<u>Think Host</u>
Established:	June 6, 2000
Commission:	\$100.00 \$15.00 to \$65.00
Comments: This Canadian company uses renewable energy (wind and solar) to power their business, but being environmentally friendly is not why they're listed here. They're listed because they're a quality host. They have one hosting package that comes with everything most people want. A bonus software package they say is worth \$500.00 (retail) includes: a pop-up window generator, 1800 fonts, Antechinus Animator, PrimoPDF, Instant Site Maker, Email Link Encryptor, Picture Gallery Maker, Site Submitter and more. For affiliates, this host pays BIG. \$100.00 for each referral. On the second tier, you get from \$15.00 to \$65.00 depending on volume.	

Host:	<u>Liquid Web</u>
Established:	September 29, 1997
Commission:	1st Month Bounty + 5% Residual
Comments: Data center walls are reinforced concrete connected to the internet using multiple premium Tier-1 bandwidth providers. Motion detection camera system, electronic security, staffed 24/7, UPS, redundant backup generators. Superior support, if you submit a support ticket they guarantee to answer in 30 minutes. Toll free phone is even faster. The list of features doesn't look like much because they don't spell out all the cPanel features like other hosts. Pays the first month's fee plus 5% residual.	

Host:	<u>Host Excellence</u>
Established:	January 26, 2003
Commission:	\$50.00 to \$150.00
Comments: Unlimited domains and dedicated IP addresses, topped with tons of features and solid 24/7 support is a good start. There's a lot to like here, from speedy servers to good prices to, well...as with all the hosts in this report, to just about everything. For affiliates, they pay from \$50 to \$150 depending on the plan and term length your referrals choose.	

Host:	<u>Lunar Pages</u>
Established:	March 29, 2001
Commission:	\$65.00 \$5.00
Comments: There are several different hosting plans here. The moderately priced Quick Site plan would be great for anyone that...shall we say, lacks creative design skills. Choose from over 500 templates and build a site in a couple of hours. I have to tell you, some of the templates look GREAT! You also get about \$700 in software, services, and discounts with any hosting account. Top notch technical support. Lunar Pages is among the best. For affiliates, you earn \$65 on your referrals and \$5.00 on the second tier.	

Host:	<u>Arvixe</u>
Established:	June 27, 2003
Commission:	\$70.00 to \$135.00
Comments: Great hosting plans, very competitive pricing, superb technical support, more features than you can shake a stick at, state of the art hacker protection, speedy servers and a high paying affiliate program—no wonder Arvixe gets the nod as one my top ranked hosts. Arvixe is currently the host I'm advertising at BoogieJack.com. Arvixe is a winner. For affiliates, you earn \$70 for 1-6 sales, \$90 for sales 7-12, \$115 for sales 13-19, and a whopping \$135 after that.	

Host:	<u>Web Hosting Pad</u>
Established:	July 25, 2005
Commission:	\$75.00
Comments: Web Hosting Pad is another one-plan host. With regular prices as low as \$2.99 a month (3 year commitment) you won't find many hosts that cost less, which makes their inclusion here a big surprise, actually. I don't know how long they can continue offering quality services with prices this low, but for now they're doing it. I wouldn't use them for mission critical hosting, but for auxiliary sites I would to save money. They pay a straight \$75.00 bounty. They're paying out more than they're taking in on a one year plan, which means they're in "growth mode" right now. They're good for now, but how they handle the growth could change everything.	

I've also included three specialty hosts on the next page. The first specializes in hosting solutions for photographers who want a host that understands their needs better than the average host does.

The second specializes in training a person in starting and running an online business, and offers a unique set of tools and support.

The third specializes in collocation and dedicated server hosting.

- Specialty Hosting -

Host:	<u>Hosting Photography</u>
Established:	May 1, 2003
Commission:	20%
Comments: Hosting Photography obviously specializes in hosting websites and providing solutions for photographers. Hosting Photography fully supports Gallery 2, PhotoStore and Lightbox Photo Gallery. Hosting Photography offers customization for Gallery 2 so photographers can get started quickly and easy. Their stated aim is to provide the best customer care while building friendly but professional relationships with customers. In their own words, "While we may not know everything, we are always honest and will always go out of the way to help you." Pays a 20% residual income.	

Host:	<u>SiteSell's Site Build It</u>
Established:	May 21, 1998
Commission:	\$75.00
Comments: Site Build It is much more than a web host; they specialize in training customers in developing an online, income producing business. It's a whole package of hosting and training, so it's more expensive than other hosts. If you only want hosting don't bother looking at this listing, it's too expensive just for hosting. However, if you'd like your own internet business, the training and system tools are worth the difference. As an affiliate you earn a \$75.00 yearly residual bounty for the life of the client.	

Host:	<u>The Planet</u>
Established:	July 25, 2005
Commission:	100% of Sale
Comments: The Planet is the number one privately held, dedicated server hosting provider in the world. Serving more than 22,000 businesses worldwide, The Planet provides reliable, scalable and affordable web hosting services that enable small and medium sized companies to successfully grow their businesses. Payout ranges from \$44.00 to over \$1000.00!	

More Online...

There is more information, more hosts, and more lists on my web site—all divided into different categories that you may find easier to use. Just go to the [main hosting index](#) and have a look around.

Additional Resources

Listed below are some additional resources you may find useful as a webmaster. Most are my products, but two others are products I use and recommend if they are of interest to you.

The titles in **navy blue** are my products.

SEO for YOU

Having a website is great, but having it rank high enough in the search engines is even better! This 102-page ebook teaches on-site search engine optimization. In it, you will discover the secrets I use to get my sites ranked high in the search results. My site ranks highly on Google, Ixquick, Yahoo, Live, and many other search engines. Consistently high rankings across many search engines prove it's not a fluke, there really are things you can do to improve your site's search engine rankings. You can discover them for yourself in SEO for YOU.

» [View Product Page](#)

CSS Made Easy

There's no doubt, Cascading Style Sheets (CSS) is one of the best things to come along for webmasters since HTML was first invented. With CSS Made Easy, you will quickly and easily understand CSS as you follow along with the step-by-step tutorial series.

» [View Product Page](#)

Forms Made Easy

Do you find creating web page forms confusing? Do you wish you could create forms like a pro? Do you wish you had a big dish of ice cream right now? Oops—never mind that last question, that's my belly talking. With Forms Made Easy you can master web page forms like a pro, making your forms sharper and far cooler than almost everyone else's forms. Nyah, nyah, my forms are cooler than your forms. ;)

» [View Product Page](#)

Inner Circle

Inner Circle is my members-only site. You'll find a lot more website design tutorials inside than I have on my base [BoogieJack.com](#) site.

While it's a very useful site right now, I am going to be remaking it and adding a lot of great new features. I can't tell you everything here, but I'll be adding tutorials on various aspects of running an online business, free ebooks and other resources, plus it will feature discounts on my own products. Current members will be grandfathered in under extremely favorable conditions. Those who join **after** the site is rebuilt will have to pay higher prices, so now is the time to join.

» [View Product Page](#)

Almost a Newsletter

This is my free newsletter about website design and life design. It's an eclectic blend for sure, but it's also an award winning newsletter. It was named Best Ezine of the Year a while back, and listed in Writer's Digest Magazine as one of the top three newsletters on the internet. I guess those are some pretty good bragging rights. ☺

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The Hacker's Nightmare

There are a lot of ways a hacker can gain access to your PC, and a lot of damage they can do. If you're lucky, all they'll do is mess up your computer. If you're unlucky, they can steal your identity, steal your user names and passwords, or do any number of nefarious things. The Hacker's Nightmare is almost 500 pages of rock solid information that will help you lock down your computer from hackers, viruses, Trojans and more. This one-time investment is less expensive than one trip to a computer technician to have a virus removed.

» [View Product Page](#)

Micro Niche Finder

This won't be for everyone. Micro Niche Finder is the best keyword research tool in its price range. You can research keywords, strength

of competition, and discover untapped niche topics with good profit and traffic potential. If you don't know what all that means, this probably isn't for you, but if you're curious go to the product page and submit your name and email address (a fake email address works the last time I checked) and you'll be taken to another page where you can watch videos showing you how to use it. I use it regularly whenever I make a new web page or website. It's a great tool that helps you build pages and sites geared toward the keywords *people are actually searching for*, instead of what you guess and hope they're searching for.

» [View Product Page](#)

Final Comments

I hope you've found this guide useful. You may give it away or include it in a member site or as a bonus for your site visitors for taking a desired action like subscribing to your newsletter or buying another product.

Also remember that, while the recommended hosts are good, all hosts will experience problems from time to time. The good hosts rectify them sooner rather than later. All hosts will have negative reviews as well. No one can please everyone all the time—that just isn't possible.

All the best to you,

Dennis

BoogieJack.com