

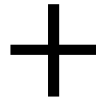
**Read this if you
don't have a
domain name yet**

Domain & hosting basics

All websites require 2 things

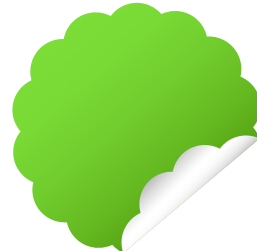


Domain Name



Web Hosting

This is your website's name such as the-seo-club.com



Domain Name

Web hosting runs on a computer (this is called a server) which you **rent** from a hosting company where your website is stored.



Web hosting is the **container** which holds your website files & database



Similar to computers, there are **cheap** hosting packages with low performance, or **more expensive** ones for a faster performance.



You can buy domain name and hosting separately from different companies, but it's easier if you buy them from the same company.

Web hosting is generally renewed every year.

Some web hosting companies allow you to pay monthly. The price depends on the server specification, speed, space, etc.



Usually, a web server contains different partitions, so it can house different websites (from other businesses).

If the hosting company is reputable, they will allocate enough space for each website.



Cheap web hosting companies usually cram too many websites on the same server - resulting in **slow** websites.



- If the web server contains too many websites, it will run slowly.
- If the web servers uses old technology, it will run slowly.

You need a **reliable & fast** web server.

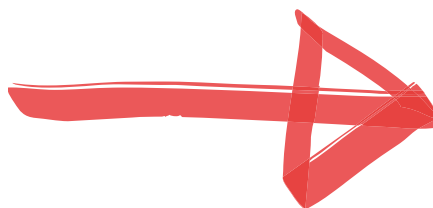
A slow website will frustrate your visitors as well as you when editing your website. A slow website will also have a negative impact on your website ranking in Google.

Important web hosting considerations

Consider buying web hosting **in your own country**, so that the support team speak your **language** and operate in your time zone. The **web server location** also has an impact on **Search Engine Optimisation**. You also need to bear in mind the **data protection & privacy laws** of your country.

This is just a side note: Some hosting companies in certain countries (e.g. in Germany) only allow you to have hosting with them, if your domain name is also registered with them.

You need to **link** your domain name to your web hosting



Your domain name

Web Hosting

When you buy domain name and hosting from the same company

- If you buy both at the same time, they should automatically be linked
- Linking domain name and web hosting will be super easy and has a number of benefits (incl. easy email address setup, all the settings in one place, usually free SSL setup - if provided)

What is an SSL??

An SSL certificate is a standard requirement for a website these days. This **encrypts** all data that's sent through your website, such as customer enquiries. Without it, Google will also penalise your search rankings. With an SSL certificate installed, you will see a little **padlock** before your domain name.

Domain Name Considerations

- You only need one domain name
- Use your own business name
- Don't buy a domain name with keywords (they do not rank better in Google!)
- Like web hosting, domain names are renewed every year (but you can buy several years in advance)

Is your domain name still available?

Check on www.whois.com if your desired domain name is still available

Does it read ok?

Avoid making domain mistakes such as penisland.com (the business name is "Pen Island"!!)

Have you made both decisions?

- You chose a reliable hosting company?
- You chose an appropriate domain name?

Let's get started

- Open the hosting website
- Choose your preferred hosting option and purchase it
- You will be asked for your preferred domain name
- Then follow the instructions and register your domain name and order web hosting

And now you're ready to install WordPress!!