

Bob the Teacher Answers...

7 Questions
You Didn't Know
To Ask About 

Web Hosting



www.AskBobTheTeacher.com

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Introduction

Do you get the feeling that there is just some piece of this whole online business puzzle that you are missing?

That you're frustrated with something, but you can't put your finger on it just yet?

I can help.

Since the internet turned into the World Wide Web, I've run dozens of websites and taught thousands of people how to get online.

In doing so, I've come to realize that I've been doing a disservice to many of them by managing their websites for them.

Sure, they "asked" me to maintain their websites, and show them the point and click things they need to do. They stressed that they wanted to avoid confusing them with "the details."

And I've been happy to comply with those wishes.

But I can't continue this way.

I can't continue to control other people's websites because it's like raising their children.

Ten years as a high school history teacher taught me that you should never raise other people's children for them, no matter how much they beg you.

And the same should be the case for their businesses.

People say they want me to do it for them. But I finally figured out what was really going on.

They were too afraid to ask key questions, questions they either didn't know to ask, or ones they thought would make them look "stupid".

So instead of risking their "pride" by asking the questions in the first place, they put their business in my hands.

Although I appreciate the trust, the time has come to tackle those questions.

Because I truly believe that people are much better off knowing the answers to these questions. And that by not knowing them, their online businesses are doomed to failure.

Why?

Because webmasters and web hosting companies around the world, people a lot less ethical than myself, will gouge them with high prices, give them the run around about

getting the job done on time, and leave them high and dry whenever it's convenient for them.

Look, I'm a huge believer in outsourcing. It's a fundamental way to grow a business.

But there are just some questions that every online business builder MUST know, or their online business will be in the hands of somebody else.

And that's a risk that I'm not willing to let people take. Not anymore.

This concise and fundamental report will answer those "stupid" questions you've been too afraid to ask.

In the process of answering them, I'll demystify the complex world of web hosting so you can move forward with your online business.

And ultimately, when you do decide to outsource your website tasks, you'll actually know what your service provider is talking about, and negotiate a fair price for these services.

To your success online!

Bob Jenkins

www.AskBobTheTeacher.com

Question #1: Do I Really Need A Website To Run An Online Business?

Yes, you do. Next question....

Seriously, if you are building an online business, you have to have a website of your own.

Forget about the stories where people make a fortune using Adwords and straight affiliate promotions.

The truth of the matter is you must have a website of some kind in order to really make it online. You can start out with free webpages or with your own lens on Squidoo, but your business will grow faster when you have your own website.

Let me put it this way. Without a website of your own, you will have tremendous difficulty in accomplishing the following pieces of building a business online:

- Building your list
- Selling affiliate products
- Selling your own products
- Delivering your own products
- Establishing your credibility as an expert

The exceptions to this are people who wish to generate all of their income from one network marketing company or from selling on eBay – and even then, having your own website (and not just the replicated site your company gives you) provides a tremendous advantage over your competitors.

Now that we've got that question settled, let's dig deeper into the world of web hosting.

Question #2: How Is A Web Host Different From A Website?

A **web host** is a company anywhere in the world that stores people's websites on **servers** – special computers designed to work with the internet. The web hosting company typically has dozens of servers (some have hundreds), each with dozens of accounts connected to the web at the same time.

Think of a web hosting company like a small town. Each town (web host) has several neighborhoods (servers), each with several houses (websites).

Just like there are great places to live, and real dives that you would hate to raise your family in, you have to be careful about which web hosting company you decide to partner with.

This decision *is reversible* – but it's always better to get it right the first time to avoid potential headaches down the road.

In a few minutes, I'll share with you the key criteria I use when picking a web host. I'll also let you know my top pick that I rely on for my websites.

Question #3: Can I Really Build A Profitable Business With A Free Web Hosting Service?

In short, the answer to this question is no, at least not long term.

The old adage, "You get what you pay for" is very true when it comes to web hosting.

Free web hosting services like GoDaddy's Website Tonight are great for setting up a family website, or getting the hang of making your own pages online. But the free services often come at an "unadvertised" cost that you shouldn't be paying as a business owner: advertising other people's stuff.

Most free services make their money by advertising on YOUR website. In exchange for providing you with space (often very little), you agree to let the company advertise on your site without paying you.

Since you are in business, the only advertising you should have on your site should be ads that pay you.

Also, with many of the free website services, their site building templates can be very confusing. But more importantly, when you try to transfer your website to another host later, you'll usually find complications.

When your business is growing, the last thing you want to worry about is complications with your website.

The reality is, if you want to make a living online, you need to invest in the core infrastructure of an online business. And the two things you really must invest in are a web hosting company and an autoresponder service (such as [Aweber](#) – more on that in a future report!).

You can get both web hosting AND a reliable autoresponder (two fundamental services) together for under \$30/month – a small price to pay to build a profitable business.

Question #4: What Do All These Terms Really Mean?

When evaluating different web hosting plans, you'll often come across some interesting jargon. Most of it is insignificant because so many pieces are the same across web hosts.

However, enough key differences exist that knowing a bit of the lingo of web hosting is useful.

Here's a quick guide to those key terms....

Disk Space

Since your website will "sit" inside a computer server, you need to know how much space your site can take up.

To use our neighborhood example again, this is like comparing how many acres (hectares) of land your house sits on. The more space (land) your web host gives you, the better. But at some point, you have to wonder if you'll ever really use all that land that you are paying for.

Disk space is typically measured in gigabytes (approximately 1000 megabytes), although smaller hosting companies will use megabytes instead.

In case you are wondering, yes, a 60GB iPod holds the same amount of information as a 60GB web hosting account.

Bandwidth

How many people can come in and out of your house before the neighborhood police start to take notice? This is the essence behind bandwidth.

Bandwidth is the traffic to your website, and how much information they are taking from your website when they visit.

Every time a visitor comes to your website, their computer downloads the information from your site – this includes the pictures, the text, and the files requested by that visitor. So if your web page has a header graphic, 500 words of text, and a .pdf file to download, then every visitor will likely download that much information when they visit.

During an entire month, all of these visits are added up to make up the amount of Bandwidth you have used. You'll want to make sure your web hosting company gives you enough bandwidth to handle the traffic you will have.

How much will that be?

More on that in a moment... but if you go over the limit in a given month, your website will usually get shut down until you pay for more bandwidth or a new month begins.

Bandwidth is almost always **measured** in Gigabytes. If measured in megabytes, run away! If measured in Terabytes (1000 GB), well, let's just say that's for people with massive traffic on their hands!

IP Address vs. Domain Name

An IP address, standing for Internet Protocol, is the actual location on the internet. It consists of 4 numbers, separated by periods. Every computer on the planet connected on the internet has a unique IP address.

Because of that, every website has an IP address that it is assigned to, based on the server where the website is hosted (see the second question for a refresher of these terms). Some websites share an IP address, but usually only if they are owned by the same person.

An IP Address looks something like this: 209.47.137.167. Each of those numbers is called a "node", and helps millions of computers find your website in a flash.

An easier way to think of an IP address is as the complete address of where you live, which typically consists of a street number, street, city, postal code, state/province, and country.

Or, you can also think of it like the phone number of your website.

Of course, we aren't very good at memorizing sequences of numbers, especially four 2-3 digit numbers (which is why our cell phones list our contacts by name instead of by number).

So the wise people behind the World Wide Web developed a way to name internet websites in an easier way.

The computers of the world talk in the numbers, but we humans can use the words instead to connect to the right sites.

A **domain name** is the actual website name in words, which is connected to an IP address (e.g., www.BobTheTeacher.com).

Can you imagine giving out 209.47.137.167 as your website to all of your business contacts?

Me either!

DNS

This term will seem confusing at first, but will become crystal clear in just a minute. Failing to understand this will doom your business.

In order for your domain name to connect to its IP Address, you need to know about DNS, or Domain Name Servers.

The domain name server is your web hosting company's address for the actual computer (i.e., server) where your account is hosted. Since your IP Address/website is hosted on these servers, by connecting the DNS to your domain name, your domain name connects to your IP Address.

The DNS is like the front gate of your community. If somebody doesn't know which community you live in, they'll never find your house.

When you register your domain name at a **registrar** (a company allowed to manage website names, such as www.shylar.com), the DNS settings must be changed properly or no one will ever find your website.

This is especially the case when you host your website with a *different* company than the one you registered its domain with – a move **I highly recommend**.

Luckily enough, changing this setting is easy, and you only have to do it one time (unless you move your site to a new host later).

Usually the DNS setting is told to you by the web hosting company in your initial welcome email they send to you. They usually look like ns1.nameserver.com and ns2.nameserver.com.

At your registrar, you'll need to put the names of the Domain Name Servers into the DNS settings in the profile of your domain name. You can change this setting any time you change hosting companies.

After 24 hours (sometimes sooner), your domain name (URL) is connected to your website's IP Address, and people can find your site!

The entire sequence then looks like this...

User types in your domain name.... which directs them to your registrar's system....where your DNS settings are looked up....which tells which web host's domain name server to send them to....which connects them to your account at your web host....which sends them to the exact IP Address....which displays your website properly.

SQL

You don't need to know that SQL stands for Structured Query Language, nor that it was created by IBM in the 1970s.

Instead, you should simply know that SQL is the database language used by most web hosts.

You'll need to have SQL (and specifically MySQL) in order to run certain types of websites (like membership sites) or install certain types of scripts, like WordPress for blogging.

For now, just make sure the host you choose has it. You'll have a hard time finding a web host that doesn't include MySQL – but just make sure that you haven't found that

oddball when you are checking out a hosting package. And check to make sure you are allowed to have at least 5 (but preferably unlimited) databases on your account.

PHP

Like SQL, you don't need to understand PHP at this point (the letters are derived from Personal Home Page, by the way). You simply need to make sure that your web host supports PHP (preferably PHP 5 and higher).

PHP is a structured programming language that makes your website run smoother than standard HTML websites. Many scripts that you'll see for sale use this language because of how simple it is. In fact, you'll see a ton of free PHP scripts, too, such as WordPress and PHPBB Forums.

As a side note, if you ever want to hire a programmer to create scripts for you, make sure they know PHP as it's the easiest to install for your customers.

Linux vs. Windows Hosting

Linux and Windows are two different operating systems that run the software on computers.

For most end users (i.e., "us"), the differences between hosting with these two platforms are insignificant.

The one thing you must know however is that you can have your website running on a Linux or Windows server even though you are connecting to it from a Windows, Mac, or Unix based computer.

Well over half of the web servers around the world use Linux (in part because it's much more easily upgraded), and you are better off with starting off with a Linux host.

If given the choice, choose Linux – but most users won't notice the difference.

Add-on Domains

Add-on Domains are simply website domains (i.e., internet addresses) that are added to the same hosting account. This allows you to have more than one internet address pointing to the same server.

For example, BobTheTeacher.com and CovertLinker.com are two of my own websites that are both sitting on the same web server – they are sharing a hosting account. Guess which one is the Add-on domain?

Wrong – they both are.

Sorry, trick questions are always fun for us teachers! Both BobTheTeacher.com AND CovertLinker.com have been added to the main account of shylarsquest.com.

With an add-on domain, you avoid paying a new monthly hosting fee for each of your websites. Make sure your host allows you to put more than one domain on the same

hosting account to save you money (preferably, they'll let you add an unlimited number).

Control Panel

The control panel of your web hosting account is like looking under the hood of your car. This is where you get to control the way your site *works*, whereas designing your web pages will determine how your site *looks*.

With a good control panel, you should be able to create databases, upload files, set up email accounts, password-protect directories, etc.

The industry leader in control panels is cPanel. There are other good dashboards, but cPanel is the leader because it is easy to use, easy to find in the most reliable web hosting packages, and is 99% the same each time you see it.

Regardless of which control panel your hosting service provides you, make sure you bookmark the page to get access to it, along with your username and password (use [Roboform](#) to remember these details for you!). Otherwise, your site will fail to run the way you need it to.

TIP: Understanding your Control Panel is a vital part of your business. The best resource available for learning how to use the most popular dashboard is [DiscovercPanel.com](#).

Question #5: What Are The "Must-Have" Features Of Web Hosting

When choosing a web host, you want to look for these key features. The best hosts will have ALL of these as minimums.

Feature	Minimum	Recommended	Remarks
Disk Space	500 mb	100 GB	You can always upgrade later, but guesstimate 100-250 mb for each website you want to host on the same server, more if you will be showing video from your site.
Bandwidth	50 GB	1000 GB	You can upgrade later, but get at least <u>100 times</u> the amount of disk space you think you'll need
SQL	MySQL 4.1, 5 databases or more	MySQL 5.0, 25 databases or more	Look for <u>unlimited MySQL</u> Databases
PHP	PHP 5.0	PHP 5.2	Easy to find
Add-On Domains	5 Domains	25 Domains	Look for unlimited Add-On Domains
Linux or Windows?	Windows	Linux	Usually won't matter to you, but Linux is typically a better bet
Control Panel	cPanel	cPanel	The best dashboard for your web sites you could ask for.

Question #6: Can I Find All Of The Must-Have Features From One Company?

In 1999 I started my web design company, Shylar's Quest. And over the last 8 years I have hosted my own sites and those of my clients on about a dozen different web hosts.

The trouble has always been finding all the right pieces in one place.

I'm happy to tell you that **you can find all of your web hosting needs in one place**. In fact, you can find them in two places.

I trust all of my websites with two hosting companies, Hostgator and Kiosk (however, I register my domains at www.shylar.com).

For most people, you can't go wrong with either of these two companies. However, each has a slight advantage in a different area that you should consider when making your final choice.

Hostgator's advantage lies in the amount of space and bandwidth, and for its awesome price. In these areas, Hostgator beats Kiosk without question.

One other key advantage for Hostgator is your ability to host as many website domains on the same account as you wish. Hostgator provides you with unlimited domains, while Kiosk limits you to a handful for its basic account (Titanium members get unlimited domains).

Kiosk's advantage is the people behind the company. The company's president, Joel Therien, understands internet marketing from the perspective of high traffic generation. They understand the needs of an internet marketer specifically because Joel and his team are called upon to host thousands of websites in the internet marketing landscape.

Also, Kiosk's deliverability of emails from a PHP based mailing script are better than Hostgator. In fact, if you will be using your own autoresponder script on your website, then Kiosk is definitely the way to go.

However, since you will likely use another service for your mailings (such as [Aweber](#)), this advantage will likely not be needed.

In areas of tech support, both are excellent. However, I've found Hostgator to be marginally better with a 24/7 live chat support.

Top Recommended Hosting Companies...

My top recommendation is Hostgator for most people getting started because of their package of features and cost, while Kiosk is recommended for those huge viral membership websites you may make in the future that require very high frequency email delivery.

[Go to Hostgator's website...](#) | [Go to Kiosk's website...](#)

Question #7: What Are The Main Web Hosting Tasks I Should Know How To Do?

You should be comfortable with doing the main jobs needed to run your websites.

If you learn these skills, you'll avoid paying too much to any person or service provider either now or when you decide to outsource later.

The Core Web Hosting Tasks Every Business Owner Needs To Master

- Create and manage your own email account
- Registering your own domains
- Set up your web hosting account properly
- Upload and manage your website files and images
- Redirect users to different URLs
- Install a blog, forum, Wiki's and more, with Fantastico
- Customize your 404 Error Pages
- Create and manage SQL Databases
- Add on multiple domains within one hosting account
- Protect your directories from unauthorized snoopers
- Create and manage Subdomains
- Track your site visitors and errors with Statistics
- How to set up and manage Resell Rights products and sales pages for maximum profit
- Installing a PHP/MySQL Script properly

This list of tasks may seem very daunting to you. However, once you learn them, you'll save a ton of money.

More importantly, your online business will actually move forward, and that's what this report is all about.

I do have good news for you!

Although this report is not focused on teaching you these specific skills, you'll be able to learn them a lot faster through a set of video tutorials specifically designed with EACH of the above jobs in mind.

Along with Chris Morris, I've created DiscovercPanel.com in order to break down the key features of the world's most popular control panel dashboard, cPanel so you can avoid paying high prices to a webmaster.

Over 15 videos have been made to help you control your site. With the Diamond Mastery Membership at DiscovercPanel.com, you'll be able to download each of those videos and watch them at your convenience.

TIP: Take advantage of the special discount you receive when you request your first video.

[Access The Complete Set Of Video Tutorials At DiscovercPanel.com](http://DiscovercPanel.com)

Bonus Question: How Can I Make Money Telling People What I Just Learned?

Congratulations – you now have a better understanding of the basics of web hosting and how to pick the best host to fit your particular needs.

But since I'm sure you are in business to make money, perhaps you'd like a quick route to earn a few bucks while you put all these pieces together.

Well, you are in luck!

Right now, you can activate an excellent stream of income by giving away this very same report. And when people you share this report with buy one of the hosting packages recommended in this report, or purchase an upgraded membership at DiscovercPanel.com, you'll get paid up to \$125 every time!

At the same time, you'll also build your own list of subscribers who you can mail additional offers to for long term profits.

To earn money giving this report away, simply follow these steps.

1. Choose a hosting package at either [Hostgator](#) or [Kiosk](#) (or both!)
2. Get your affiliate links after you've activated your account
3. Become a free member at [DiscovercPanel.com](#) (upgrading to Diamond at the time of sign up is highly recommended, and most cost-effective!)
4. Get your affiliate link after you've activated your account
5. Get the rebrander pack and follow the instructions in the affiliate program at DCP to rebrand this report.

About Bob The Teacher



Since 2006, Bob has created over 30 revenue generating websites for his own business, and his students have gone on to create their own membership sites and blogs for their businesses.

Internationally recognized for his training, Bob simplifies the complex steps required to manage the essential parts of websites for the do-it-yourselfer.

Bob also helps business owners with the other areas of internet marketing, giving them a comprehensive set of strategies to profit from. These include information product creation, list building, social networking, website traffic, and affiliate marketing. His catalog of internet marketing training can be found at IMSuccessLibrary.com.

Before becoming a leading internet marketing trainer and coach, Bob taught high school history for 10 years. Better known at that time as "Mr. Jenkins", Bob used his creative approach to teaching to help over 1000 ninth graders appreciate the role history plays in shaping our present and future. His courses included U.S. History, World History, and World Religions – the latter course he personally developed as a college level elective for seniors (12th grade).

From 1997-2007, Bob also served his school as the coach of the Academic Team. Under his guidance, the team won 2 regional championships on the It's Academic quiz show (1998, 2006). He coached the boys and girls' tennis teams in 2007, increasing both team's win totals by 100% from the previous year.

Bob also trained other educators how to be more productive in the classroom. He enhanced and expanded the Teacher Productivity course for use in the Howard County Continuing Education Program, and personally taught over 125 teachers his methods for getting more done in less time with Microsoft Office programs.

For his work in and out of the classroom with students and teachers, Bob won the American Legion Teacher of the Year award, along with citations from local and state governments. He was also selected numerous times for Who's Who Among American Teachers, for which he was nominated by his students.

A student of many topics, Bob received his Master of Liberal Arts from the Johns Hopkins University in 2005, and his Bachelor of Arts (Social Science Education, History) from Florida State University in 1997.

Bob currently lives in Leland, North Carolina, with his partner Joanna and their two American Bobtail cats, Maynard and Keenan. When not teaching entrepreneurs internet marketing, he enjoys playing tennis and reading his Kindle at the beach.

To learn more from Bob, please visit AskBobTheTeacher.com.

More From Bob The Teacher

IM Success Library

Learn the essentials of internet marketing at the IM Success Library. Inside this site, you'll find training audios and videos walking you through the basic, intermediate, and advanced tools and strategies of IM. List building, info-product creation, affiliate marketing, social networking, and so much more, are all available inside the IMSL.

[Visit IM Success Library](#)

IM Success Tribe

Get answers to your biggest internet marketing and business growth questions. This is Bob's mentoring program, featuring several members only calls each month. Members also enjoy a mastermind community, discounts on Bob's programs and workshops, and other benefits.

[Visit IM Success Tribe](#)

Bob's Blog

Three or four times each week, Bob adds to his blog, a treasure trove of internet marketing lessons since 2007. New discoveries, case studies, quick videos, product reviews, and resource recommendations are the most common types of posts. All areas of internet marketing are covered for the DIY business builder and CEO from home. Comments welcome!

[Visit AskBobTheTeacher.com](#)

Internet Marketing Courses & Tutorials

Individual training courses can also be found at [AskBobTheTeacher.com/sites.php](#).

Outsourcing Tip

This report and most of my training are designed to help you control your own online marketing. However, at some point in the future, I do suggest you outsource these tasks so you can focus on higher revenue generating activities. But with the knowledge you gain now, you'll avoid getting ripped off. Or worse yet, left in a lurch when someone you hire disappears or calls in sick.

For tips on outsourcing the right way, and without blowing your budget, I recommend this resource site from Nicole Dean: [OutsourceItWeekly.com](#).