

Choosing the Hosting Plan that Works for You

Tiffany Bridge, July 2023

What We'll Cover

- **Different types of web hosting**
- **What does your project need?**
- **Factor 1: Price**
- **Factor 2: Features**
- **Factor 3: Support**

Who am I?

And why am I talking about hosting?

- **Product Manager for eCommerce Applications at Nexcess/Liquid Web**
- **Working with WP (and buying hosting!) for 19 years**

Don't Panic!



Types of Web Hosting

**Virtual Machine vs “WordPress Hosting” vs
“Managed WordPress Hosting”**

Virtual Machine Hosting

“Virtual Private Server”

- “Virtual” = your resources are isolated by software, not by hardware
- More freedom AND responsibility for the software stack
- WP features may be provided by control panel
- As many sites as your server resources can support
- Manage your sites to your liking: WP version, plugin updates, backups
- **Good for:** freelancers, small agencies, solopreneurs who can take on technical management in exchange for lower per-site costs

WordPress Hosting

...at least that's what they call it

- Simple, shared hosting with easy WP installation
- Few, if any WP-specific features offered
- No responsibility for software stack
- Scope of support may not include WordPress issues
- Very economical price point
- **Good for:** personal sites, experiments, non-critical projects where price is more important than features or rapid resolution of WordPress issues

Managed WordPress Hosting

“What do you mean by managed?”

- Can be shared or dedicated
- Software stack optimized for WordPress
- Multiple WordPress-supporting features
- Scope of support includes some WP-specific troubleshooting
- “Opinionated” platform: optimizations may restrict certain choices
- Higher price per site
- **Good for:** Business sites, orgs that can trade higher cost for less platform responsibility

What kind of project do you have?

Selection Factors

Price

Check for price increases at renewal, and upgrade costs

Features

What are you getting for that money? Is it what you need?

Support

How much do you need, and how fast?

Questions?

Thank you for your attention!