

Day 4

Understand Web-hosting & DNS Settings

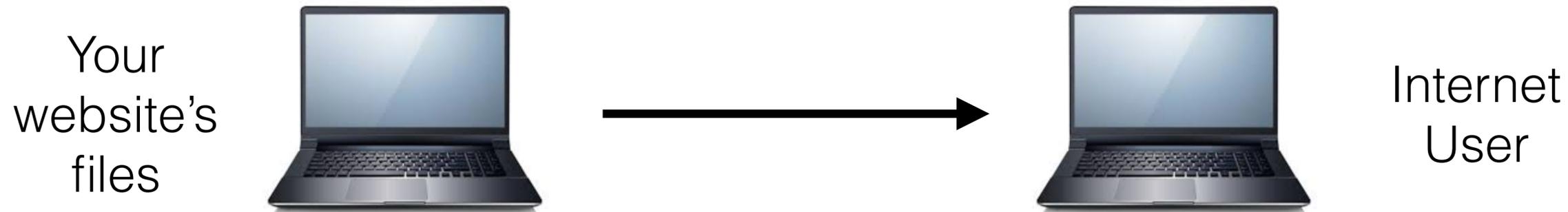


Web Hosting Basics

- As a blogger / marketer, you just need to understand the basics.
- No need to develop tech knowledge on hosting - focus should be on content, marketing & sales.
- Web-hosting (DevOps) is a complex subject.
- Basics include: cPanel, Domains, DNS Settings, Backups

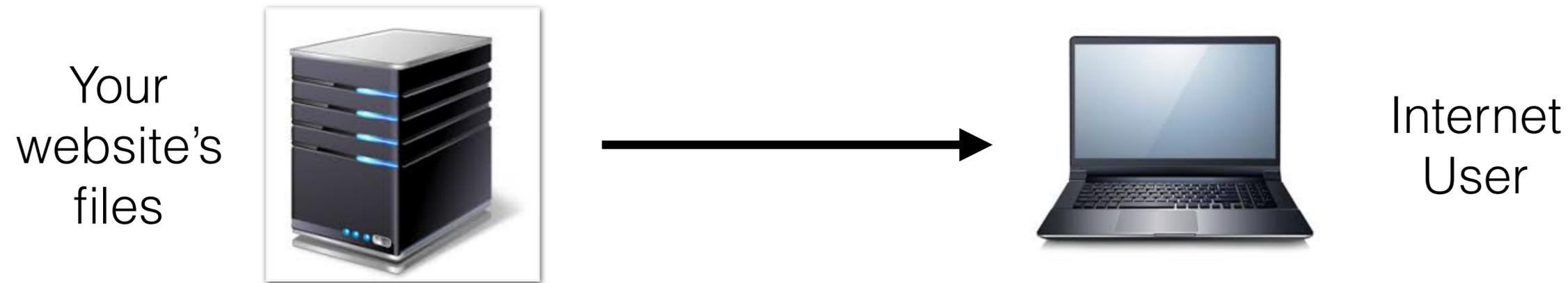


What is a web server?



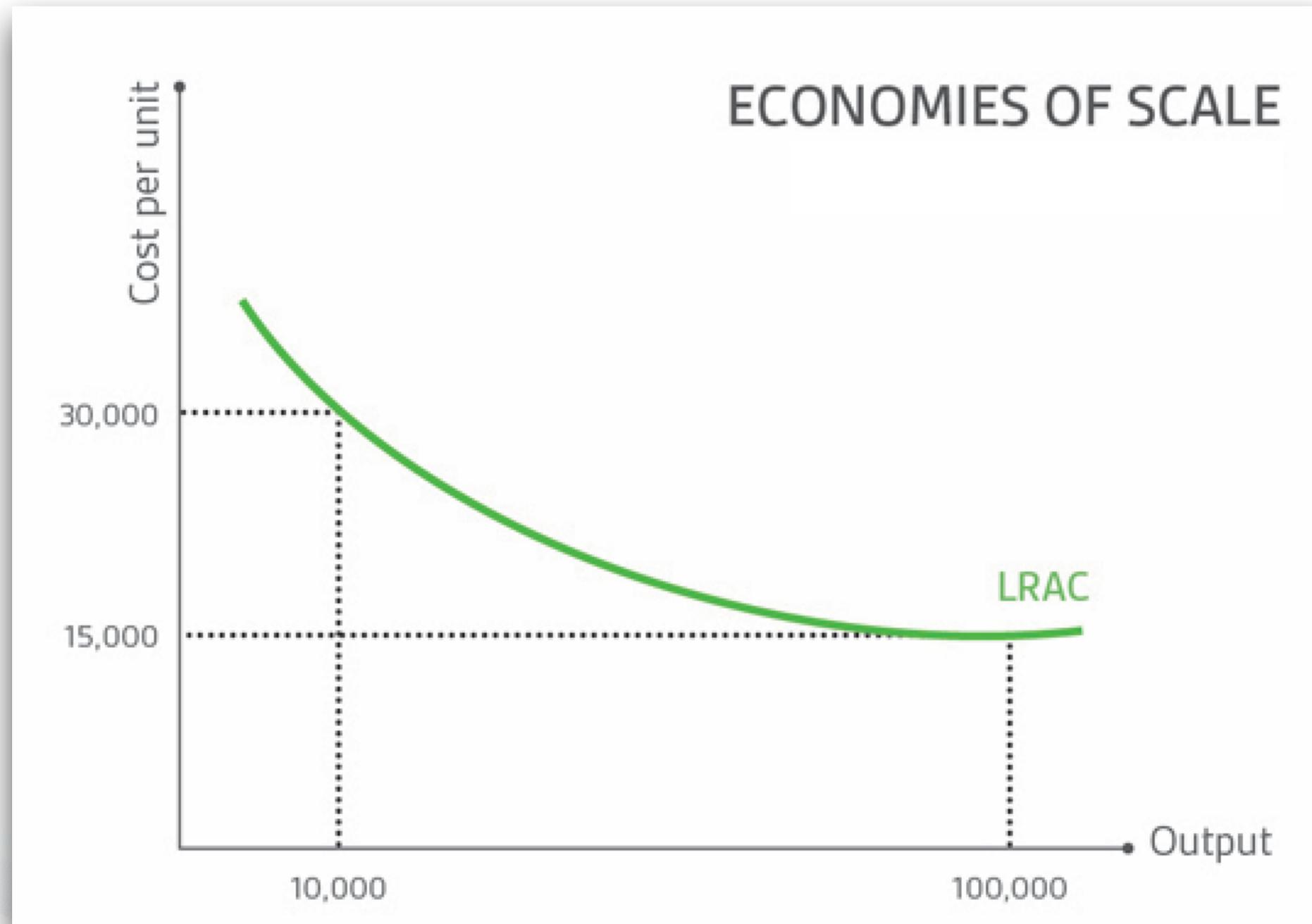
- A computer that can “serve” your website files over an internet connection.
- Has an operating system, example: Apache Web server or Nginx
- Is connected to Internet 24/7 to transfer files to the computer requesting it.

Why Professional Web Hosting



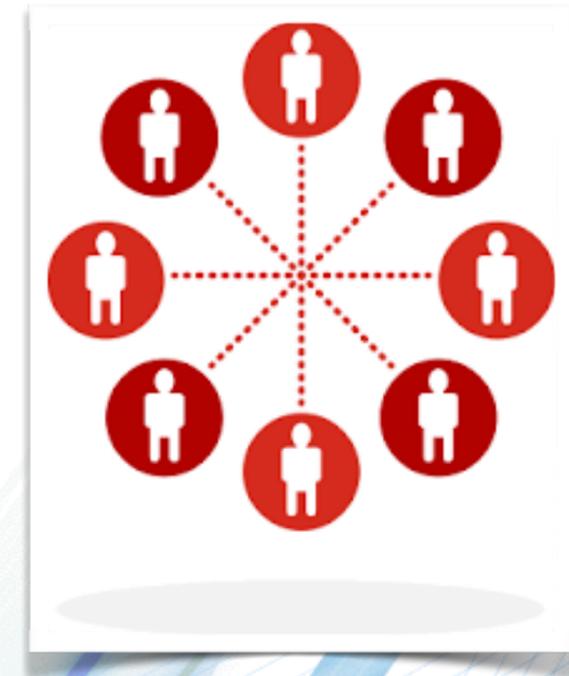
- Impractical to use our own computers as web-server. Cost is high to manage it.
- Web Hosting Companies manage a lot of websites in one server (so it becomes cheaper).

Understanding Economies of Scale

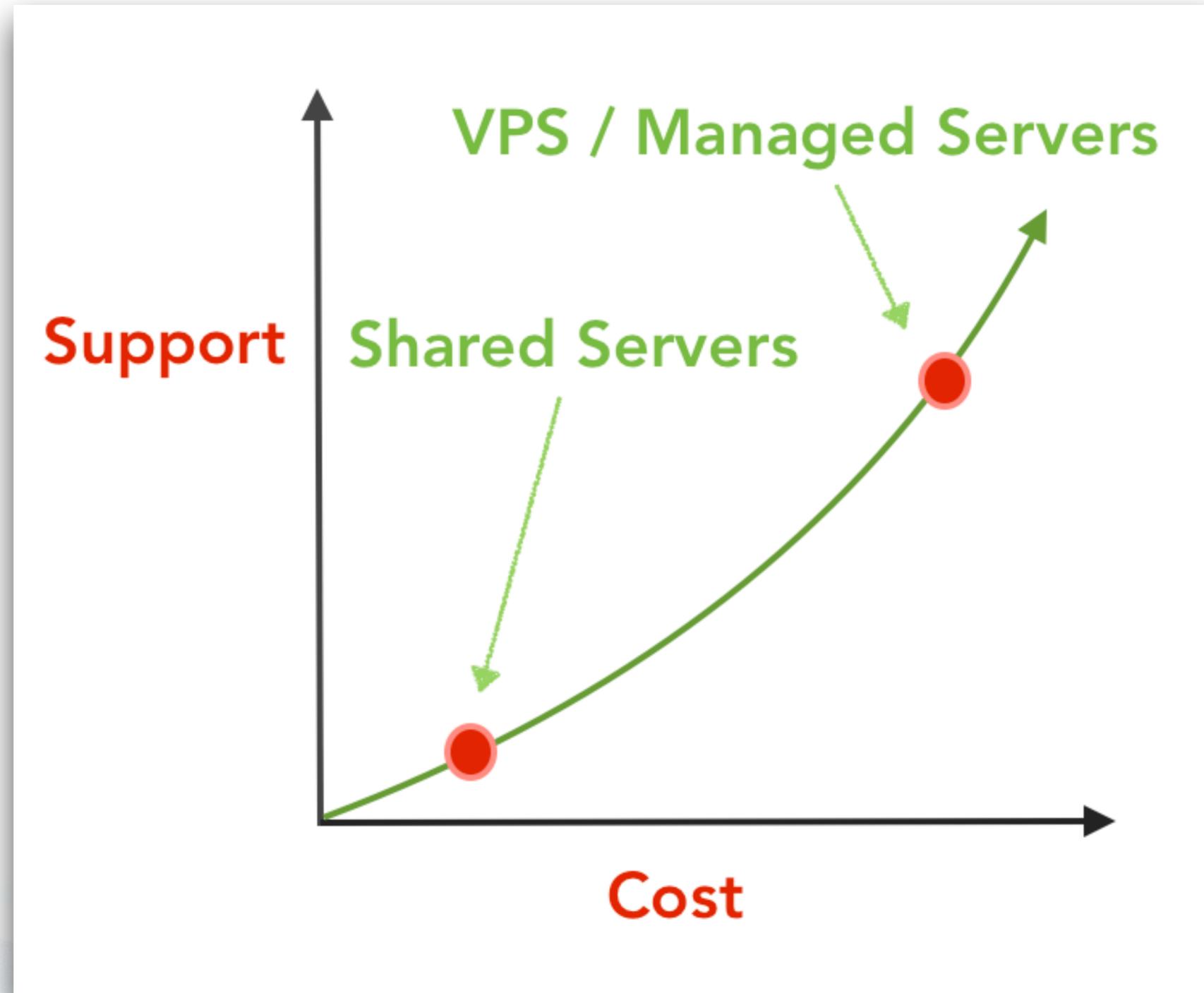


The “Sharing” Economy

- One road, many users (Public Utilities)
- One car, many users (Cabs)
- One dedicated server - many shared websites (Shared web hosting)
- One course - many students (quality goes up with volume of sales).
- Applies to your blogging efforts: Same content - more users = more revenue.



Hosting Price vs. Quality Levels



Hosting Price vs. Quality Levels

- Basic shared hosting (Up to ₹500 / \$10 a month) - low quality support, long turn around times.
- High quality managed WordPress hosting (> ₹1,000 / \$25 a month): Good Chat Support - Quick email replies.
- Dedicated server with technician - total control over uptime and quality of hosting.



Where Should You Host to Start With?

- Shared Hosting Server
- Always have backups, if server disappears, move files to another server and change the A record to point to new IP address. (DNS Settings)
- Scale up to managed WordPress hosting when you can afford it.

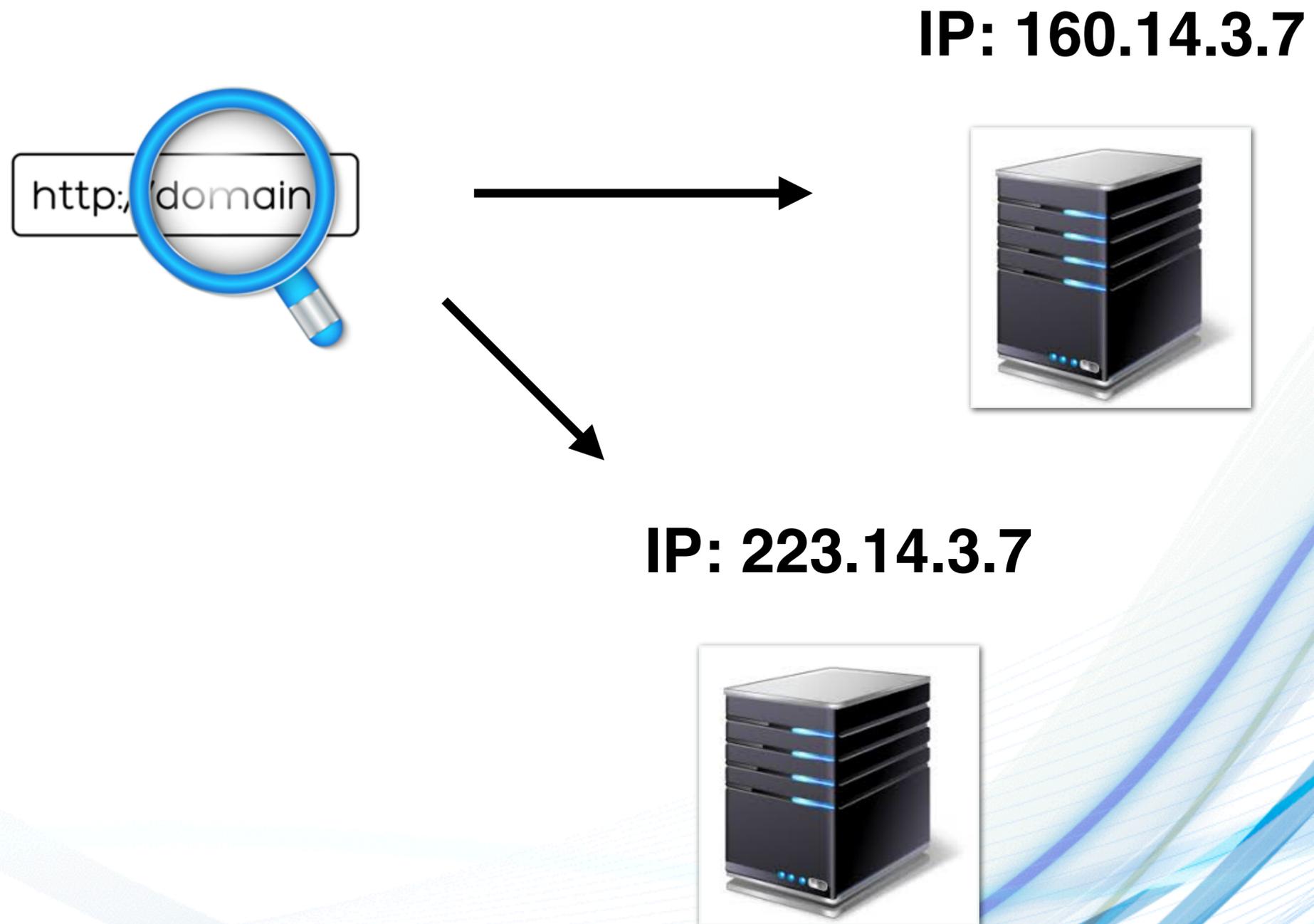


Cheap Shared Server Options

- HostGator
- BlueHost
- GoDaddy
- SiteGround
- Visual Cloud X



Never be dependent on Hosting for Uptime



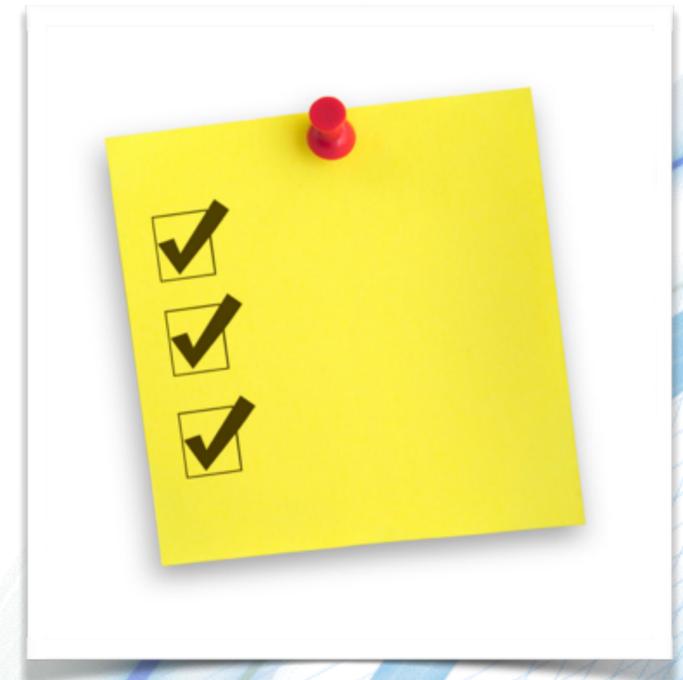
Where to Configure the DNS?

- DO NOT use the name servers provided by the hosting provider.
- Use Amazon Route 53 (Premium) or CloudFlare (Free)
- DNS Configuration will be demonstrated with my live blog setup.
- Use A records to point to the server IP address. Use a low TTL for A records. (Explained in the live demos).



Next Action Steps:

- Purchase web hosting from one of the shared hosting service providers (links below)
- Sign up for a free CloudFlare account at [CloudFlare.com](https://www.cloudflare.com) (or) an Amazon Route 53 account



**Questions? Leave a
comment below!**