

# Web Hosting Tips & Tricks For Affiliates

## References

<http://hagency.com/top-web-hosts.php>

<http://minisitemanager.com>

<http://hagency.com/enom>

## Introduction

Hosting a website can be a very confusing experience for anyone. If this is your first venture into web hosting it can seem like a never ending maze of technical jargon, floating round in a virtual world, with no one ever giving you straight answers on how to achieve your goal of getting a website up and online. It may seem like one of the worlds best kept secrets when you start to ask questions, because most of the people involved, from web designers through to hosting companies themselves don't want to share their knowledge for fear of losing business, or their fear of people realizing that with a little guidance and help it's really not as difficult as it's been made out to be.

With hosting you get what you pay for. If you select a cheap host, then you'll get a cheap service with poor support and a web server that crashes more often than your PC at home. Free web hosting should be avoided at all costs. In life nothing is free and rest assured this also applies to website hosting. There will always be a catch, if it's not forced banner advertising on your pages, then you'll be signing away your personal information to a gang of spammers or worse still, giving up your website visitors privacy by letting your host track their every move while on your site and beyond. The fact that you're reading this e-book shows you're serious about your business. You're obviously a professional, so choose a professional host with a service that ensures your website will always be online for your visitors, and more importantly, to ensure you never miss any revenue opportunities because of a cheap host who's server is continually crashing and costing you valuable sales.

The good news is that it is possible to get a very reliable host with great service and support at a great price and once you have it the details within this e-book will give you the knowledge and technical instruction you need to maximize your hosting account and save yourself thousands of dollars every year in unnecessary hosting fees. Here, we'll give you all the information you need to host multiple websites with multiple domain names with multiple email accounts, for every domain while saving yourself a fortune.

Just as an example, we had a client who wanted to build 100 mini sites for his affiliate marketing campaign. He needed each site to have its own domain name and email ability. Before we met he'd already done his own research into hosting and had found a great deal with a company that allowed him to host 4 domains (websites) per hosting account at \$9.95 per month total. So he was going to have to order a total of 25 hosting accounts to handle his 100 website domains. For a twelve month period his total outlay would have been \$2985!! That's almost \$250 per month. After looking at his requirements and the exact information outlined here, we were able to show him a solution enabling him to host all 100 of his sites for a full year for just \$46.62. That's a saving of \$2938.38 every year, and over a 3 year period he'll save almost \$9000!! That's serious money that he can invest into marketing his websites and generating more revenue for his business, rather than flushing it down the toilet on unnecessary overheads.

## **Types of Hosting**

There are many types of hosting available today from Linux/Unix platforms, Windows platforms, Shared Hosting, Dedicated Server Hosting, Managed Server Hosting and Co-Location Hosting. Which hosting option you choose is simply based on how large you can envisage your website getting and how many hits or visitors you predict per month.

### **Linux/Unix Hosting**

Linux/Unix based hosting purely refers to the type of operating system your server is running. From a user perspective it doesn't really matter other than the fact that Linux is a case sensitive operating system. So if you name a file myfile.htm then you always need to make links go to myfile.htm – MyFile.htm or Myfile.htm will not work! Linux tends to be the most popular option for hosting, and as a result the cheapest, it's also very reliable.

### **Windows Platform**

This is simply web hosting built on Windows 2000 or 2003 servers. In general Windows hosting is generally more expensive than Linux.

### **Shared Hosting**

Shared hosting means that your hosting account is on a server along with multiple other users and their hosting account, so you're basically sharing the server. This is the most common type of hosting and the most cost effective. You'll be given a bandwidth allocation (which We'll explain shortly) and an amount of disk space you're allowed to use.

### **Dedicated Server Hosting**

As the name implies, this is where you have a whole server allocated for your use. It's basically your server and you pay for it on a month to month basis. In general, you're responsible for it, so if you are hacked, infected by a virus or abused by spammers, then you're on your own for the most part. The advantage is that no one else is using the server so all the resources are yours, as is the disk space and bandwidth. Dedicated servers start at around \$99 per month.

### **Managed Hosting**

Similar to dedicated hosting, managed comes with a higher price tag but less responsibility. Again you have your own server to use, but you also have a team of support staff on hand maintaining the server, adding updates, patches and generally dealing with any technical issues or intruders.

### **Co-Location Hosting**

Co-Location hosting is becoming less and less common these days as dedicated hosting grows in popularity. This is where you would install your own server at a datacenter and simply rent shelf space and a bandwidth allowance from the datacenter.

For the purpose of this e-book, we'll assume you're going to use Shared Hosting because you're just starting out with your sites, they're probably mini sites and we're trying to keep costs to a minimum.

## Choosing your Web Hosting Company

Because you're going to be sharing a web server with other users, it's very important to choose a reliable host who doesn't oversell their server. Overselling occurs when the hosting company puts too many clients per server and as a result resources get burned out, the server runs slow, crashes and the network connections are choked by too much traffic. Visit <http://hagency.com>, to find a list of very reputable shared hosting companies with different features that will meet any of your needs. None of these companies oversell and have all been in business for some time. Virtually all of them are under \$8 per month when you pay for a year in advance. If you pay more than that for shared hosting, then you're being overcharged.

Most hosting companies these days also offer high disk space allowances, over 2GB, plus large bandwidth allocations in excess of 50 GB per month. This is clever marketing on behalf of the Hosting Company because these high numbers sound impressive, enticing people to buy. The fact is that an average website uses less than 10Mb of space and very little bandwidth.

Bandwidth is the amount of data transferred between your server and your website visitor. So if you have a 100K image file on your website and 10 people view the image, you would have used 1000K (1Mb) of bandwidth. The more people who view your website, the more bandwidth will be used. 10000 views of your image would use  $10000 \times 100 \text{ K} = 1 \text{ GB}$ .

Hosting Companies rely on the very fact that most of their clients will only use a fraction of their disk space and bandwidth from the huge allocations, but this falls in your favor because they are contracted to give you all of your allowance, and we'll show you how to take full advantage of this and save yourself a fortune when it comes to your mini-sites.

Apart from your disk space and bandwidth allocations, check out the features offered by each company. If you have web design skills and use applications like Contribute or FrontPage to maintain your website, make sure they are supported. If you need a shopping cart, ensure that they include one as part of the package.

Also think ahead to your additional requirements such as email. How many mailboxes will you need? Will your mail be high volume? Will you need auto responders? These are all questions better asked before signing up. Make a list of your requirements, then cross reference your list with the hosts you're interested in, and see who fits your needs best.

With the competitiveness that exists in the hosting market, many of the top companies constantly run special discount offers such as discounted pricing, free months or increased disk and bandwidth offers. For mini sites that won't be more than a few pages, and can be easily moved between hosting companies, these offers are perfect because you can utilize them for a year at the discounted price, then move to a new host, and offer, the following year.

## Free Domain Names

Many hosting companies offer a free domain name with the purchase of a Hosting Account. More often than not, they'll recoup their money with higher fees for the following years, plus, if you ever decide to change Hosting Companies, you'll find yourself with unforeseen difficulties trying to gain access to your domain name registrar information. If your name is disposable, meaning that you only want to use it for a short term campaign after which time you'll let it expire, then take advantage of the free name option. However, if you plan on renewing your domain name in the future, we recommend you purchase the name yourself so you can maintain 100% control at all times.

## Buying Domain Names

Buying domain names may seem as simple a choice as going with the best price, after all it's just a domain name. Unfortunately this isn't the case.

Just as with hosting, domain name registrars have a range of features available and using these features correctly can give you multiple options for using your domain name, and many ways to save yourself valuable dollars on hosting.

Not all domain name registrars have the same features, and many of them entice you with cheap prices in advance, but they either lack features or charge additional annual fees. Sometimes over \$20 per year per feature.

The main features that should be included at no extra cost are:

- Your own control panel
- URL Redirection – forward your domain name to another web address
- URL Framing/Masking – forward your domain name to another
- Email Forwarding for multiple addresses
- Full DNS control
- Sub domains
- Registrar Lock

We'll explain the important and most useful features from the list shortly.

Of all the domain registrars out there, in our opinion the two best companies are GoDaddy and Enom. Both offer all the features listed above at no extra cost and are direct ICANN Accredited Registrars. Of our recommendations Enom offers the most features.

Normally, Enom registrations are expensive at \$29.95 because they offer so many features, but with this e-book we've included a free **Enom Reseller Account** enabling you to purchase domains for \$8.95 each. That's the same price as GoDaddy, but with even more features. In addition to the great price, you can also sell domains to other people at whatever price you desire using a fully branded Registry Rocket website provided by Enom. Even Credit card Processing is included, just a few clicks and you can have your own domain registration website!

If you were to purchase an \$8.95 reseller account direct from Enom.com, the cost would be \$495 just to open the account, but we're offering the account for FREE. Simply go to <http://hagency.net/enom> and signup.

Once you have your Enom Reseller account set up, not only can you sell domains to others, but you can register your own names for \$8.95 and start making use of the great features.

## Using your Domain Names

Here's a breakdown of those most important features we mentioned earlier.

**URL Redirection** allows you to forward any requests for your name to another web address. For example if you go to <http://gooogle.com> (extra "o") you will be redirected to <http://google.com> – this is known as a typo domain allowing you to have misspelled versions of your domain forwarded to the correct domain name. It's also useful if you have multiple domains but you want them to all land on the same destination site.

Example: In this case you could redirect yourname1.com, yourname2.com and yourname3.com through to yourname.com, so all visitors to any of your domain names will arrive at your main website.

### URL REDIRECTS

<http://yourname1.com> - redirect to - <http://yourname.com>  
<http://yourname2.com> - redirect to - <http://yourname.com>  
<http://yourname3.com> - redirect to - <http://yourname.com>

**Email Forwarding** is a perfect way to set up email accounts for a domain name that doesn't have a hosting account with mail server. In the URL Redirection example above you would most likely have an email server for your main hosting account "yourname.com". However, you may have users who would send emails to someone@yourname1.com or someone@yourname2.com. With Email Forwarding allows you to set up "dummy" addresses which would forward any messages received though to your main mailbox.

Example: Let's say you have 2 main email accounts sales@yourname.com and info@yourname.com. However, you also want people to be able to send emails to sales@yourname1.com and info@yourname1.com. Because you don't have yourname1.com hosting with its own mail server, you can simply set up 2 email forwards so that any email delivered to sales@yourname1.com is redirected through to sales@yourname.com and info@yourname1.com gets delivered to info@yourname.com as follows:

### EMAIL FORWARDS

sales@yourname1.com - forward to - sales@yourname.com  
info@yourname1.com - forward to - info@yourname.com  
you@yourname1.com - forward to – youraccount@yahoo.com

With Enom you can create up to 100 different email forwards for each of your domain names. It's also a useful way of having multiple emails delivered to single mailbox as follows:

### EMAIL FORWARDS

sales@yourname1.com - forward to - youraccount@yahoo.com  
info@yourname1.com - forward to - youraccount@yahoo.com  
you@yourname1.com - forward to - youraccount@yahoo.com

**URL Framing or Masking** functions in exactly the same way as URL Redirection, redirecting your domain name through to another web address, apart from one vital and very useful element. It maintains the URL in the address bar of the browser. So if you set up URL Framing for the domain name yoursite1.com to be redirected through to <http://yoursite.com>, using URL Framing the user would still see <http://yoursite1.com> in the browser address bar and browser title. The fact that they are actually on <http://yoursite.com> is hidden to the user.

**URL Framing** is a valuable tool enabling you to save a fortune on hosting your mini sites or basic smaller websites!

### **Hosting Multiple Mini Sites**

With URL Framing, you're not limited to redirecting through to the main domain name, but you can also redirect to subfolders of a domain name or a specific webpage and this is where things get interesting for those of you in the process of setting up multiple mini sites.

Below is a complete description of how you can host multiple websites with multiple domain names for a fraction of the cost as I mentioned in the introduction of this e-book. This solution utilizes only one low cost shared hosting account, Mini Sit Manager and your free Enom Reseller account.

#### **Step 1. Buy your First Domain Name**

If you don't have a domain name yet, buy one. You can take the free offer from one of the hosts but remember the pitfalls mentioned earlier when it comes to having control of your name in the future.

#### **Step 2. Sign up with a Hosting Company**

Find a hosting company that you're happy with, either from the recommended list at <http://hagency.com> or do your own research utilizing the information above. Ensure the account has plenty of disk space and bandwidth allocation. The more the better for this job!

#### **Step 3. Set up your DNS for your First Hosted Domain Name**

Ignore this if you purchased your domain name from your hosting company and move on to Step 4, otherwise please continue.

When you signed up with a Hosting Company, you will receive a "Welcome" email from them containing the details of your hosting account. Always read this email carefully, it will contain information about your mail servers and your all important DNS information and Name Servers.

Take the Name Server information you are given, log in to your Domain Name Registrar Account and edit your name servers. Replace the existing Name Servers (which will be your registrars Name Servers) with the ones provided from your hosting company. There should be at least 2 of them.

For Enom Reseller Account Users:

1. Login to your Enom account, from the menu choose "Domains" >> "My Domains" and click on your domain name from the list.
2. Under the main "DNS Server" heading click "Change".
3. On the next page check the box next to "User" and click "Save Changes"
4. Enter the Name Servers Provided by your Host and click "Save Changes"

enom domain name and online services whois | help

HOME DOMAINS GET A SITE HOSTING AUCTIONS WEB TOOLS RESELLERS

» DOMAINS

Domain name maintenance for

Custom Name Servers

Name Server 1:  ex: dns1.example.com

Name Server 2:  ex: dns2.example.com

Name Server 3:  ex: dns3.example.com

Name Server 4:  ex: dns4.example.com

⚠ IP Addresses will not work and EPP domains require at least two name servers. Newly registered .ORG name servers cannot be added, modified or deleted for .NET and .COM names. Also, Not that .UK names require at least two name servers and can take up to 30 minutes for name server changes to appear.

Once you've completed this step it will take 24 to 48 hours for your hosting account to become live and operational. You can check if your account is live by opening up a web browser and going to your domain name. If you see the hosting companies default page, then you're live. If you see your Domain Name Registrars page or a search page, then DNS has not finished propagating yet.

#### Step 4. Buy your Other Domain Names

While DNS is updating for your main domain name, purchase any names you want for your websites through your Enom Reseller Account. Obviously you can add to these as you go, but if you have some ideas for the content of your first sites or the products you want to promote, then go ahead and buy the names.

#### Step 5. Build your Mini Sites

Install Mini site Manager (<http://minisitemanager.com>) on your web hosting server. Mini Site Manager is a php based system you install on your web server that allows you to easily create unlimited multi-page mini sites with no html coding experience at all. It even sets up your description and keyword Meta tags for search engines, and all the pages generated have Search Engine Friendly URLs for crawlers to index your content easily. Each mini site is created with its own unique URL. It's a very easy system to use and nowhere near as complicated as the website creator systems many companies offer. A full installation service is available.

Once installed, create your mini sites and make note of the URLs for each site.

For example: <http://yourfirstdomain.com/Car-Site/1/1.htm>

These URLs are automatically generated by Mini Site Manager.

## Step 6. Configure your new domain names for URL Framing

Now your mini sites have been created and you have the URL for each site, you can set up the URL Framing.

For example: if you purchased a domain name yourcarwebsite.com then you would forward it to <http://yourfirstdomain.com/Car-Site/1/1.htm> which holds your car mini site.

For Enom Reseller Account Users:

1. Login to your Enom account, from the menu choose "Domains" >> "My Domains" and click on the domain name you want to redirect from the list.
2. Under the "DNS Setting (Zone File)" section click "Configure"
3. On the next page change box 1 "www" to record type "URL Frame" and in the address box add your destination URL. **Note: Mini Site Manager Users, click the URL Icon and copy the full URL provided.**
4. Change box 2 "@(none)" to record type "URL Frame" and in the address box add your destination URL i.e. <http://yourfirstdomain.com/Car-Site/1/1.htm>
5. Click "Save Changes"

enom @ domain name and online services whois | help

HOME DOMAINS GET A SITE HOSTING AUCTIONS WEB TOOLS RESELLERS

> DOMAINS

Domain Name Host Records for

Nameserver status: **All nameserver information is current**  
URL Forwarding Status: **URL Redirect and URL Frame are enabled for this domain.**

Host Records Setup  
For help, please see our [Definitions Page](#) or our [Help Page](#).

|    | Hostname             | Record Type | Options | Address   |
|----|----------------------|-------------|---------|---|
| 1  | www                  | URL Frame   |         | <a href="http://yourfirstdomain.com/Car-Site/1/1/">http://yourfirstdomain.com/Car-Site/1/1/</a> |
| 2  | @ (none)             | URL Frame   |         | <a href="http://yourfirstdomain.com/Car-Site/1/1/">http://yourfirstdomain.com/Car-Site/1/1/</a> |
| 3  | <input type="text"/> | A (Address) |         | <input type="text"/>  |
| 4  | <input type="text"/> | A (Address) |         | <input type="text"/>  |
| 5  | <input type="text"/> | A (Address) |         | <input type="text"/>  |
| 6  | <input type="text"/> | A (Address) |         | <input type="text"/>  |
| 7  | <input type="text"/> | A (Address) |         | <input type="text"/>  |
| 8  | <input type="text"/> | A (Address) |         | <input type="text"/>  |
| 9  | <input type="text"/> | A (Address) |         | <input type="text"/>  |
| 10 | * (other)            | A (Address) |         | <input type="text"/>  |



At this point you can also set up your email forwards to redirect email from your new domain name to your day to day email account, or to a new account you created with your new hosting company.

For Enom Reseller Account Users:

1. Login to your Enom account, from the menu choose "Domains" >> "My Domains" and click on the domain name you want to redirect from the list.
2. Under the "Email Settings" section click "Change"
3. On the next page check the box next to "Email Forwarding" and click "Save Changes"
4. Add your various email addresses for the domain and in the "Forward To" box add the mailbox you'd like the messages forwarded to.
5. Click "Save Changes"

The screenshot shows the Enom website interface. At the top, there is a navigation menu with links for HOME, DOMAINS, GET A SITE, HOSTING, AUCTIONS, WEB TOOLS, and RESELLERS. The main content area is titled "Email Forwarding settings for: yournewname.com" and indicates that the nameserver status is current. Below this, there is a table with four columns: Username, Domain, Forward To, and Status. The table contains five rows of data, each with a number in the first column and input fields for the other three. The first three rows have pre-filled values: 'bob', 'sales', and 'info' for usernames; '@yournewname.com' for domains; and 'bob@yourname.co' and 'bob@yahoo.com' for forward-to addresses. The fourth and fifth rows have empty input fields. Below the table, there are two buttons: "save changes" and "back".

|    | Username                           | Domain           | Forward To                                   | Status |
|----|------------------------------------|------------------|--|--------|
| 1) | <input type="text" value="bob"/>   | @yournewname.com | <input type="text" value="bob@yourname.co"/> |        |
| 2) | <input type="text" value="sales"/> | @yournewname.com | <input type="text" value="bob@yourname.co"/> |        |
| 3) | <input type="text" value="info"/>  | @yournewname.com | <input type="text" value="bob@yahoo.com"/>   |        |
| 4) | <input type="text"/>               | @yournewname.com | <input type="text"/>                         |        |
| 5) | * (other)                          | @yournewname.com | <input type="text"/>                         |        |

**You're done!** You now have hosting and email for multiple unique URLs on one hosting account!!

For any additional domain names you purchase, simply add a new mini site using Mini Site Manager and set up the URL Frame in Enom to redirect to it.