

Cheap Web Hosting is No Bargain!

By Jim Edwards

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Ever heard the saying "Penny-wise and Dollar-foolish"?

Well bargain priced website hosting may just represent the perfect example of watching a jar full of pennies while bucket loads of dollars fly out the window!

When I launched my first website (way back in the "dark ages" of 1997) I paid almost \$150 a month in hosting and data transfer charges. My web host watched how many files I uploaded like a hawk and always seemed to send their hefty invoices earlier with each passing month.

I'm obviously not the only one who felt that way, because suddenly a whole industry of "bargain" web hosts sprang up all over the web.

On the surface they all sound great, especially when you think you can go from \$150 a month down to \$4.95 a month!

Five bucks a month sounds great, until you realize the amount of data transfer (number of page views) and bandwidth (the amount of data transfer your host allows in a given period) you get for that low price potentially hampers your ability to do business.

This realization - along with a panic attack and a quick lesson in calculating data transfer and bandwidth - usually

comes at the least convenient time.

When you exceed your limits, a bargain host usually just shuts you down with no warning. Most webmasters realize they've made a mistake choosing a bargain host when their site suddenly loads a blank page in the middle of a big promotion traffic spike.

Believe me, everything just stops!

Here are a few bargain hosts that provide good service, but you need to carefully check the fine print for how much bandwidth they allow.

www.FeaturePrice.com For about \$24.95 a month you get to host up to six independent websites with a single account. You get unlimited data storage, unlimited email and a variety of other higher end services, but their bandwidth policy seems hard to understand.

They did shut me down when we had a moderate level of success even though I paid them an extra \$300 to get what they called "maximum" bandwidth. I was NOT pleased and promptly moved the site (<http://www.7dayebook.com>) to another host.

www.HostSave.com Host Save is another low price hosting company that delivers a wide range of services for only \$6.95 per month. They recently raised their allowable data transfer, but their policy on how much bandwidth you can use at a given time seems non-existent.

www.DotEasy.com For \$25 DotEasy offers a domain name purchase along with one year's hosting. Sounds incredible until you read the fine print to discover they limit you to 1 Gigabyte of data transfer a month. Not much data once you start getting reasonable site traffic.

The moral here?

Either prepare to have your business shut down mid-stream if you get successful, or pay a few extra bucks each month to ensure you have enough bandwidth and data transfer to operate without any service interruptions.

At a minimum, specifically ask about and read the fine print regarding the host's policies before it's too late!

Jim Edwards is the co-author of the best selling ebook:

"33 Days to Online Profits"

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