

# WEB HOSTING

A complete strategy for delivering high-quality Web hosting services

### About the author:

Carl H. Burnham is a Web developer and hosting consultant, and is a specialist in analyzing Internet-related trends and technologies. He co-wrote *Ace the Technical Interview, Fourth Edition*.

**T**oday, most businesses, large and small, rely on the Internet as a central component of their organization. In order to save time and money, many of these businesses are turning to Web hosting companies for support. These hosting companies must be able to provide innovative, secure, and cost-effective solutions in order to remain competitive and keep customers satisfied. This detailed and unique resource delivers a full-range strategy for providing successful solutions that will meet the needs of your customers. From technical support and customer service to Web marketing strategies, this comprehensive guide contains all the essential coverage necessary for delivering state-of-the-art, customized hosting solutions.

### This resource will help you:

- ▶ Learn the different types of Web hosting plans—shared, dedicated, co-located, ASP, MSP, and more
- ▶ Understand the technology required to ensure quality service
- ▶ Enhance network performance through use of monitoring tools
- ▶ Manage a data center and discover ways to outsource services
- ▶ Get insight into successful Web marketing strategies
- ▶ Identify and decide upon a standard range of services
- ▶ Secure your infrastructure—prevent viruses, worms, and other attacks
- ▶ Gain a competitive edge in an expanding Web hosting market

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