

Get Your Business Online Fast with Shared Hosting

A guide for launching your digital web presence with ease.





Make Sure Your Business Is Seen By All

Our digital spaces are not only here to stay but serve as an important extension of our everyday lives. With our mobile devices, tablets, and computers, we can attend school, work from home, host conferences, sell products, and more.

If you're not online, you could be missing out on business opportunities, potential new clients, or worse – sales.

Use this guide to learn how you can take your business or organization online within a couple of hours with a Shared Hosting account. Perfect for static websites and database-driven content management systems, a Shared Hosting account will give you the tools you need to launch your digital presence with ease!

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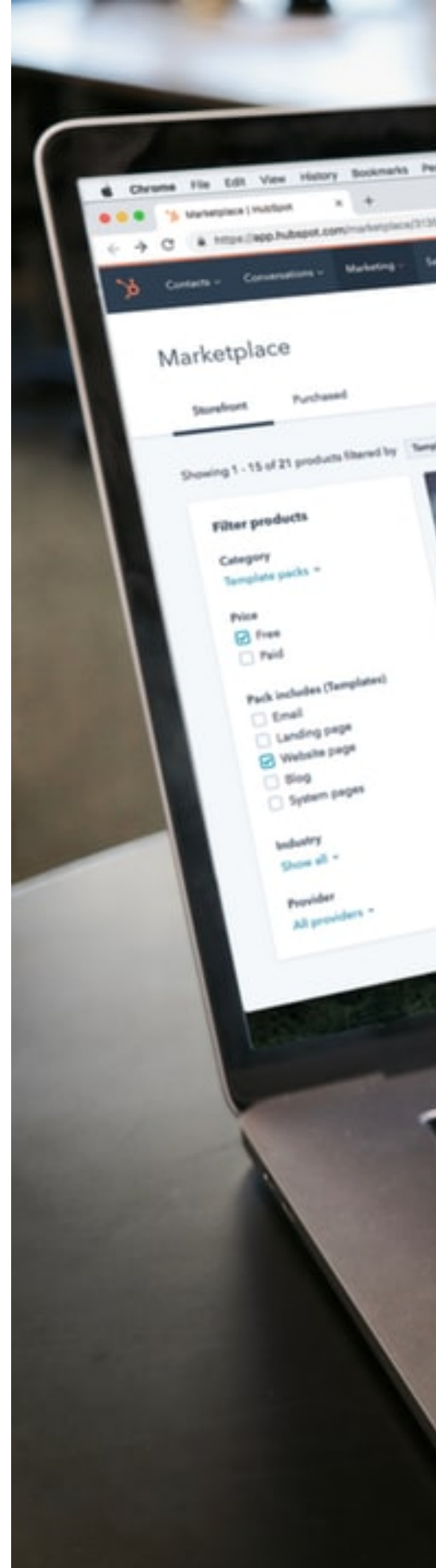
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Web Hosting Basics

The first step when taking your business online is to purchase web hosting services from a web hosting company. Similar to purchasing real estate for a storefront, you also must secure a living space for your digital business assets as well. There are many different types of hosting plans, but first, let's define web hosting.

What is Web Hosting?

[Web hosting](#) is a service by a web hosting provider, like InMotion Hosting, who provides a home for your website and allows it to be viewed by the public. The web hosting provider hosts and stores your website on their servers, as well as provides additional services like [email accounts](#) and [website building tools](#).

What is Shared Hosting?

A hosting account lets you put a website online, store data related to your site, and create email addresses using your domain name. [Shared Hosting](#) allows multiple users with individual internet domains to share and utilize one server. Shared Hosting is often compared to renting an apartment — you share a building (server) with other tenants, but you yourself have your own personal apartment (website).

Users can also set up multiple websites under one user account. This is why Shared Hosting is such a great choice for small businesses and personal websites looking for cost-efficient, easy to use, safe hosting services. The shared space keeps the cost of hosting low. If you decide to go from one site to multiple sites, all it takes is a simple account upgrade to start hosting other sites on the same plan.



Web Hosting Basics

Registering a Domain Name

Once you've decided on and purchase your hosting plan, you will then be asked to register a domain name. A [domain name](#) acts as the address for your website and allows users to easily remember your brand and business. The InMotion Hosting domain name, for example, is www.InMotionHosting.com.

Your domain is the start of your online journey, allowing the creation of your email address(es) and website. It's also an important digital marketing tool that can help you build your online customer base. For example, when creating your domain name, consider a few [best practices](#), like including [relevant keywords](#) for your products or services, as it can help attract potential new customers when they're searching online.

With InMotion Hosting web hosting plans, you will be able to [register one domain name for free!](#)

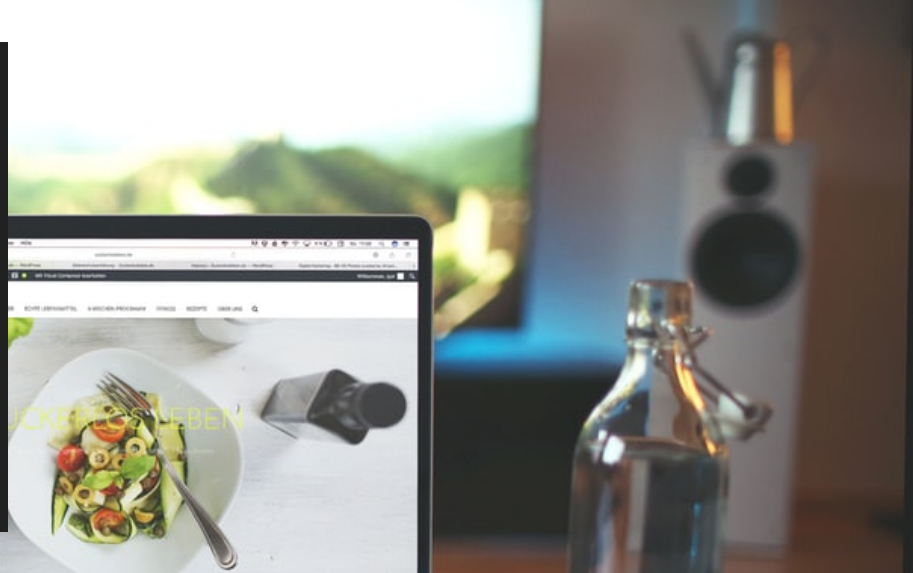
Navigating Hosting Management Tools

After purchasing hosting and registering your domain, you'll probably begin wondering how you'll manage your hosting account and digital assets. There are two tools that will allow you to control and manage your hosting account: [cPanel](#) and the [Account Management Panel \(AMP\)](#).

cPanel is your hosting control panel and gives you the ability to make changes and customize your InMotion Hosting account. With cPanel, you'll be able to create new email accounts, change email passwords, configure new domains, and more.

AMP handles all billing related items associated with your hosting account. With AMP, you'll be able to complete tasks like registering a new domain name or upgrading your hosting account. Overall, AMP helps you manage billing-related items on your account and cPanel helps you manage all other aspects of your hosting account.

Let's Launch Your Web Presence



Everything Email

After your domain is registered, it's time to set up your email accounts. Email, as you already know, is an important tool when running a business and assists in the growth of your organization in more ways than one. Before setting up your email address(es), consider the [naming conventions and format](#) you want for your business email account(s).

Once you have your format finalized, [create your email accounts in cPanel](#) then configure a mail client so you can check your email easily. You can also use a third party mail client like Gmail or Yahoo. After your mail client is configured, don't forget to set up your email on your mobile device as well!

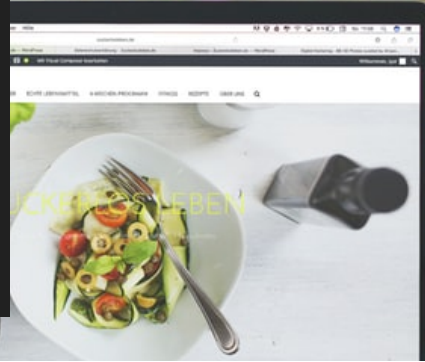
Create Your Website

There are a number of website building tools and programs available; however, [WordPress](#) is a top favorite among businesses new to the web. You can also explore and use other content management systems for your website like [Drupal](#), [Joomla](#), [Magento](#), [OpenCart](#), and more.

If you do not have the time or patience to build your own website, consider our professional web design team. They can build you a quick [one-page website](#) to get you started or design and build a fully [custom website](#) per your needs. You can [learn more about both options](#) before making a decision; however, both routes will give you a WordPress website that you will always be able to update and revise as your business grows.

Once your website is complete, [launch it](#) and start enjoying the benefits of having your business online!

Let's Launch Your Web Presence



Digital Marketing Resources

Once your email address(es) and website are created, it's time to promote your new web presence to the world. Yes, the [efforts should not](#) stop once your website is complete. Success online comes from constant engagement with the web audience, then revising your website and marketing initiatives to encourage their business. Rinse and repeat. Below are guides that will assist in your overall online marketing efforts.

- [Free Online Design Tool to Create an Online Brand](#)
- [Use MailChimp for Your Email Marketing](#)
- [Introduction to Search Engine Optimization \(SEO\)](#)
- [Actions to Take Once Your Website Launches](#)
- [Small Business Resources and Tools](#)

Get Your Business Online Checklist

For your convenience, to further assist your jump into the digital waters, here is a simple checklist for getting your business online!

- ✓ [Purchase](#) a Shared Hosting plan
- ✓ Register your domain
- ✓ Become familiar with hosting management tools [cPanel](#) and [AMP](#)
- ✓ [Create](#) your email address(es)
- ✓ [Set up](#) your email client
- ✓ Configure your email on your [mobile device](#)
- ✓ Create your website. Do it [yourself](#) or hire a [web designer](#)
- ✓ Enjoy your new web presence and continue to [build your brand](#)

We're Here To Help!



At InMotion Hosting, we're committed to helping you and your business thrive online. Let us help you build your digital presence and grow your success online!



Our [Technical Support](#) is available 24/7/365



Our [Customer Service](#) is available 24/7/365



Our [Web Design Team](#) is here to help



**Contact InMotion
Hosting Today!**