

WHY CHEAP WEB HOSTING COSTS YOU MORE

Pressable



Part of the
WordPress.com Family

One of the most important attributes of a successful business is properly managing your IT obligations. This is especially true when it comes to web hosting, which can often mean the difference between building a strong online presence and struggling to utilize the Internet to its fullest potential.

Although not every company has a large budget in this area, cheap web hosting for WordPress or WooCommerce sites will only end up costing more money in the long run.

Not sure where to start? Don't worry, we've got you covered. Let's take a look at everything you need to know about finding the ideal hosting provider.

Why Is Cheap Web Hosting for WordPress and WooCommerce Not Ideal?

It's entirely reasonable for smaller companies to strive to save as much money as possible. In fact, they may have no choice but to do so in the earlier stages until they begin to scale and bring more revenue.

When it comes to web hosting, you often get what you pay for. This directly translates into cheaper services providing lower quality results that could adversely affect your company's overall performance.

Let's explore a few ways that it can do so.

Difficulty Handling Large Amounts of Traffic

As you may expect, service providers that offer rock-bottom prices on their hosting are likely uninterested in maintaining optimal performance for your website.

In the early stages, you may find that everything works as intended. In fact, the performance may be on par with premier web hosting and cause you to question why you would ever upgrade. But as your site grows, an increase in traffic will begin to expose issues that eventually snowball into major problems.

Since cheap web hosting devotes minimal resources to your website, there's a good chance that it may not be able to accommodate the increased traffic. This will cause your site to experience slower loading times, which could easily lead to your audience navigating away from your content. And for those who have online stores, this could also easily result in a large number of missed sales.

Slow websites with low engagement also carry additional consequences. One of the metrics Google uses to determine your site ranking is known as the **bounce rate**. This term refers to the number of users who immediately leave a website after visiting it. In most cases, a high bounce rate leads Google to believe that your content is either low-quality or irrelevant... even if it isn't. All of this can lower your SEO ranking, which means it's even more difficult for potential customers to find your business online.

An entirely separate scenario could involve your internet service provider intentionally throttling your WordPress or WooCommerce website if it runs on a shared server. This makes complete sense from a business standpoint, as your site would be costing them far more money than they are making from your business.

None of this makes for an ideal scenario if you are looking to grow your company.

Fewer Security Measures

It should come as no surprise that cheap web hosting comes with bare-bones security measures. This is particularly concerning since website security is something that businesses of all sizes need to prioritize.

For example, even a simple data breach could sow a large amount of distrust among your audience. Since people are more protective than ever over their personal information, offering your audience lackluster security will only serve to erode your reputation among them.

In some cases, they may even share their negative experience with their friends and family on social media, which could cause you to miss out on a significant number of potential customers.

Larger data breaches can be even more crippling, something that we've seen with **Equifax** in recent years. Despite the size of the affected corporation, this scenario could involve downtime, legal fees, and other incidents that directly impact performance.

You'll also forego a large number of tools that could drastically improve convenience, overall productivity, etc.

This can include things like spam filters, password management, multi-factor authentication, and virus scan utility. The absence of these tools can easily make your life as an entrepreneur far more difficult, especially when running an e-commerce business.

While it may be tempting to forego certain security tools, the price that you pay when dealing with a compromised website will heavily outweigh the money that you spend on this extra level of service.

Unreliable Servers

It's not uncommon for web hosting providers to allocate subpar servers for their lower-priced plans.

For instance, a company that utilizes relatively cheap web hosting shouldn't expect to have access to servers with the most contemporary software and security. Additionally, the servers may not be well-maintained, which can lead to performance issues.

The problems that you encounter become amplified if you're making use of a shared server, as it will likely be unable to accommodate all of its other users. Many users experience this problem if the hosting provider they work with dedicate a large number of users to each server that they have, as they will each be competing for the same amount of limited resources.

But, even a dedicated server can provide subpar results in many circumstances if the quality of your service isn't quite up to standard. A WooCommerce site that processes a large number of transactions on a regular basis, for example, could experience slowdowns if other sites on the same server have similar activity. So, it's essential to keep this in mind when developing your company's web hosting budget.

Benefits of Premier WordPress & WooCommerce Hosting

As previously mentioned, it can be intimidating for many businesses to set aside the money for more expensive web hosting options. But, you will get far more out of what you spend if you allocate more money upfront for this type of service.

In addition to avoiding the pitfalls of cheap web hosting, premier web hosting – specifically managed hosting optimized for WordPress and WooCommerce – also comes with a large number of benefits that you can take advantage of. In many scenarios, these will also significantly boost your company's productivity.

Let's dive into the most important.

Minimal Downtime

Downtime is an incident that many entrepreneurs forget to consider.

The truth is, though, that even a short period where your company's website is not functioning correctly could have severe consequences on your business's performance. This is particularly true during times where seamless access is essential, such as immediately after a company introduces a long-awaited product (clothing brands experience this scenario fairly often).

Downtime in these scenarios could easily result in a significant loss of revenue. In general, though, it can still have plenty of adverse effects, with one of the most prominent being the loss of potential customers.

For example, a frequently-seen scenario involves users attempting to visit a website that is currently inaccessible. There's a good chance that these users will assume the company's website is defunct and focus on an industry competitor instead.

Pressable prides itself on having the most reliable network for **WordPress sites**. This directly translates into minimal downtime and fewer site issues that could affect your performance. Those with WooCommerce sites will also benefit highly from this attribute, as you'll be able to ensure that your site is always able to facilitate sales.

We facilitate this through the use of automatic failover and network redundancy. These services are included in our hosting package, which allows our clients to take full advantage of them as soon as they begin working with us.

24/7 Support

A feature that you can never expect to find with cheaper hosting plans is 24/7 support. While it's fairly possible to have a highly functioning site without this service, it becomes more and more important as your company grows.

For example, more traffic directly translates into a greater opportunity for problems to occur. In extreme scenarios, site issues could happen in the middle of the night when you're entirely unaware that something's going wrong.

Similarly, you may discover a problem that needs immediate attention outside of typical business hours. Many providers that offer basic-level services won't be around to help you out if this occurs.

By taking advantage of constant monitoring, this will become a non-issue since your service provider will be able to resolve the problem before it gets out of hand. But, this functionality isn't limited to scanning for concerns and addressing them as they arise.

A 24/7 support team can **answer your questions** and help you navigate through the nuances of your website at any time. This is especially important for companies who have decided to revamp their existing site, as it's likely they'll encounter situations they've never experienced before.

Pressable has a dedicated team of industry experts who strives to accommodate your needs at a moment's notice. In addition to the added convenience, you'll also save money in this manner by being able to immediately handle contingencies that you experience.

For instance, there's a large number of qualities associated with running an online store with WooCommerce that entrepreneurs may not know how to handle. A bit of advice and a few small changes could lead to a large spike in overall sales.

With the utility that this level of support provides, you'll have no problem ensuring that your site continues to run as fluidly as possible.

Increased Site Security

As previously mentioned, security is something that simply can't be neglected by businesses that are planning to be successful. This is especially true since the cybercrime industry is projected to be worth over **\$6 trillion** by the end of this year.

Many of these attacks tend to focus on e-commerce stores, as they're often leveraged by hackers to gain access to financial data or other personal information.

Unfortunately, this occurrence only means that hackers are becoming more prolific with their techniques and are seeking to compromise data more efficiently than ever before. Depending on what industry you operate within, a data breach could also put you at the risk of having legal action taken against you.

In many circumstances, having your company's sensitive data compromised would indicate that the hosting provider may not have taken the appropriate precautions when it came to data security.

Fortunately, working with a reliable web hosting provider will allow you to take advantage of a handful of security benefits.

Pressable offers free SSL certificates, a free global content delivery network, and the premium version of the **JetPack WordPress plug-in** to each of the companies that we work with. Although WordPress has plenty of free plugins that users can make use of, JetPack Premium is one of the most noteworthy available. Additionally, Pressable provides:

- Firewalls and security testing
- Monitoring for suspicious activity
- Secure access to files on server (SFTP)
- Malware scanning and removal
- WordPress core updates
- And much more

This provides a solid foundation of data security so that businesses won't have to scramble when it comes to implementing proper security techniques.

Prosperous Business Relationship

One of the most notable differences between a cheap web hosting provider in a premier web posting provider is the depth of the relationship you will have with them.

More often than not, companies that offer cheap levels of WordPress/WooCommerce service tend to look at web hosting as a mass-produced product. This means that after they receive their initial payment, their involvement with you will be minimal.

This is why so many issues arise in the first place, since minimal involvement equates to poor maintenance, a lack of customer support, etc.

Premier web hosting services come with the added benefit of being able to work directly with the company to facilitate your success.

A realistic example could involve reaching out to your provider for guidance on your WordPress site's architecture. They'll be able to provide you with useful advice on how to optimize your site functionality so that you're able to make the most out of the traffic that you receive. This is something that can significantly impact the amount of revenue you're able to generate.

Put simply, they will function more as a partner than a vendor, which is a factor that simply can't be overlooked when making your decision about who to choose.

Choosing The Right WordPress and WooCommerce Hosting Can Seem Difficult

But it doesn't have to be. Host your WordPress or WooCommerce website with Pressable.

With the above information about web hosting in mind, you'll be able to ensure that you make the decision that's best for your company's future. Under the right circumstances, you may even find that your company grows faster than you thought was possible.

Want to learn more about how we can help? Feel free to [get in touch](#) with us today to see what we can do.

Pressable

Pressable powers the companies who power millions of websites & brands.

Pressable hosts its sites on the fastest and highest-performing data centers in the world. As a part of **Automattic**, we gain access to the same resources as **WordPress.com**, **WordPressVIP**, **WooCommerce**, **Jetpack**, and more—and so do our customers and partners!

Find out why agencies and developers alike trust their businesses to run faster, perform better, and grow bigger with Pressable.

[LEARN MORE](#)