

5 THINGS TO LOOK FOR IN A WOOCOMMERCE HOSTING PROVIDER

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Hosting an e-Commerce Store

Did you know that, as of January 2021, there were between 1.6 and 1.9 billion websites on the Internet? Out of these, there are between 12 million and 24 million e-commerce websites on the internet.

If you're planning on running an e-commerce website using the WooCommerce plugin for WordPress, you need to find the best WooCommerce hosting service. However, if you're new to the world of web hosting providers, you might not be sure where to get started. It can be stressful to be in this situation since choosing the wrong hosting provider can potentially cause a great deal of additional stress down the line.

Additionally, if you don't choose a good hosting provider, you can have issues with your website that cause your customers to be less likely to buy your products.

That's why we've put together this e-book. Once you know what to look for in a WooCommerce hosting provider, you can have a successful WooCommerce store.



1. A WooCommerce Hosting Plan

Because WooCommerce is a WordPress plugin, ideally, you will want to start your search by looking for hosting providers that specialize in WordPress. A simple Google search will provide you with ample options to research and choose from. However, just because a host says they specialize in WordPress, it doesn't necessarily guarantee that their plans will be ideal for a WooCommerce store.

Once you are on each hosts' website, look around to see if they offer WooCommerce-specific hosting plans. These plans ensure your online store has the overall level of performance, security, and support necessary for success.

Additionally, these WooCommerce plans signify that the hosting provider wants to serve e-commerce websites and understands their unique needs. This way, if you come across any issues or problems, the hosting provider's support team will know precisely how to address them.

Finally, look to see if the hosting provider offers blogs, pro tips, tutorials, videos, and other types of guidance about using **WooCommerce** and running an online store. This type of content is invaluable, not just for helping you build your store but for inspiring new ideas you can use down the line as your enterprise blossoms.



2. Features and Specifications

Next, you will want to take stock of what features and specifications your website will require to sell your products effectively. If you're not a WordPress or WooCommerce developer, it may help to enlist the help of one while making this list.

You'll need to consider the following:

- What plugins and themes will my WooCommerce site require?
- Will my store have any special database needs or restrictions?
- How much storage space will my store need?
- How many visitors per month am I expecting?
- Will visitors to my site be local or all around the world?
- If my store grows quickly, how easy is it to upgrade my plan?

Crafting a list of features and specifications that are essential to accomplishing your goals will make identifying the right plan and hosting service much more straightforward. Let's take a look at some specific things to think about:

Storage

One of the elements you'll need to think about is storage. Depending on what products you sell, you might need additional storage for large images or videos. If you sell a complex technology where you want to give customers video previews of how to use it, you should look for a hosting option that comes with a lot of storage.

If you are looking at a hosting service that charges you for additional storage, know that this is generally only a good choice if you plan on having a simple website that will not change much over time.

Traffic

A hosting service that can handle a **large amount of traffic** will cost more than one that doesn't. However, if you expect to have a large amount of traffic, then you'll be better off with a high-traffic option to begin with.

So, sit down and do some calculations about how much traffic you expect to get based on market research. Then, choose a hosting option that's right for that amount of traffic.

Content Delivery Network (CDN)

If you plan on selling to people in many countries instead of only in the US, then having a **content delivery network (CDN)** is necessary when choosing a hosting service. A CDN, put in simple terms, is a feature that makes it possible for static files and images to be hosted on a third-party server.

Because servers vary the more international you get, you'll need a CDN if you want your website to be accessible internationally.

Backups

If you plan on making many changes to your website over time, then having a host that automatically and regularly backs up your website is a must. Considering that many e-commerce sites change over time because of changes in products, you should go for a host that does this.

Some hosts will charge an additional fee for regular and automatic backups. Find one that includes this service when you're first paying, so you won't have costly fees later on.

In-House Caching System

When you're running an e-commerce store, many of your visitors will return to your site to rebuy products. To make visitors more likely to stay on your website instead of impatiently waiting for it to load, use a caching system that's in-house so the website will load fast on their additional visits.

With a caching system, the hosting service saves the files in your website in a secondary location. As a result, upon their additional visits, your site will load faster for your site visitors.

SSL Certificate

An SSL certificate shows website users that they're visiting a secure website. Any legitimate website absolutely must have an **SSL certificate**. However, this is especially important if you're running an e-commerce store because you need your customers to trust your site if you expect them to buy your products.



3. Maintenance and Support

When looking for your WooCommerce store's hosting service, it can be easy to go for the cheapest option. Or, at least, a cheaper alternative that has the features we covered in the last section. However, cheap hosting often does not come with the level of maintenance and support you'll need if anything goes wrong with your site.

If you have any issues running your website on your hosting server, calling in for help can be expensive. Paying for a specialized solution can also be very pricey.

To avoid paying a large amount of money the second you run into any problems, it's better to invest at the beginning in a hosting company that offers high-quality maintenance and support.

Trust us... this will save you money in the long-run.

When you're choosing the right hosting service for you, read their reviews. See what people have to say about their customer service. If there are any negative reviews where they say the company is inaccessible when they have problems, you should avoid those companies.

First, look for a company that has support available 24/7 and that you can contact via online chat, email, or phone. Additionally, look for a hosting service that does restorations and backups without charging you an extra fee for these services.

When it comes to WordPress hosting plans, you have two types: **non-managed** and **managed**.



Non-Managed Hosting Plan

A non-managed hosting plan will be cheaper, but you'll have to do more of the work yourself. Even though the server will probably still be optimized for security and WordPress performance, there won't be much else - making your managing of the hosted server easier.

However, you do have more freedom with this kind of plan. Managed plans (which we'll cover next) have limitations in what you can do with them. So if you plan on changing your website significantly over time and can afford to hire an expert later on, this might be the way to go.

Managed Hosting Plan

Usually, when you invest in a managed hosting plan that's specially designed for a WooCommerce or WordPress website, many of the processes are automated. These automated processes include backups, security, updates, and installation.

If you're a beginner and want to focus on the business aspects of running your businesses instead of the technological ones, a managed hosting plan is the right choice for you. However, you will have less freedom.

Additionally, a managed hosting plan will cost a little more than a non-managed one.



4. Uptime and Security

Whenever your website is undergoing maintenance or down for another reason, it's inaccessible to visitors. However, the amount of time that your website can be down varies depending on your hosting provider. This time—known as “uptime”—needs to be the closest to 100% you can get.

For this reason, look for a hosting service where the uptime is more than 99%. Any host that has a lower uptime than this isn't worth investing in.

Additionally, you need a host that **provides security** at the right level. Besides having an SSL certificate and a robust backup process, your host should offer a firewall, malware scanning, and updated software security such as MySQL and PHP.

5. Open Web Support

You need a hosting service that provides support for open-source websites. This is because both WooCommerce and WordPress are open-source. As a result, if you go with a hosting service that has open web support, you'll be able to find solutions to many of your problems.

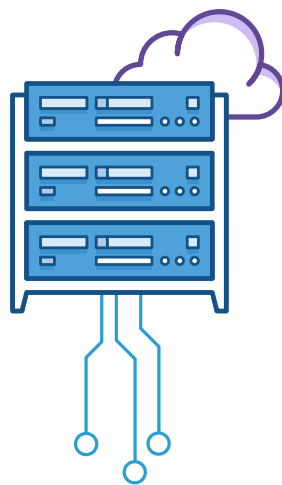
You can easily find the support you need in any of the open-source communities that already exist online. Your hosting service should **support open-source** because they'll understand many of the issues you face and provide you with solutions.



Need More Information?

Now that you know what to look for when it comes to the right WooCommerce hosting provider for you, you might need additional information. Maybe you want to learn about the best hosting providers that specifically work with WooCommerce website owners. Or perhaps you need help choosing between a managed or non-managed hosting plan.

Whatever information you need, we're here to help. At Pressable, we're experts when it comes to WooCommerce hosting services. We also offer hosting services for WooCommerce, business, and WordPress websites. To learn more about how we can help you, [contact us here](#).



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