



Your Guide to Website Hosting

Everything the South African Entrepreneur needs to know about Website Hosting.

On this page, we answer some **frequently asked questions** on website hosting and why it's necessary for your business's website and email accounts. We'll also show you how our Business Website Hosting Plan can help you simplify the process.



FREE Consultation: 0800 007 269 (TOLL FREE)

What is Website Hosting and why is it necessary?

Although your website is accessible via the Internet, its data needs to be stored somewhere physical. The physical technology which stores your data, to showcase it online, is called a server.

Website Hosting is the process whereby a company or an individual leases you server space to store your website. This server is also used to host your email accounts.

If your website isn't stored, or hosted, somewhere, it won't be live. If it's not live, it won't be accessible to Internet Users.

A Website Hosting fee is a small monthly rental fee you pay for the physical technology that enables you to share your website with the world.

What is a domain name?

In short, a domain name is a website address. A domain name has two parts: the top-level and the second-level. The top-level is the ".co.za" part. The second-level is the website name, for example, "ptycompanyregistration" in ptycompanyregistration.co.za.

It doesn't matter whether your website or email accounts are written in capital or small letters.

Search engines like Google simply read the letters. There are various top-level options like .com, .edu, .gov, .int, .mil, .net, and .org. A .co.za domain is generally recognized as a domain name for South African businesses.

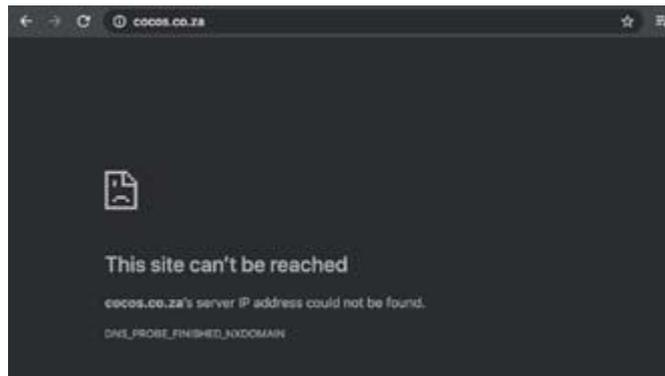
This may help search engines like Google, connect you to local customers. A .co.za domain name may even improve your website's search rankings on Google South Africa because it tells Google your website caters for a South African audience.

Please note this guide does not serve as legal advice and it's important to check for any regulation changes at the relevant authorities. Terms and conditions apply to offers and prices are subject to changes.

How do you get a domain name?

Website domain names are sold by hosting companies and we also help hundreds of South Africans with this. Our Business Website Hosting includes a .co.za domain name. You can freely choose any available website name.

Here is an easy way to figure out if a website name is still available. Type your dream domain name, for example, www.cocos.co.za. If the screen reads "This site can't be reached", it should be available. If anything else pops up, it's usually already taken. We will however assist you with this process.



What does our Website Hosting Plan include? (only R179 per month)

1

A free .co.za Domain Name

Choose any available **co.za** website name.

2

Hosting set-up

Our experts will set up your website's hosting for you to ensure your site is live and accessible to your potential clients.

3

Email Account Support

If you have trouble with an email account you have access to effective support.

4

5GB Disk Space

We offer 5GB Disk Space on our servers to ensure you have enough space to store all your web pages and day-to-day email activity. This includes 5 MySQL Databases and 1 FTP Account.

5

1 – 10 Email Accounts

Our service includes up to ten different email accounts that you can use for different employees or purposes.

6

KonsoleH Management

We will manage your Hosting Package with regards to server resources. This includes your Email Accounts.

7

30-Minutes of Free Design Services

If you need to change something on your website, like adding another contact number, you have 30 minutes of design work per month included in your website hosting plan.



How do you choose a good website name?

A good website name makes it easier for your existing clients to find you on the internet. Ideally, it also makes it easier for new clients to find you.

Every client is unique, however, in 2020, most people use Google's search bar to find what they're looking for. Most people don't scroll past Google's 1st page of Search Results.

Popping up on the first page can be tricky because every business wants to be on Page and various factors affect how high Google ranks your website.

One of these factors is your domain name. In this section, we will share some helpful tips on choosing effective domain names that'll help you connect to clients.

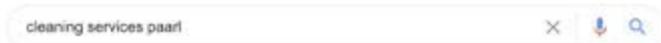
Choose a unique company name

Choosing a unique company name can be very helpful. An easy way to see whether your company name is unique is by searching for it online or to contact one of our consultants. If various websites pop up, particularly in your industry, it's best to choose a different company name.

However, if you have an existing business you can't necessarily change your name. The next section offers helpful tips on ranking higher, even if your company name isn't unique.

Try to match your domain name with the words your clients would search for

Most Internet Users will first search for specific services or products in Google's search bar. If nothing



Currently, Google reads website names and matches them to Google searches, among many other factors to determine a website's position on Google. Keep in mind that Google often adjusts how they match search results and search prompts. This means a domain name like cleaningservicespaarl.co.za could help you connect with clients looking for cleaning services in Paarl.

If a client knows your company by name, they might look for your business by typing in your company name. However, there might be various companies called Cocos. Some might have well-established websites, which means your website will only pop up on Google Result's page 3. This means your clients might add the services you offer or your location to find your business faster.



To match with these searches, domain names like cosocleaningservices.co.za or cosopaarl.co.za might be useful.

Keep your website name short

If you have a cleaning company called Cocos, a good option would be cocos.co.za. However, it is important to consider whether people would search for cocos.co.za. This is the ideal approach if you have an established brand and your clients would search for your business online, by name.

If you don't have an established brand consider adding some other key terms that clients might search for, like your location or a service description. It's always possible to have a simpler domain name later. You could also buy multiple or similar domain names at an extra cost. You can direct them all to the same website.



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What if my company name is already taken for another website?

It is possible to buy a taken domain name from another company, but it's usually expensive.

A simpler and more cost-effective solution is looking for descriptive add-ons. When `coco.co.za` is already taken, try `cococleaning.co.za` or `cococapetown.co.za`. Take a look at the question above. It offers some helpful tips for picking a good domain name for your business.

Just ensure that you are not registering a domain name containing a trademarked term. You could also consider alternative top-level domain names like `.co.za`, `.com` or `.net` etc.

If your business mainly deals with South Africans, it is usually best to look at a `.co.za` domain name or maybe a `.com`. Other domain options are available, but they are usually not that popular with businesses or the public.

If you'd still like to buy a domain name from another company you can scroll down to the bottom of their website to see if there's any details on the hosting company or website designer. Alternatively, you can contact the business itself to ask if they'd be willing to sell it to you.



Email support@companypartners.co.za

Why is Website Hosting a monthly occurrence?

Website Hosting is a service that rents you data storage space. You can usually choose to pay Hosting Fees monthly or annually.

The possible payment arrangements depend on the hosting company you use.

What happens if you don't pay Website Hosting fees?

You have to have Website Hosting if you want a live website and associated emails. If you're not an experienced website developer, the best solution is signing up for a Website Hosting service. Without it, you cannot have a live website that all internet users can access.

If you sign up for Website Hosting and stop paying your hosting fees, your hosting company will likely cut off your website and your emails. This means internet users won't be able to find or see your website online.

Should you experience difficulties to pay, please speak to one of our consultants for assistance or to look at alternatives, before losing your website.

Hosting fees often cover email fees too, which means the emails that are connected to your website domain name won't be working either.

It is possible to build an HTML website and store your website locally on your computer; however, this website won't be accessible online to internet users in South Africa and around the world. Creating your own server, that enables you to share your website online, can be quite technical and it often leads to technical difficulties.

Almost all websites therefore choose a monthly website hosting package with a company like ours, and budget for this monthly fee to keep their website and email accounts active.



How do you create a Website for your business in SA?

There are various ways to create a website. You can write a website in various coding languages like HTML or Python. You can also use templates services like Squarespace. However, most common established businesses use Wordpress-based websites.

Our Professional Business Website service offers you a professionally designed website which is created on

Wordpress, so you can easily add or remove content, pictures or pages.

Wordpress makes it easier for non-web-developers to edit their websites. It uses flexible templates that help you create professional websites that you can edit easily.

Do you have a few questions about our monthly hosting service?

Call us on our Toll-Free number: 0800 007 269

