

5-STAR SAMPLE

Best 3 Web Hosting Solutions for Small Businesses

If your business isn't online, you've got some catching up to do.

There's no way around it – we live in a digital world where an online presence is necessary to compete.

You know that creating a website for your small business is important, but who should you choose to host it? Should you choose the hosting provider that offers the most bandwidth, or the one that promises the fastest speeds? Which one will help you grow your business without shrinking your wallet?

Web hosting can be a confusing topic, especially if you've never built a website before.

To help you understand your options, we've put together this list of the top 3 hosting solutions for startups. We've also created a short buyer's guide so that you can better understand what you should be looking for.

Our Reviews

1. [HostGator](#)

With more than 9 million hosted domains under their belt, HostGator is one of the most popular services out there. But is it a good choice for small businesses?

Well, popularity certainly has its perks. If you're completely new to web hosting, you'll find hundreds of tutorials, forums, and videos to help you if you get stuck. Their support team also is available 24/7 by live chat, phone, or email.

Between shared, cloud, WordPress, VPS, and dedicated hosting plans, the amount of options can be overwhelming – for small business owners, we recommend focusing on HostGator's **shared hosting plans**.

While sharing a server with other sites means fewer resources than a VPS (virtual private server), HostGator's shared hosting plans can easily meet the needs of most startups with their unmetered bandwidth, unmetered disk-space, free SSL certificate, and quick one-click setup. Plus, with no contracts and plans starting as little as \$2.75/mo, it's one of the most affordable shared options out there.

Pros

- 99.97% Uptime
- Unlimited Disk Space, Databases, and Domains
- Reliable 24/7 Customer Support
- 45-Day Money Back Guarantee
- Flexible & Affordable Hosting Plans
- No Contracts

Cons

- No Free Automatic Backups
- Expensive for Larger Businesses

Our Take: HostGator has long been a reliable web hosting solution for businesses. While plans can start to get expensive for high-traffic websites, their shared hosting plans are perfect for small businesses looking for something affordable and easy to set up.

To get the best price on a shared hosting plan from HostGator, [click here](#).

2. [HostPapa](#)

HostPapa is less well-known than its competitor HostGator, but that actually works to the company's advantage. To make up for a lack of name recognition, HostPapa offers high uptimes of 99.9%, built-in caching to improve site speeds, and automatic daily backups.

What's more, HostPapa's plans are made with small businesses in mind. There are more than 400 built-in business apps to choose from, and the mid-tier Business Plan offers unlimited email accounts and unlimited add-on domains starting at a discounted price of \$3.95/mo.

No web hosting platform is perfect – you'll notice that unlike its competitors, HostPapa does not offer cloud hosting. And while you can manually backup your website at any time, automatic daily backups are only offered with the most expensive price tier.

Pros

- 99.9% Uptime
- Unlimited Disk Space, Databases, & Domains
- 30-Day Money Back Guarantee
- Free Cloudflare CDN
- Built-In Caching
- Free Domain Transfer
- Free Hosted Email

Cons

- Automatic Daily Backups Only Included with Business Pro Plan
- No Cloud Hosting Options

Our Take: With so many extra features tailored to small business needs, solid customer support and comparably fast load times, HostPapa is a great overall value for small businesses.

[Click here](#) to get the latest deals on HostPapa's shared hosting plans.

3. [iPage](#)

While most companies split their shared hosting options into 3 price tiers, iPage makes it easy to choose by offering just one comprehensive plan.

Regularly priced at \$7.99/mo and promotionally offered for \$1.99/mo, this shared option includes all of the standard features you've come to expect, like unlimited disk space, unlimited databases, and unlimited domains.

iPage is great for small businesses on a tight budget, but keep in mind that you get what you pay for. Performance is slower than the competitors on this list, so if you're looking for something to handle a large website with lots of traffic, keep looking. That being said, if you only need to power a small website, you'll find that iPage's average speeds are just fine.

Pros

- Affordable "One-Size-Fits-All" Shared Hosting Plan
- Unlimited Disk Space, Databases, & Domains
- 30-Day Money Back Guarantee
- Free Domain Registration
- Custom Email Addresses
- Easy PayPal Integration
- Free SSL Certificate

Cons

- No Cloud, Dedicated, or VPS Options
- Less Robust Tech Support
- Not Ideal for Large Websites

Our Take: Choosing a plan can be confusing, but iPage makes the process incredibly simple with their one and only shared server option. It's a great value to boot, with plenty of extra features like custom email addresses and PayPal integration.

Take advantage of iPage's \$1.99/mo promo by [clicking here](#).

Small Business Web Hosting Buyer's Guide

As you search for a hosting provider for you'll small business, you might start to notice that a lot of hosting plans aren't made with your needs in mind.

For example, hosting companies tend to focus their services on bloggers and large businesses, leaving those in the middle to choose between performance that's not good enough and prices that are too high.

But it's not impossible to find something that works for your small business. To get the best value for your website, consider these questions before you buy.

- *What Kind of Business Are You?*

Are you an e-commerce business shipping your handmade goods around the world? Or are you a pest-control startup looking to generate buzz (pun intended) in your local community? Will you need extra features like a shopping cart and user accounts, or are you simply looking for a place to display your company's information?

The answers to these questions will determine your priorities. For example, if you *are* planning to run an e-commerce business, you shouldn't compromise on site security to protect your customer's info. If you intend on a purely informational site, high traffic capacities and custom email addresses shouldn't be high on your list.

- *How Much Do You Expect to Grow?*

Your business may be small now, but if you have plans to grow, you'll need a server that grows with you. Most shared servers can handle between 30 and 50 thousand unique visitors per month, which is more than enough for most small companies. Higher traffic websites will want to go with a high-security dedicated server or a VPS instead.

Some hosting options like HostGator allow you to seamlessly upgrade your plan at any time, making it easy to add resources and handle more requests if need be.

Conclusion

At the end of the day, there is no "best" hosting provider, but there *is* a hosting provider that is the best choice for *you*. Depending on what features you need, how much traffic you anticipate, and your budget, any one of these web hosting companies could be your perfect fit.

Try HostPapa and iPage risk-free for 30 days or HostGator for 45 days to see firsthand what a quality website can do for your small business.