EZwebTEX

2019 Guide to Choosing

the ideal
Web Hosting
&
Website Platforms
for your business

Howdy y'all

If you're reading this, then you must be about ready to dive into the deep end. First, take a big, deep breath. And relax. We got this.

Now we know that when you're starting off on any new website or web app project you desperately want to MAKE THE BEST, MOST INFORMED DECISION on choosing the perfect web hosting and website platform setup. However, as you surely already know there is a lot of **technical jargon** and **strange made up words** used to add multiple levels of confusion. And they add more of these terms every year to complicate the mix.

This is the latest greatest 2019 **Guide to Choosing** the Ideal **Web Hosting** and **Website Platforms** for your business which uses occam's razor to cut through all the technobabble and general web clutter. This guide will help get you onto the right server system with the right website setup. It will help you not blow your budget by wasting time, energy and money on troublesome overrated setups. This way it won't cost you that highly overworked, underpaid VP position when the prez says you blew $25 K on what? And now that won't even work why?

Don't be that egg on the face guy or gal. Use this free hard-earned knowledge from the EZwebTex to your full advantage

Web Hosting - the server company (infrastructure) where your domain is pointed to and website code is stored

Website Platform - the code bucket / framework that your website is build upon

Web App - a core business application or service (SASS) that is delivered via the web

**Questions? Give EZwebTex a call at (903)512-0007
or email us at info@ezwebtex.com**

Choosing

Web Hosting

aka web host, server setup, domain host

Hey hold on, you may or may not actually even need a web host. Some website platforms provide the web hosting as part of the monthly package. You will make this decision based on how much control over the core code you need, the monthly /yearly costs you can bear and what type of website you are creating.

Here's the Big 3

go daddy   **GoDaddy**

bluehost   **bluehost**

aws - amazon   **aws**

Please for you own good
Just Forget About These

hostgator

1and1.com

cheap web hosting

	GoDaddy	**bluehost**	**aws**
Domains	8.95	$11.95	n/a
Annual Costs	$5.99-14.99 / month $72 - $180 / yr	$7.99 - 25.99 / month $74 - $312/ yr	varies - charged per instance
Hidden Costs	lots - email, https, every-thing	very few but annual costs have gone up	lots - you may never find them all spinning away
Pro's	Hmm, we're thinking	Developer friendly, multi-ple domains to one server,	Deep Level Code Access, built for the cloud
Con's	ticky tack, hard to find common tasks	nice cpanel, wordpress spinups are instant	You need deep level coders to get anything done
Support	mediocre at best	quick but overseas	support? what support?
Ideal Business ARR	$0 - $10,000 ARR	$10,000 up to $3 MIL ARR	$1 MIL + ARR
What You Don't Know	It is hobby level that they tried to scale up. It has serious load time issues	It is professional level that they scaled down. It's great internal code.	It was built for the cloud and high level control - mostly overkill

Choosing Website Platforms

aka website builders, carts, code, programming

When you're choosing the website platform it is vital to make a core decision between 3 major different types of websites:

Marketing & Lead Generation Websites

If you are primarily B2B, informational, blogging, doing product promotion, displaying products or portfolio pics, generating leads, creating marketing funnels, educating customers or using splash pages

Online Sales & Shopping Cart Websites

If you are primarily B2C, selling your products directly to public customers or converting instagram / facebook leads to sales. You can still have a blog and splash pages but your primary goal is sales.

Web Apps & Online Business Websites

If you are creating a SASS, online business software, online customer services, monthly subscription services, code buckets, api's or other web apps

Marketing & Lead Generation Websites
aka website builders, web building tools

The major considerations for marketing and lead generation websites are a user-friendly backend (WSIWYG) for editing, the monthly / annual costs, the need for a server, user support the control/access to the source code & how often / easily updates will be made to the code

The Big 4

Wordpress	
WIX	
SquareSpace	
WMM (EZwebTex)	

Just Forget About These
Please for you own good

Drupal	Jimdo
Joomla! (ha)	GoDaddy
Magento	Site 123
ModX	Weebly

	WORDPRESS	WIX	SQUARESPACE	WMM
Need a Host Server	Yes	No	No	Yes
Https	y/n	Yes	Yes	y/n
Monthly / Annual Costs	https / server	$13-$39 month $156-468 year	$12-$40 month $144-$480 year	https / server
Ease of Editing	Ok	Yes	Ok	Yes
Mobile Friendly	Yes	It's tough	It's tough	Yes
Support	online forums	faqs	faqs	direct
Code Control	Yes	No	No	Yes
Security	Major	No	No	No
Ideal Business ARR	$10,000-$250,000	$0 - $25,000	$0 - $25,000	$50,000 - $1 MIL

Online Sales & Shopping Cart Websites
aka carts, sales platforms, storefronts

The major considerations for online sales storefront are the need for a server / https, license fees, monthly fees, credit card processing fees, access to code, support

The Big 4

WOO Commerce (wordpress)	WOO COMMERCE
Big Commerce	BIGCOMMERCE
Shopify	shopify
Magento	Magento

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zen cart	shop site
open cart	volusion
presta cart	wix
3d cart	X-Cart

	WOO COMMERCE	BIGCOMMERCE	shopify	Magento
Sales Flow	Ok	Ok	Great	Configurable
Product Entry	Ok	Ok	Excellent	Ok
Raw Code Editing	Ok	Doable but tough	Very nice	Torturous
1 Time	$250 - $1000	$250 - 1500	$500 - $2500	$20,000 +
Monthly	n/a	$29.95 - $79.95	$29-79 / month	n/a
Transaction Cost	Paypal / Square	2.9% + $.030	2.6% + $0.30	n/a
Support	Highly limited	Meh	Active Community Forms	Limited Community Forums
Ideal Business ARR	$0 - $50,000	$0 - $50,000	$20,000 - $3 MIL	$3 MIL +
What you don't know	Entry / Hobby Level	They tried to scale up but still Hobby Level not for coders	This is beautiful code that developers love	This code is a nightmare to maintain and configure
Recommendation	Use for low costs	it's a rip off	Ideal until fees eat up too much ARR	Usable once you get too big for britches

Web Apps & Online Business Websites

aka frameworks, code, programming language

The major considerations for web app frameworks are the coding language, the online community (for dev support), the popularity (for finding good developers), API support, MVC design / database access

The Big 4

Laravel (PHP)	laravel
Ruby (Rails)	RAILS
Angular (Javascript)	ANGULAR
React.js (Javascript)	React

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django	meteor
zend	Symfony2
CodeIgniter	ember.js
ASP.net	express

	laravel	RAILS	ANGULAR	React
Support	Great Developing Community	Aging Community	New Community	New Community
Language	PHP	Ruby	Javascript Framework	Javascript Library
API Support	Great	Ok	Ok	Ok
MVC Design	Great	Preset Design	Great	Views only
Database Updates	Yes	no	n/a (node)	n/a
Approach	Modularity	Metaprogramming	restful	
ORM	Eloquent	ActiveRecord	JS-data	n/a
Scalability	Excellent	Slower	Great	meh
What you don't know	created using Symfony2 using PHP so easier to learn for developers	this is it's own stand alone community so learning curve is steep	created by Google in 2009, major revision overhauls in 2017	created by Facebook released in 2013

Summary
Our 2019 Recommendations

EZwebTEX

Web Hosting

We always highly recommend using Bluehost for the server if it is needed. For web apps we would consider switching to AWS for complete server setup access

Website Platforms

For **Marketing Lead Generation** informational ebsites we will develop with either wordpress or our own custom WMM depending on the company ARR level and future growth projections. Some companies also prefer the Wordpress SEO tools over the inherent security vulnerabilities

For **Shopping Cart Storefronts** websites we always try to drive folks to shopify as long as they can handle the monthly fees and costs per transaction.

Entreprise level customers may want to consider magento but it's a beast that will need a full team to manage and set-up properly.

For **Web Apps** we highly recommend laravel with its PHP based programming. We are also open to using angular depending on the end needs.

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This informational PDF created by EZ web Tex
Version 1.0.0 released on June 23, 2019