

Why Should You Choose A Dedicated Server for Your E-Commerce Website?

Having an e-commerce website is a winning strategy for many businesses nowadays. People are making more and more purchases from home, especially in recent years.

For an e-commerce website, however, rather serious capacities are needed, since such kind of website may deal with thousands of transactions on a daily basis. To cope with it, web hosting must be fast, secure, and reliable.

Fast, because page loading speed is one of the key factors that affect the user experience of your potential customers. If the site loads slower than 3 seconds, the customer may just leave it and go searching for another one. A site with a low page load speed may be also ranked down by search engines if its speed turns out to be slower than the recommended one. Considering that on the visits to your site the success of your business directly depends, it is something you have to care about.

Secure, because to sell something to people, an e-commerce website requires their sensitive data, like name, address, credit card numbers, and other personal information.

Reliable, because the site will have to deal with a large number of requests, which will load the system. If the system can't handle this load, the website may get very slow, freeze, or go down. If such a problem prevents your customer from purchasing anything, you will lose the money you could earn.

To provide all these features, the website must be hosted on powerful hardware. So, the best solution will be dedicated hosting.

Picture 1 of Why Should You Choose A Dedicated Server for Your E-Commerce Website?

Why is dedicated hosting the best hosting solution for your e-commerce website?

There are different hosting solutions nowadays. To host anything, you need a piece of physical hardware – a server – that will work 24/7 to provide an interrupted operation of your website.

There are also different websites that are adapted to different needs. There are small one-page sites or blogs, managed by one person and visited by 20 people a day. There are bigger sites with sophisticated designs that serve to run powerful apps, store huge quantities of data, and accept thousands of visits a day.

The first group of sites doesn't require too many resources, so using an entire physical server will be too much and too expensive.

On the other hand, the websites of the second group require some hosting with potential as potent as possible.

What other hosting solutions are there

The hosting solutions, as you have already understood probably, differ according to how the capacities of servers are divided among the customers. We have shared hosting, VPS hosting, and dedicated server hosting.

The first option, **shared hosting**, means that the capacities of one server are literally shared among different customers. There are no dedicated resources for shared hosting which creates a problem of a certain competition for them – everything works fine until somebody has an unexpected traffic peak or any other resource-consuming force majeure, that takes the computing power away from other customers and the latter have thus problems with their websites' performance. Furthermore, shared hosting is also infamous for being weak against hacking, as someone who has access to particular shared hosting may try to steal the data of shared hosting tenants or commit some other cyber crimes.

Shared hosting is also not very efficient for search engine rankings. The fact of using shared IP prevents from using an SSH certificate. Such a website won't be ranked very high as it cannot provide decent security for the users' data.

Therefore shared hosting is often chosen by people who are probably just starting their online presence, do not need powerful capacities, and cannot afford a better solution so far.

As for **VPS (Virtual Private Server)**, it is generally a better solution than shared hosting, where most disadvantages that we discussed earlier, are fixed. This is done by means of the virtualization technology that enables the creation of dedicated space within a server that is shared. With a VPS you get dedicated resources, root access, and the ability to install the operating system of your choice as well as any apps. Thus, the virtualization technology has brought the VPS really close to the advantages of a dedicated server, but on a smaller scale, with lower capacities and hence lower price.

It's recommended to opt for VPS for users, that are have beginning or mid-sized businesses and require therefore a service of quality, but at an affordable price.

On a *dedicated server*, all the above-mentioned issues of security and performance are solved, which makes it literally the ultimate hosting solution.

It provides you with **high performance** as the whole server is at your disposal.

It provides you with **flexibility**, as you can use it as you see fit, without considering your neighbors.

It provides you with **security**, as the whole environment is dedicated to you, so it's much harder to hack it, considering also that you have much more freedom regarding the security measures.

The only contra point is the price, but this shouldn't be a problem for you if you are going to establish a flourishing e-commerce website. Moreover, the increase in revenues that you'll get due to dedicated hosting will cover the expenses many times.

Conclusion

An e-commerce website is always an ambitious project. To provide the resources it requires you've got to opt for the best hosting option regardless of the price. This option is dedicated hosting. And the optimal dedicated hosting option we know is [best dedicated server hosting Hostzealot in Europe](#), so check it out!

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