

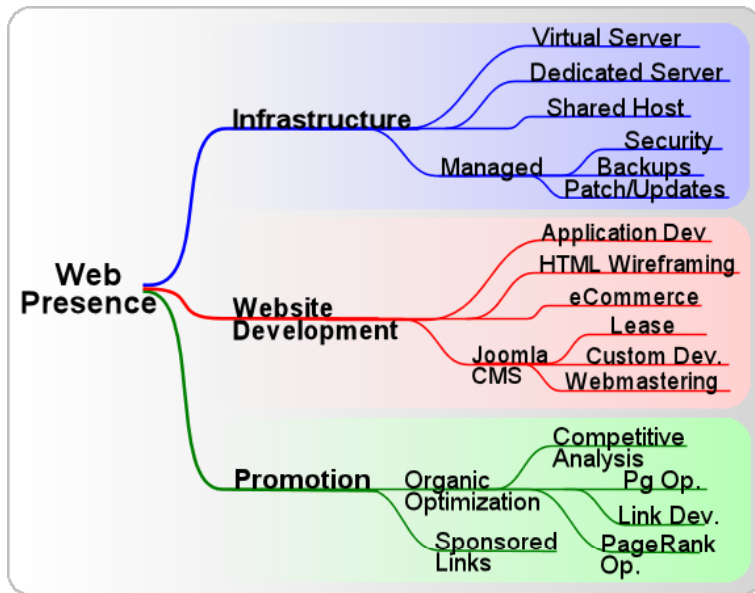
## Expanding Your Web Presence

### Overview

Managing a web presence includes 3 primary disciplines:

- Infrastructure (the hosting environment)
- Website Development
- Website Promotion

Each of these disciplines is often considered separate and distinct, as each requires a specific skill set. However, each discipline directly affects its neighbor. Infrastructure affects website development and development affects promotion. Therefore, these disciplines should be matched as part of a successful Web Presence Strategy.



*Position Research web presence expertise.*

### Infrastructure

Infrastructure, another name for hosting, comes in many different options. The correct choice depends on a number of security and application issues.

#### Shared Host:

Shared or public hosting is at the low end. Users are denied 'root' access and must use the server configuration setup by the host company. For this reason, web applications that require special libraries or function calls may not work properly.

Security is another issue with Shared hosting. Since all users share a single web/SQL server, security is as strong as the weakest application residing on the web server. If someone else's application is compromised, a hacker could also gain access to your information.

#### Dedicated Servers:

As the name implies, a dedicated server does not share any resources with other users. As a consequence, there are neither application restrictions nor local security threats.

### Virtual Servers:

Virtual Servers are a blend of the Shared and Dedicated hosts. They share physical resources like CPU and memory. Because each host space operates within its own virtual environment, users have unrestricted application access without local security threats.

Choosing the right hosting infrastructure depends on 3 basic requirements.

- Speed (CUP & RAM) - a function of server operating system and web applications
- Server Customization – necessary for some web application requirements
- Security

More complex web applications require a more powerful CPU and more RAM. Likewise, more popular websites require more powerful hardware.

### Website Development

With the advent of powerful content management systems and eCommerce systems, template based websites can be launched without any HTML programming. However, these higher-level web applications do require knowledge of CSS, PHP and more hosting resources. Properly matching infrastructure requirements to development plans avoids slow performance and a poor user experience.

### Promotion

A properly designed website navigation architecture can significantly improve the chances of strong organic search engine rankings. By using a properly designed menu structure, one can maximize the Google PageRank value for the most important pages.

Access to the hosting infrastructure can facilitate server-side redirects. Proper provisioning of 301 and 302 redirects and 404 pages improve search engine spidering and the user experience.

### Conclusion

Outsourcing Web Presence to a single vendor with experience in all three disciplines can have significant advantages. A single vendor with expertise in all areas can avoid potential conflicts and optimize the web experience for both user, client and search engine.



Unlike most vendors, Position Research has personnel expertise and resources in all three disciplines.