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Path of a Reseller Hosting Provider

by Albern Brooke

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Web hosting can come in several forms; for a small and personal web hosting venture where one wants to post up personal pieces of information without any e-Commerce features, a standalone computer with Internet facility suffices.

For those who are business minded with e-Commerce features incorporated as there are sales to be processed, they can enjoy professional web hosting facilities from direct hosting providers or through reseller hosting providers. There are some differences between the two.

Direct hosting providers

Direct hosting providers are web hosting providers who offer the myriad of web hosting packages. They have lots of web hosting facilities to generate a myriad of hosting packages. These hosting providers can be rather established and reputable with excess hosting facilities which they may have outgrown. Hence, they may pass their excess or out-dated hosting facilities to resellers hosting providers.

Reseller hosting providers

Resellers are enterprising individuals who want to get a piece of the action in web hosting but do not have the hosting resources. They may have a little start up funds and great hosting knowledge. These enterprising individuals would approach direct hosting providers with excess or outdated hosting facilities like old servers.

These individuals would negotiate to secure the use of these extra or outdated hosting facilities on a lease or purchase basis. Then these individuals would set up the hosting facilities to provide commercial based hosting facilities to the web public at an attractive price. They are now known as reseller hosting providers.

If they are knowledgeable about the current technology and technical hosting services, these reseller hosting providers can do well in the hosting environment. They would need to offer competitive pricing to attract web users to their hosting deals and services as they compete with the bigger hosting players in the industry. But it is possible to succeed and break through in the web hosting industry over time with patience and diligence as well as hard work.

Progressive path

Many reseller hosting providers move forward to become full fledged hosting providers as they gain more business and increased capital to purchase their own new and more powerful servers. One of the main attractions of reseller hosting providers is their lower hosting fees. Another factor which boosts reseller hosting providers to become direct hosting providers quickly is their strong technical knowledge and skills with a professional and stellar customer service. This wins them more customers who like their friendliness and helpfulness with the nitty-gritty details of web hosting which most direct and established hosting providers do not have time for.

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Albern Brooke - About Author:
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