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Web hosting: India or Abroad? Where should your hosting company be? by [Leesa Rey](#)

Article published on May 9th 2012 | [Technology](#)

Let's assume that you need webhosting or VPS hosting india services for your website – where should the server be? The location of web host india server plays an important role in loading time of website.

For a long time now, many individuals and business owners in India who wanted to host websites have always wondered whether they should pick a web hosting company in India or abroad. It's a popular belief that you're your target market is broadly resident in a particular country (such as a website for Indians, resident in India), you should be hosting your website with a webhosting india company that owns its own servers in India.

According to SEOMoz.org – a leading authority in search optimization and a popular SEO software maker – location of your host does matter and adds juice to your SEO efforts when you host your website in the same country where your primary readers reside in.

Often, it's also been suggested that you can play around with the actual hosting location as long as you have a top level domain such as a .com or .org.

This is a moot point if your target audience is absolutely anyone in the world. There's a whole slew of other parameters to think about when you have plans to host multi-language websites. The big decision only needs to be taken when you have localized target.

Apart from these small technical details, most of the effort for SEO would come from your actual efforts and not the location of the web server. An advantage of having hosting services from India is very low price. But it is equally important that such a hosting company is fully capable of meeting the hosting standards. You should read reviews of such companies that you are considering to make an informed decision.

You should also note that the location of your server of web host india plays a role in your website's speed. If the server is closer to your visitors, the website will load in a quicker manner. So, the advantage of local web hosting companies is in speedy loading of the websites that have many graphics or multimedia. Such sites take longer time to load. But if the website is in simple basic text, then local web hosting india company does not matter much.

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Article Keywords:

Windows VPS hosting, Virtual Private Servers, Linux Hosting, Virtual hosting server, Windows Hosting

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