Ecommerce Hosting vs. Standard Web Hosting by Clarke Thompson

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EarthLink Web Hosting recently launched a new line of feature-rich web hosting and ecommerce hosting plans. So, if you've been thinking about getting a website, now's a great time.

The first decision you have to make when choosing a web hosting plan with EarthLink is whether you want to build a website yourself (using our simple template-based website builder), or you want one of our professional web designers to build a web site for you. Our recent blog post outlined your Do-It-Yourself vs. Do-It-For-Me Web Hosting options.

Next, decide whether you need a standard web hosting plan or an ecommerce hosting plan.

An ecommerce hosting plan will typically include the features of a web hosting plan while adding online store or shopping cart functionality that allows your customers to buy products directly from your website, and allows you to accept credit card payments.

With a regular web hosting service, you are promoting your business with your website and it may generate calls that result in sales, but your website is not a web "store."

Service businesses often don't need an online store, but businesses selling products do.

Ecommerce hosting plans cost more than regular hosting plans, but the ability to sell online can quickly pay for that additional cost and generate ongoing profits.

As important (and potentially profitable) as the web store and credit card functionality is, that's not the only additional value you get when you sign up for our Ecommerce Website Plus service.

Additional features & benefits of EarthLink ecommerce website hosting:

StoreCreator Pro - Easy-to-use, professional ecommerce shopping cart builder. Includes links to help you sell with eBay.com and Amazon.com

Rapid SSL Certificate - Allows secure online transactions, increases customer confidence in your website.

One-Page Mobile Website - Get customers who are online with smartphones and tablets. Includes advanced features like click-to-call and click-to-map.*

Call Tracking - Call-tracking and analytics service helps you improve your online and offline marketing. You get a unique toll-free or local phone number so you can track and record customer calls. Includes click-to-call and other features.

Advanced Website Template Gallery - Choose from more than 5,000 templates.*

OneList - Enhances SEO with directory listings submissions to 60+ North American-based online directories.*

Announcer Pro - Send your customers engaging email newsletters using graphic-rich HTML email templates. Includes contact management and reporting tools. Includes 500 contacts; our standard web hosting plans include up to 250 contacts.

1,000 Business-Class Email Accounts - Allows for comprehensive email system as your business grows. Standard website hosting plans include up to 200 email addresses.

500 GB Website Storage - Standard website hosting plans include up to 300 GB of storage.

5,000 GB Web Transfer Limit - Standard website hosting plans include up to 3,000.

50 Domain Names Supported - Standard website hosting plans support up to 10 domains.

Microsoft SQL - Get 2 SQL databases with 200MB of storage. Business Website Plus hosting plan includes 1 SQL database with 100MB of storage. Microsoft SQL is available as an upgrade with Website Plus.

Note: Asterisks above designate features that are not included in our standard Website Plus hosting plan but are included in both Business Website Plus and Ecommerce Website Plus.

If you want a professional web designer to build your website store for you, there are even more benefits offered with our website design ecommerce package.

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