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# Which hosting plan for a news site or magazine: traffic peaks, ads and a growing archive

## Choosing the Right Plan

CODE

RLX-MZ-KB-1746

VERSION

v2026.10.15

COUNTRY · LANGUAGE

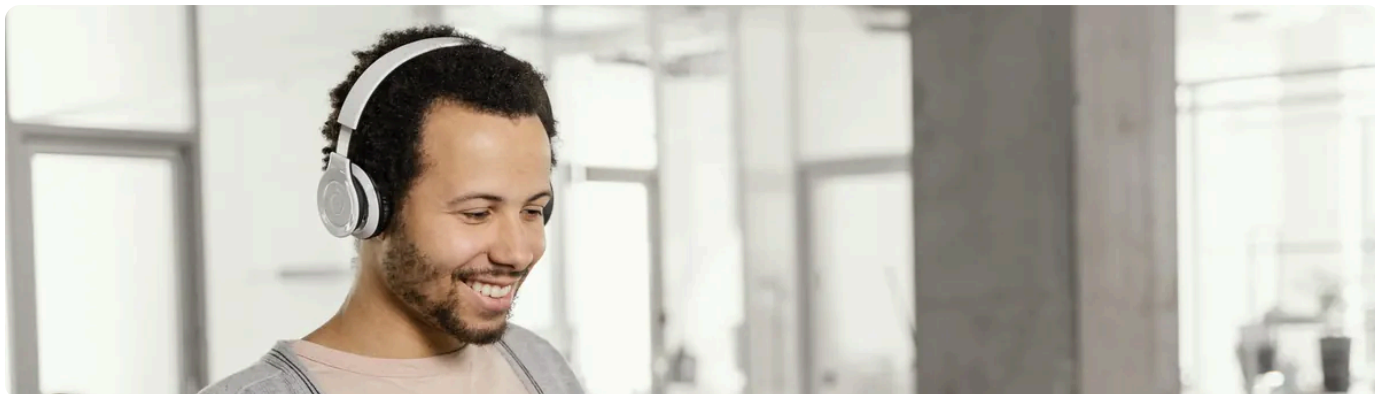
Mozambique · English

**Interweb Mozambique**

RLX Holdings, S.A. · Group RLX Holdings

Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

<https://www.meu.interweb.co.mz/knowledgebase/1746>



**The short answer:** a news site has three weights: the **peaks** when a story spreads, the **ads**, which load third-party scripts, and the **archive**, which only grows. At the start, **a shared plan with good caching is fine**; if the peaks are strong and constant, the next step is a VPS or Cloud.

## What weighs, and what does not

| Part of the site       | What to do                                                                                                                                    |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Peaks                  | Nearly all requests are for the same pages, and the cache serves them without work. See <b>LiteSpeed Cache</b> and <b>Cloudflare</b> .        |
| Ads and tracking codes | Each is one more request and slows the page. See <b>Tag Manager and pixels</b> and <b>Popups and banners</b> .                                |
| Archive                | Thousands of articles and images take up space and a <b>number of files</b> . See <b>The limits nobody advertises</b> and <b>Disk Usage</b> . |
| Database               | Revisions and old data fatten it: <b>Slimming the WordPress database</b> .                                                                    |
| Speed for the reader   | It is what Google measures. See <b>Core Web Vitals</b> .                                                                                      |

## How to choose, step by step

1

**Start with a shared plan and caching on.**

2

**Put Cloudflare in front** if you expect peaks: it serves pages without reaching the server.

3

**Measure before adding ads**, and after each one.

4

**Prepare for the day of a peak:** **Preparing for a traffic spike.**

5

**Move to a VPS or Cloud** when the site answers slowly even with caching, or when many readers are logged in (caching helps less).

**Unreviewed AI-written texts can hurt the site**, and a newsroom's credibility lives on being trustworthy: see **AI-written content and Google**.

Take backups of a site that publishes every day, and test the restore: a lost day of news cannot be recovered.

Launching a news site or a magazine? Tell us how many visits you expect and whether you will have ads.

[Open a support ticket](#)

#### SEE ALSO

**[LiteSpeed Cache for WordPress: the first settings](#)**

**[Cloudflare: when it helps, how to switch it on, and the cache that fools you](#)**

**[Preparing for a traffic spike: a campaign, a launch or a live event](#)**

**[The limits nobody advertises: inodes, processes and memory](#)**



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SIGN-UPS A DAY

## Interweb Mozambique

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