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Dedicated or shared IP: which one you need, and when

Choosing the Right Plan

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Dedicated or shared IP: which one you need, and when

Choosing the Right Plan | Created on **September 10, 2026** | Updated on **September 28, 2026** | 2 min read



It is one of the most common questions from anyone growing: *"do I need an IP of my own?"*. In most cases the honest answer is **no** - and it is worth understanding why before paying for something you will not use.

What actually changes

	What happens
Shared IP	Several sites use the same address. It is what comes with shared hosting, and it is enough for the overwhelming majority of sites
Dedicated IP	The address belongs to your service alone. It comes with VPS and dedicated servers

Note what does **not** change: a dedicated IP does not make a site faster, does not lift it in Google, and does not protect it from anything. Those three promises get repeated a lot and none of them holds up.

When it genuinely pays off

There are concrete cases, and they are few:

1. **An external system demands a fixed, exclusive address.** This happens with bank integrations, with government systems, and with some enterprise APIs that authorise by IP.

2. **You send e-mail in volume and want the reputation in your own hands.** On a shared IP, your neighbours' behaviour counts. This only makes sense with **reverse DNS configured** and authentication in order - see **PTR and reverse DNS** and **SPF, DKIM and DMARC**.

3. **You need to reach the site by address**, with no domain - to test before switching DNS, for instance.

The “bad neighbour” argument is smaller than it sounds.
It is true that on a shared IP another site’s abuse can affect you. But the server has **active protection** and isolated accounts, and in practice this is rare. If someone sells you a dedicated IP on that argument alone, be sceptical.

What we offer, precisely

Service	IP
Shared hosting	Shared IP. You find it in cPanel, under **Shared IP Address**
Reseller	Shared IP of the reseller server
VPS	**One dedicated IP** included. You can add up to **3** when ordering, under *Additional IP Address*
Dedicated server	**One dedicated IP** included, and up to **3** more under *Additional IP Address*

Need more IPs after buying?
Addresses are a scarce resource and are assigned with justification. Open a request explaining what it is for - **how to open a support request**.

So what about when my site grows?

When a site grows, what runs short is almost never the address - it is memory, processor or disk. The right decision is about the *plan*, not the IP: see **shared hosting vs VPS: which one does your project need**.

And if the step really is to a VPS, the dedicated IP comes with it at no extra cost. There is no need to buy it separately.

NEED A HAND?

Tell us what you need the IP for and we will say honestly whether it is worth it.

Talk to us →

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