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Business hosting: who it is for, and when it pays off

Choosing the Right Plan

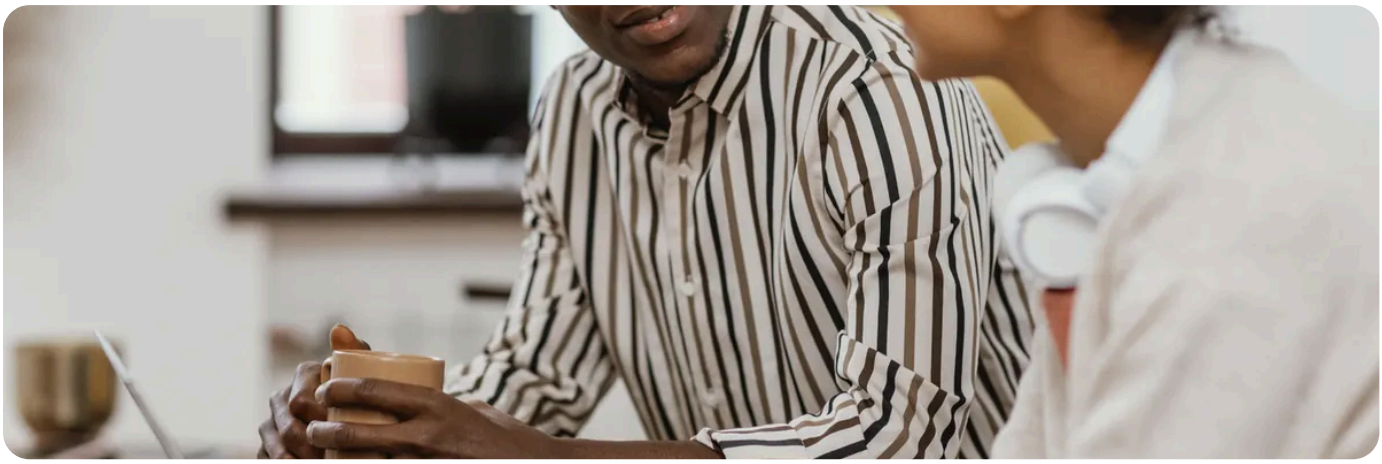
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Business hosting: who it is for, and when it pays off

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Business plans are the tier above ordinary shared hosting. They are still shared hosting, with the same panel and the same way of working; what changes is the **headroom**. This article helps you work out whether you need that headroom yet, or whether you are about to solve the wrong problem.

Signs your current plan has run out

No single sign on its own means you must move. Two or three at once does.

1. **The site slows down at busy hours.** It flies at dawn and crawls mid afternoon. That is the classic shape of an account hitting its resource ceiling whenever people are actually using it.
2. **The shop slows down exactly when it matters.** During campaigns, in peak season, the day after a post does well. Cart and checkout are the heaviest pages a shop has, and they suffer first.
3. **Email goes out late, or queues up.** Every plan has a ceiling on messages per hour. Anyone sending invoices, order notifications or customer alerts hits it without noticing.
4. **Traffic spikes knock the site over.** A campaign, a news mention, registrations opening. The monthly total can be small while the peak is far too much.
5. **You are running out of space.** The panel warns the disk is full, the CMS stops saving, webmail stops accepting messages. Remember that files, databases and mailboxes all share the same disk.
6. **You already have more sites than the plan allows**, or you find yourself deleting one to make room for another.

Before you change plan, rule out the cheap cause.
A slow site is very often a multi-megabyte image on the home page, a plugin calling an external service, or a heavy theme. Moving up a tier buys headroom, but it **does not fix slow code**: the same problem comes back, later and dearer. Open **Resource Usage** in cPanel and see what runs out first: memory, processes, or CPU.

What you gain by moving up

What you gain	What it is actually for
More disk space	Shops with a lot of photography, companies with a lot of mailboxes, databases that grow with history.
More messages per hour	Invoices, order confirmations, automated alerts and newsletters that do not sit in a queue.
Sites and add-on domains without counting	Agencies and companies with several brands, or campaign sites that come and go.
SSH access	A command line for people working with repositories, scheduled jobs or developer tooling.
MySQL and PostgreSQL	Applications that require PostgreSQL no longer force you onto a separate server.

The figure behind each of those columns, plan by plan, is on **hosting plans** and on **pricing**. Those pages are what counts, and they change over time.

When Business is not the answer

Situation	What makes more sense
A brochure site, no shop, modest traffic	Stay where you are. You would be paying for headroom you never touch.
The site is slow at any hour, even with no visitors	The site is the problem, not the plan. Optimise images, review plugins and the theme.
You need to install your own software, or need root	No shared plan gives root. Look at a **VPS server** or a **cloud server**.
You want to resell hosting to your own clients	That is a different product: see **reseller hosting**.
Only WordPress is struggling	See **WordPress hosting**, which is tuned for exactly that.

Moving up a tier does not mean rebuilding your site.

Ask us before you decide: tell us what you are seeing and we will tell you whether the tier fixes it, or whether you are about to pay for the wrong cause. We would rather tell you that you do not need it.

NEED A HAND?

Not sure whether it is time to move up? Tell us what is happening and we will look at the usage with you.

Talk to us →

In our plans

The numbers behind the Business line, next to the plan just below it:

Plan	Sites	Storage	E-mails per hour
Ultra (for comparison)	Unlimited	30 GB SSD NVMe	300
Business Pro	Unlimited	50 GB SSD NVMe	See the plans page
Business Plus	Unlimited	100 GB SSD NVMe	See the plans page
Business Ultra	Unlimited	200 GB SSD NVMe	See the plans page

SSH and PostgreSQL are not part of that table, so check your own account: in cPanel, look for Terminal or SSH Access, and for PostgreSQL Databases. If the icon is there, the account has it. On every plan, traffic, e-mail accounts, databases and FTP accounts are unlimited, and the daily automatic backup comes with free restores.

SEE ALSO

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