



The Case for Web Hosting

Media Marketers
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

1. Web Hosting Service Is Standard Practice.

"...72.3% of retailers use an outside company to host their web site..."

- "Internet Retailer Survey: Motivated buyers,
Web merchants are growing their budgets for advanced e-commerce applications and services"
Written by Mark Brohan published by InternetRetailer.com on July 2007
<http://www.internetretailer.com/article.asp?id=22925>

Note: Survey of "195 chain retailers, catalog companies, virtual merchants and consumer brand manufacturers"

2. A Down Server Lowers Search Engine Rankings.

"Server is Often Inaccessible to Bots" was listed as the most negative factor for search engine ranking in a survey of "37 leaders in the world of organic search engine optimization".

- "Search Engine Ranking Factors V2"
Survey launched by Rand Fishkin and Jeff Pollard of SEOmoz on April 2, 2007
<http://www.seomoz.org/article/search-ranking-factors#f49>.