



Liquid Web™

A Guide to the Advantages & Uses of Dedicated Servers

When launching a new website, one of the first choices you'll need to make is selecting the right hosting solution for your business's operational needs. While site owners who run low-traffic blogs or small businesses typically opt for a VPS or shared hosting due to reduced costs, webmasters that are preparing for site growth or increased traffic demands need a hosting solution that provides more flexibility, security, and performance.

That's where dedicated server hosting shines.

If you're new to the world of dedicated servers, this guide is here to help orient you so you can make the best decision for your website or application needs.

In this eBook, we will break down what a dedicated server is, the different types of dedicated web hosting plans available, and the unique advantages of choosing a dedicated server over a virtual private server (VPS) or shared hosting.



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What is a Dedicated Server?

A dedicated server provides your website with its own individual server, which means you do not have to share the same server resources with other customers' sites or applications. This allows websites with intensive traffic demands to provide end users with a consistent and reliable user experience (UX), even during large traffic spikes. Dedicated servers also give you full control over your server's configuration, such as what software runs on it and its [security infrastructure](#).

What is Dedicated Server Hosting?

[Dedicated server hosting](#) provides you with individual access to a remote server. Supplied by a hosting provider, this server is completely dedicated to you and your websites and applications, which means you'll have full control over server configuration and access to all of your server's resources. Typically, hosting providers also supply server technical support when needed.



Dedicated Server Hosting Management Types

When choosing a dedicated web hosting plan, you can select from [managed or unmanaged dedicated servers](#):



Unmanaged Hosting

Your system administrator is in full control of your dedicated server and its software while hosting providers ensure your server's hardware infrastructure runs smoothly. Unmanaged dedicated web hosting typically requires internal expertise with installing scripts, managing updates and compatibility issues, and establishing security protocols. With unmanaged hosting, Liquid Web can still assist with managing the hardware, power infrastructure, and network your server is attached to.



Managed Hosting

Dedicated web hosting providers take on server responsibilities, including appointing technicians or administrators to monitor, configure, secure, and maintain your dedicated server. Managed dedicated server hosting plans can range from self-managed to [fully managed dedicated hosting](#). Managed hosting usually consists of a server control panel, such as cPanel, to help manage your server and the websites it hosts.

What Management Type Should You Choose?

The type of dedicated web hosting plan you choose should be based on your experience. When taking full control of your dedicated server with an unmanaged plan, you also take on the technical responsibilities associated with it.

With a managed plan, however, you will gain access to a team of expert system administrators, technicians, and network specialists that can monitor and manage your server while you focus on other areas of your website or business.

5 Advantages of a Dedicated Server

A dedicated server provides your team and your end users with multiple advantages over a VPS or shared hosting plan. In addition to the peace of mind that comes with using a highly reliable and performant hardware solution, you'll also gain the increased security of full server isolation and root access, more storage space to grow into, and greater compatibility with any legacy applications you still use.

1. Handle Intensive Traffic Demands

With a VPS or shared hosting plan a large traffic spike could lead to poor site performance or site crashes. Think of bandwidth as a pipe and your traffic as water. The diameter of your pipe will determine the volume of water that can flow at any time through the pipe, just as your network bandwidth will determine how much traffic/content can be served to visitors or users from your server.

Whether your site is currently experiencing increased traffic demands or you predict it will grow in the future due to marketing initiatives or promotions, a dedicated server ensures you stay prepared for [traffic spikes](#). This enables you to grow your business faster and provide a superior site or app service.

Liquid Web offers 5 - 15 TB of network bandwidth depending on the Dedicated Server plan you choose.

2. Optimize Site Speed and Performance

With a VPS or shared hosting plan, your virtual instance or account is one of many on the same physical server. Because you're allocated a small portion of the parent server's resources, you're essentially competing for your share with hundreds or thousands of other users. Any site or app performance decline can lead to higher bounce rates, meaning that people that may have been interested in your content and products will not stick around due to poor site speeds. This loss in site engagement will ultimately lead to lost revenue over time.

With dedicated resources isolated from any other uses, your infrastructure is ready to handle more traffic and more sales than ever before. **With a dedicated server, your website doesn't share server processing power, bandwidth, or memory with other sites.** This means you can optimize your pages for uptime and overall [site performance](#) by controlling where your server's resources are being used at any given time.

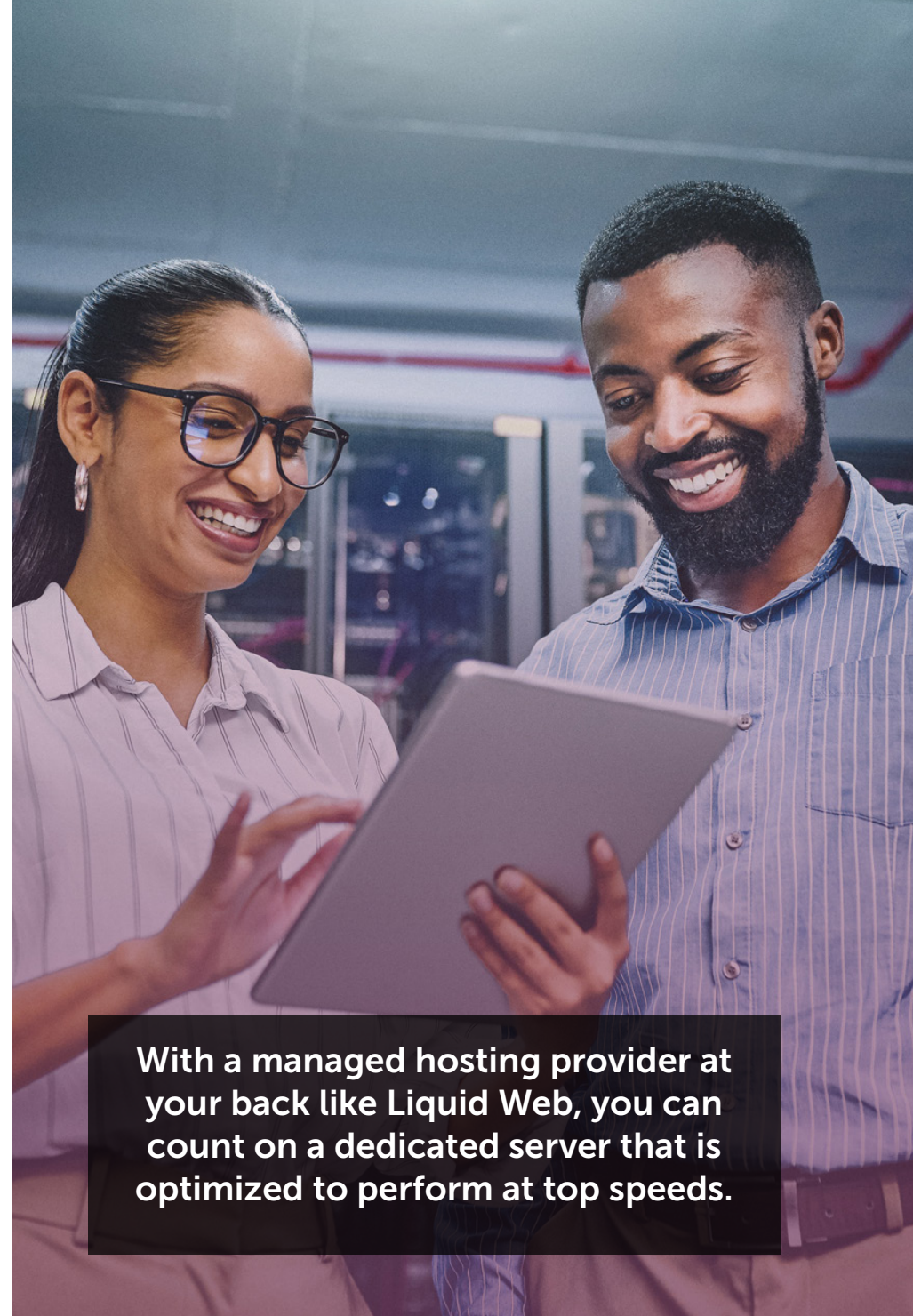


Liquid Web's [Most Helpful Humans in Hosting®](#) are there 24/7/365 to help ensure your server resources are being used efficiently for your environment.

3. Gain Full Server Control

While VPS provides root access to your virtual instance itself, your level of control ends there. With shared hosting, only basic account level access is available, and you can neither modify nor access the server's configuration or core services. For smaller businesses just starting out, digital agencies launching smaller projects, or smaller resellers, this may be fine in the beginning. But as your business grows, your ability to customize your infrastructure will become more important.

Hosting your website on a dedicated server gives you the advantage of having full control over server configurations, including root or admin access to the server. This allows you to customize every aspect of your server, including the choice of hardware specifications and OS, and gives you full control over software installation, configuration, and core services.

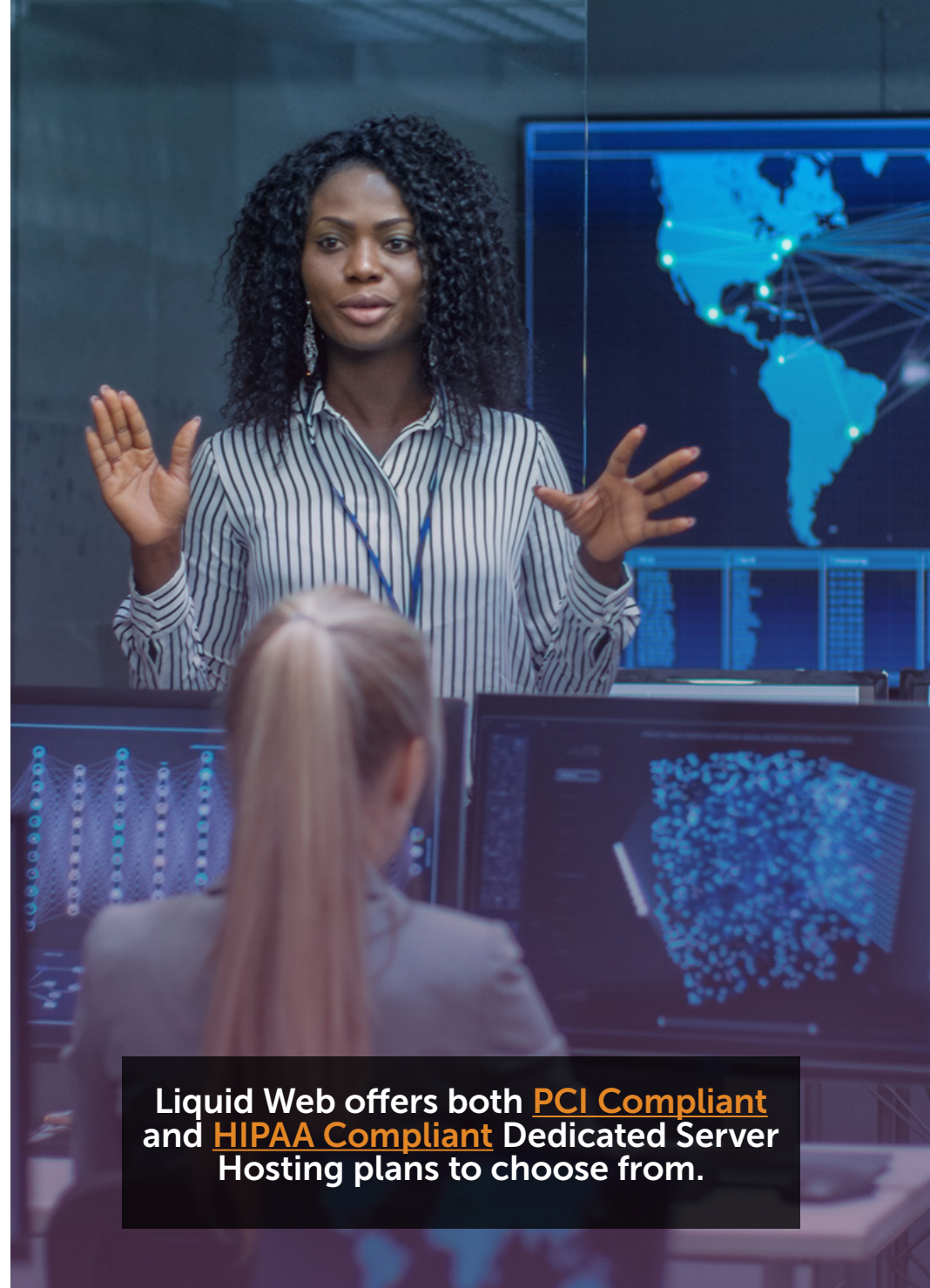


With a managed hosting provider at your back like Liquid Web, you can count on a dedicated server that is optimized to perform at top speeds.

4. Implement Advanced Security Measures

If you need advanced security or have strict compliance requirements, a dedicated server could be a necessity. Shared hosting offers minimal security as a result of the shared nature of the environment, and even VPS may not satisfy all requirements of key compliance standards since it shares a parent server with other instances.

If your business handles sensitive information—including customer data, credit card numbers, and more—a dedicated server can help you enhance your website’s security measures. Using a dedicated server, you will have your own IP address, the freedom to establish customized security measures for your site’s specific requirements and, if necessary, even physically isolate your server in a locked enclosure to comply with the strictest compliance standards.



Liquid Web offers both **PCI Compliant** and **HIPAA Compliant** Dedicated Server Hosting plans to choose from.

5. Increase Storage Space

Your site or application is continuing to grow, and that means that at some point, you're going to need more storage space. VPS and shared servers have much less storage than even the most basic dedicated server, because they simply aren't intended to host large quantities of images, audio or video files, or large databases. While you can typically add cloud storage to VPS, it tends to be more expensive than on-board storage on a per-gigabyte basis and can quickly become cost-prohibitive as your storage needs grow. In those cases, you need to move to a dedicated server.

Many dedicated web hosting plans include multiple storage arrays for site data, archiving purposes, and performing backups. You can also choose how many additional storage drives you need, in what sizes, and you can relatively easily add more in the future.

Liquid Web's **Dedicated Servers** offer solid state drives (SSDs), SATA drives, and Acronis Cyber Backups to keep your primary and backup storage safe.

Who Should Choose Managed Dedicated Servers?



Growing eCommerce Shops

If your site is used for eCommerce, VPS and shared hosting may seem like a good idea to keep costs down until your store takes off. Unfortunately, you're unlikely to have any warning before traffic surges — and an influx of visitors could easily take your store offline until you're able to move to a more robust platform. That takes time, and there's no guarantee the demand will still be there days or weeks later — the damage to your brand and reputation will already have been done.

With a managed dedicated server, businesses operating high-traffic sites and stores can deliver the best possible visitor experience while protecting against the effects of sudden, unexpected downtime, degraded speeds, and site disruptions due to variable traffic — all while maintaining the highest levels of site security. And your managed host will be there proactively monitoring, maintaining, and securing your infrastructure for you, day and night.



Hosting Resellers

If you are reselling hosting, keeping your infrastructure secure and highly performant can be taxing on your time. After all, you are focused on closing new deals and providing exceptional customer service to those on your infrastructure. You have thought about selecting VPS due to the price tag and performance, but the resources and isolation for your client's data aren't provided.

When you [host on a managed provider](#) like Liquid Web, security, backups, antivirus/antispam, and system performance are all handled for you. And with Liquid Web's 59-Second Initial Response Guarantees and 100% Network and Power Uptime [Guarantees](#), you know your customers are in safe hands.



Database Hosting

Your database for your site or app has been growing, and your shared hosting or VPS service can no longer support the number of queries demanded by the traffic. With a Dedicated Server at Liquid Web, this is no longer a problem.

A Managed Dedicated Server optimized by our Red Hat Linux or Windows Support Technicians ensures that your infrastructure is configured, supported, maintained, and secured 24/7 against [cyber attacks](#) while remaining highly performant.

Managed Dedicated Hosting at Liquid Web

As a business owner, it's important to make a website hosting decision that reflects your site's unique requirements and your budget. If your site is experiencing exponential growth or increased traffic demands, opting for a dedicated web hosting solution will provide you with more agility than sharing a server with other websites.

With a dedicated server, you can easily optimize server configurations, stay prepared for network traffic spikes, and establish robust security standards that meet your business's unique needs.

If you're ready for high levels of website performance and security, [contact us](#) now to learn more about [Managed Dedicated Servers](#) at Liquid Web.

About Liquid Web

Building on 25 years of success, [Liquid Web Family of Brands](#) delivers software, solutions, and managed services for mission-critical sites, stores, and applications to SMBs and the designers, developers, and agencies who create for them. [Liquid Web](#) (Managed Hosting), [Nexcess](#) (Digital Commerce Cloud), and [StellarWP](#) (WordPress Software and Tools) have more than 500,000+ sites under management, have over 125,000 software subscribers, and 2 million+ free version software users. Collectively, the companies have assembled a world-class team of industry experts, provide unparalleled service from solution engineers available 24/7/365, and own and manage 10 global data centers. As an industry leader in customer service, the rapidly expanding brand family has been recognized among INC. Magazine's 5000 Fastest-Growing Companies for 12 years.

