

Making Everything Easier!™

Web Hosting

**FOR
DUMMIES®**
A Wiley Brand

Learn to:

- Interpret web hosting terms, domains, and DNS
- Choose the right platform to install
- Use built-in databases and new e-mail accounts
- Work with FTP clients, use cloud services, and back up your site

Peter Pollock



Web Hosting

FOR
DUMMIES
A Wiley Brand

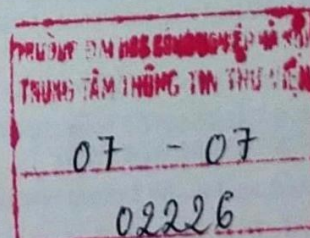
by Peter Pollock



GIFT OF THE ASIA FOUNDATION
NOT FOR RE-SALE

QUÀ TẶNG CỦA QUỸ CHÂU Á
KHÔNG ĐƯỢC BÁN LẠI

FOR
DUMMIES
A Wiley Brand



Web Hosting For Dummies®

Published by
John Wiley & Sons, Inc.
111 River Street
Hoboken, NJ 07030-5774
www.wiley.com

Copyright © 2013 by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc., and/or its affiliates in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc., is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number: 2013934909

ISBN 978-1-118-54057-2 (pbk); ISBN 978-1-118-54047-3 (ebk); ISBN 978-1-118-54048-0 (ebk); ISBN 978-1-118-54042-8 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

About the Author

Peter Pollock is a long-time blogger at PeterPollock.com, a conference speaker, husband, stay-at-home dad, and, of course, author.

He's also a web hosting trainer and geek (he was so excited to get an iPad that he made up a song and dance about it).

British by birth, he currently lives in California's Central Valley with his wife and three children. He ran a web hosting business for nine years, and has been building websites for even longer than that. This has led him to fall in love (possibly a little TOO much in love) with WordPress, and he can't understand why anyone would use anything different to build a site.

Peter also writes children's books in his spare time, although "spare" time is a little difficult for him to find these days.

Ultimately, Peter's passion is to help others achieve their goals with their websites and blogs — and he believes that, with a little help, anyone can have an awesome site — without having to spend thousands of dollars to make it.

Publisher's Acknowledgments

We're proud of this book; please send us your comments at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

Some of the people who helped bring this book to market include the following:

Acquisitions and Editorial

Project Editor: Charlotte Kughen,
The Wordsmithery LLC
Acquisitions Editor: Amy Fandrei
Copy Editor: Debbye Butler
Technical Editor: John Saddington
Editorial Manager: Jodi Jensen
Editorial Assistant: Anne Sullivan
Sr. Editorial Assistant: Cherie Case
Cover Photo: © Baris Simsek/iStockphoto

Composition Services

Project Coordinator: Katherine Crocker
Layout and Graphics: Carrie A. Cesavice,
Joyce Haughey, Andrea Hornberger
Proofreaders: John Greenough,
Glenn L McMullen
Indexer: Potomac Indexing, LLC

Publishing and Editorial for Technology Dummies

Richard Swadley, Vice President and Executive Group Publisher
Andy Cummings, Vice President and Publisher
Mary Bednarek, Executive Acquisitions Director
Mary C. Corder, Editorial Director

Publishing for Consumer Dummies

Kathleen Nebenhaus, Vice President and Executive Publisher

Composition Services

Debbie Stailey, Director of Composition Services

Contents at a Glance

Introduction	1
Part I: Getting Started with Web Hosting	7
Chapter 1: Explaining Web Hosting in Real-World Terms	9
Chapter 2: Evaluating Web Hosting Technologies	21
Part II: Getting to Know the Essential Services.....	37
Chapter 3: Using Hosted E-mail.....	39
Chapter 4: Managing Files.....	61
Chapter 5: Working with Databases — It's Essential	77
Chapter 6: Protecting and Speeding Up Your Site by Understanding Logs	101
Chapter 7: Building Your Site Using Scripts.....	113
Part III: Managing Security and Access.....	121
Chapter 8: Taking Command of Website Security.....	123
Chapter 9: Decoding Domains and DNS.....	149
Chapter 10: Configuring Advanced Functions in cPanel.....	181
Chapter 11: Managing Your Control Panel from a Mobile Device	191
Part IV: Knowing What to Do When Things Go Wrong	201
Chapter 12: Troubleshooting and Resolving Issues	203
Chapter 13: Moving to a New Host	211
Part V: Increasing Control with a Virtual Private Server or Dedicated Server.....	221
Chapter 14: Making the Right Technology Choices	223
Chapter 15: Keeping the Lid on Pandora's Box with WebHost Manager.....	227
Chapter 16: Getting Down to the Command Line with Secure SHell.....	243
Part VI: The Part of Tens	261
Chapter 17: Ten Invaluable Free Apps	263
Chapter 18: Ten Things Your Host Won't Help with (for Free)	269
Chapter 19: Ten Essential Online Resources	273

<i>Part VII: Appendixes</i>	283
Appendix A: Navigating Your Control Panel	285
Appendix B: Glossary	313
<i>Index</i>	319

Table of Contents

Introduction 1

About This Book	1
Conventions Used in This Book.....	2
How to Read This Book.....	2
Foolish Assumptions.....	3
How This Book Is Organized	3
Part I: Getting Started with Web Hosting.....	3
Part II: Getting to Know the Essential Services	4
Part III: Managing Security and Access	4
Part IV: Knowing What to Do When Things Go Wrong	5
Part V: Increasing Control with a Virtual Private Server or Dedicated Server	5
Part VI: The Part of Tens.....	5
Part VII: Appendixes	6
Icons Used in This Book	6
Where to Go from Here.....	6

Part 1: Getting Started with Web Hosting 7

Chapter 1: Explaining Web Hosting in Real-World Terms 9

Conceptualizing Web Hosting.....	10
Thinking about Your Site as a Store.....	12
Giving your store a name.....	13
Finding the right location (and landlord).....	14
Hiring the right staff	15
Stocking the shelves.....	15
Avoiding Misconceptions and Missteps.....	17
Know what to expect from hosting support.....	17
Recognize that you're the owner and you're the responsible party	17
Don't fall foul of your host's terms and conditions.....	18
Don't fool yourself: Unlimited is NOT unlimited.....	19

Chapter 2: Evaluating Web Hosting Technologies. 21

Understanding the Terms	21
Domain names.....	22
Hosting accounts	23
Web scripts or platforms	23

Choosing between Servers	24
Using Windows as a server.....	24
Looking at the different flavors of UNIX and Linux	25
Web hosting in the cloud	26
Virtual Private Servers	26
Dedicated Servers	26
All Hosts Are Not Equal	27
As reliable as Old Faithful.....	27
Expensive doesn't mean better.....	28
Location, location, location	28
Back that thing up.....	29
Sometimes the hare beats the tortoise.....	29
Not All Control Panels Are Created Equal.....	30
cPanel	31
Plesk	32
GoDaddy.....	34
DreamHost.....	35
1&1	36

Part II: Getting to Know the Essential Services 37

Chapter 3: Using Hosted E-mail 39

Enhancing Your Brand with a Personalized E-mail Address	40
Creating E-mail Addresses.....	40
Picking a name	42
Picking more than one name.....	43
Selecting the right mailbox size	43
Reading and Writing E-mail	44
The webmail advantage	44
Going offline with mail clients.....	45
Reading Your E-mail in a Browser (Webmail).....	45
Reading Your E-mail in a Mail Client	47
POP3	48
IMAP	49
Reading Your E-mail on Your Mobile Device	49
Becoming Friends with Your Auto-Responder	50
Forwarding Mail.....	52
Using Mailing Lists without Being a Spammer.....	54
Using Server-Based Anti-Spam.....	55
BoxTrapper.....	56
SpamAssassin.....	57
Using a Remote Mail Service with Your Domain Name	58

Chapter 4: Managing Files	61
Unleashing the Power of FTP	62
Finding your FTP details	62
Installing an FTP client	63
Using FTP	64
Determining file location	66
Securing FTP	67
Setting and managing file permissions	70
Creating New FTP Accounts	73
Managing Files through Your Control Panel	74
Performing Backups through FTP	76
Chapter 5: Working with Databases — It's Essential	77
Understanding That Databases Are Information Storage Systems	77
Making Your Site Dynamic with Databases	79
Choosing a Database Technology	82
SQL (Structured Query Language)	82
MySQL	83
Microsoft Access	83
PostgreSQL	84
Creating a New Database	84
Managing Your Database	85
Four essential commands	87
phpMyAdmin	87
MySQL Workbench	92
Backing Up Your Database	97
Backing up using phpMyAdmin	97
Backing up using MySQL Workbench	98
Restoring from a Backup	99
Restoring a backup using phpMyAdmin	100
Restoring a backup using MySQL Workbench	100
Chapter 6: Protecting and Speeding Up Your Site by Understanding Logs	101
Reading Logs	101
Using Logs to Identify Speed Bumps on Your Site	102
Opening web stats	103
Mastering the terminology	104
Reading your web stats	106
Finding Your Logs	108
Spotting Security Breaches Using Your Log Files	109

Chapter 7: Building Your Site Using Scripts113

Making Life Easier with Scripts.....	114
Choosing the Right Script.....	115
Installing Your Chosen Script	116
Installing from your control panel.....	117
Installing from a downloadable script	118

Part III: Managing Security and Access 121**Chapter 8: Taking Command of Website Security123**

Accepting That Security Is Your Responsibility.....	123
Protecting Your Visitors with SSL Certificates	125
Recognizing when you need SSL.....	125
How SSL certificates work	126
Choosing the right level of security	128
Sourcing an SSL certificate	129
Installing an SSL certificate.....	129
Firewalls	130
Protecting Your Site by Locking the SSH.....	134
Determining whether you need SSH.....	135
Configuring SSH.....	135
Securing Uploads with SSH	141
Protecting Folders with Passwords	142
Securing Your PHP	144
Appreciating Your Security Guard — the .htaccess File	146
Doing Your Part in Avoiding Viruses	148

Chapter 9: Decoding Domains and DNS.149

Understanding DNS	149
Is your address fully qualified?	150
The trouble with caches	155
Manipulating Your Domain Name	156
Getting creative with subdomains.....	156
Creating a new subdomain	158
Expanding your presence with add-on domains	160
Parking domains in your parking lot	162
Redirecting domains like a traffic cop.....	163
Setting Up DNS Effortlessly	169
Using DNS to your advantage.....	169
An overview of a DNS record	171

Nameservers.....	175
CNAME records.....	176
MX Records	177
A Records.....	179
Chapter 10: Configuring Advanced Functions in cPanel.....	181
Improving the User Experience with Error Pages	181
Automating Functions with cron Jobs	185
Installing FrontPage Extensions.....	187
Chapter 11: Managing Your Control Panel from a Mobile Device....	191
Navigating Using a Mobile Browser	191
Installing and Using Android Apps.....	194
Knowing where to find apps.....	194
Installing apps with ease.....	195
Finding the best apps	196
Using apps to connect to your web host	197
Installing and Using iOS Apps	197
Knowing where to find apps.....	197
Installing apps with ease.....	198
Finding the best apps	198
Using apps to connect to your web host.....	199
Apps for BlackBerry and Windows Devices.....	199
 Part IV: Knowing What to Do When Things Go Wrong	 201
Chapter 12: Troubleshooting and Resolving Issues.....	203
Recognizing Common E-mail Issues	204
Removing Yourself from a Blacklist	207
Fixing FTP Faults.....	208
Losing Your Control Panel Login.....	208
Finding DNS Problems	209
Chapter 13: Moving to a New Host	211
Deciding Whether to Change Hosts	211
Getting Out of Your Contract.....	213
Knowing What You Need for a Painless Move.....	214
Scheduling Your Move.....	215
Making a Foolproof Check List	216
Creating a pre-move check list.....	216
Creating a move day check list	218

***Part V: Increasing Control with a Virtual Private Server or Dedicated Server* 221**

Chapter 14: Making the Right Technology Choices 223

Weighing the Differences between Virtual Private Servers and Dedicated Servers	223
Selecting an Operating System	225
Choosing Your Control Panel.....	225
Deciding Whether to Use Managed Services	226

Chapter 15: Keeping the Lid on Pandora's Box with WebHost Manager 227

Creating a Hosting Package or Plan	227
Setting Up Your Accounts	230
Managing Users.....	231
Securing Your Server	233
Managing Your Mail Queue	236
Repair mailbox permissions.....	236
Mail queue manager	236
Restarting Services.....	238
Updating Your Server Software	239
Automatic updates	239
Manual updates.....	240
Rebooting Your Server.....	241

Chapter 16: Getting Down to the Command Line with Secure SHell 243

Installing an SSH Client on Your Computer.....	244
PuTTY.....	244
Terminal.....	245
Connecting to Your Server	245
Connecting with Windows	246
Connecting with Mac or Linux	249
Using the Command Line.....	249
Inputting Some Basic Commands.....	250
Changing directory with cd	250
Viewing a list of files with ls	254
Making new directories with mkdir.....	255
Editing Files Using vi	256

***Part VI: The Part of Tens* 261**

Chapter 17: Ten Invaluable Free Apps 263

MySQL Workbench.....	263
FileZilla.....	264

Notepad++	264
CoffeeCup FTP	265
PuTTY	265
Transmit	266
Cyberduck	266
Komodo Edit.....	266
Terminal.....	267
Caesium	267
Chapter 18: Ten Things Your Host Won't Help with (for Free)	269
Website Design	269
Writer's Block.....	270
Spam.....	270
Malware	270
Increasing Traffic	271
Moving to a New Host	271
Web Application Problems.....	271
Uploading Files.....	272
Installing Some Software.....	272
Problems with Your Computer	272
Chapter 19: Ten Essential Online Resources	273
TentBlogger.com	273
cPanel.net	274
w3schools.com/hosting.....	275
WebhostingTutorial.com.....	276
kb.parallels.com.....	277
w3schools.com/CSS.....	278
Your Host's FAQ Page	279
PeterPollock.com/webhosting.....	280
Dummies.com/extras/webhosting.....	281
WebHostMagazine	282
Part VII: Appendixes.....	283
Appendix A: Navigating Your Control Panel	285
DreamHost.....	285
GoDaddy	293
1&1.....	300
Plesk	304
Appendix B: Glossary	313
Index.....	319