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# Which hosting plan for an online shop, and the signs it needs more

Plans by Type of Website

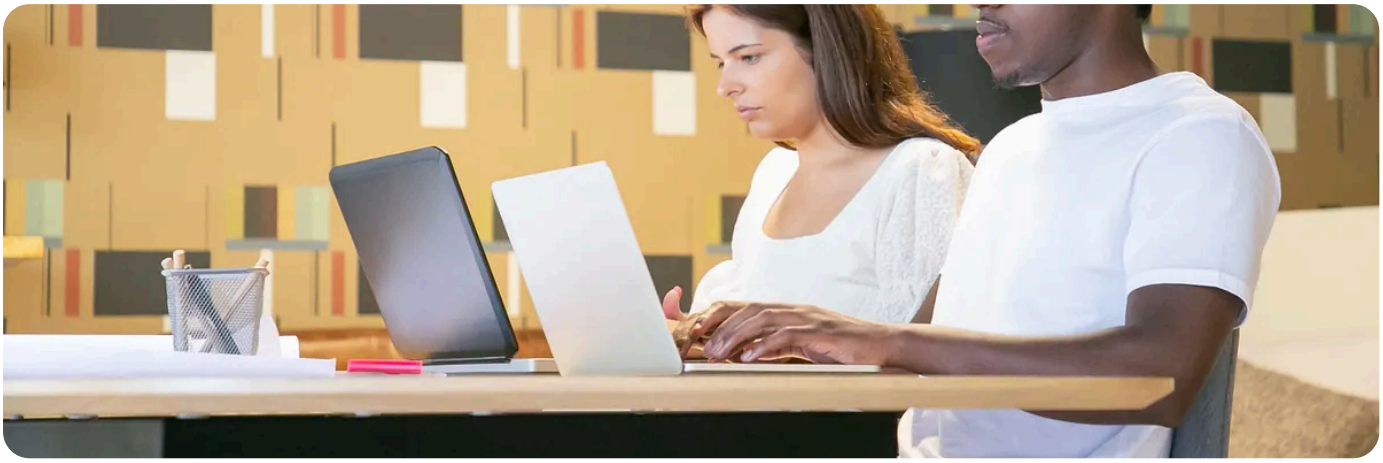
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# Which hosting plan for an online shop, and the signs it needs more

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A small shop with few products and a handful of orders a day **runs well on a shared plan**, though not necessarily the lowest one. A shop weighs more than a brochure site because **the cart and the checkout can never come from cache**: every visitor who buys makes the server think. That is why shops are the first kind of site to feel a tight plan.

## What weighs on a shop

| Part of the shop | What it does to the server |
|---|---|
| **Catalogue and product pages** | These can be served from a page cache. They weigh little if the images are handled. |
| **Cart, checkout and customer account** | Never cached, because they differ for every person. This is where usage climbs. |
| **Order e-mails** | Each order sends messages to the customer and to you. On campaign days they add up, and the plan has a ceiling on messages per hour. |
| **Product images** | Each photo produces several versions. A big catalogue takes disk space and many files. See **the limits nobody advertises**. |

## How to choose, step by step

1. **Decide what you sell and at what pace.** A few products and the odd order is one thing; a shop that runs campaigns and takes many payments on the same day is another.

2. **Start with the Business line if the shop is the business.** The reasons and the signs are in **Business hosting: who it is for, and when it pays off**. If the shop is still an experiment, an ordinary plan with page caching on the catalogue pages is a fair start.

3 **Check what the platform asks of the server.** WooCommerce, PrestaShop, OpenCart and Magento do not ask for the same: **what each shop platform asks of the server**.

4 **Before opening, test with trial purchases** and watch **Resource Usage** in cPanel while you do. There is a checklist in **a shop that holds up: what to do before you open**.

## A shop without a cart weighs like a website

A shop that shows products and takes orders by WhatsApp or by form, with no cart or checkout on the site, weighs like a brochure site and fits an ordinary plan. The cart and the checkout are what make the difference. You can do it in phases: start without them and add them once someone will use them. See **opening an online shop without starting from nothing**.

**The signs the shop needs more:**
Checkout slows down on exactly the campaign days, order confirmations arrive late or queue up, the disk fills with images, or 508 errors show up at peak hours. One sign alone may be just a plugin. Two or three together mean the shop is asking for a step. See **website errors explained**.

**Card payments call for care.**
A shop that takes payments should not keep card data on its own site; connecting a payment service takes care of that. What this implies is explained in **selling online and card data**.

NEED A HAND?

Opening a shop and want to know whether the plan will hold? Tell us the platform and how many products you have, and we will say what makes sense.

Open a support ticket →

## In our plans

| Situation | Plan | Why |
|---|---|---|
| **Trying out: few products, orders by form or WhatsApp** | Pro | 1 site, 10 GB NVMe SSD and 100 e-mails per hour for the order notices |
| **A shop with cart and checkout and a growing catalogue** | Plus | 20 GB NVMe SSD for the product images, 200 e-mails per hour, and 6 sites if you also keep a blog or a second shop |

| Situation | Plan | Why |
|---|---|---|
| **The shop is the business, with campaign days** | Ultra or Business | unlimited sites, up to 300 e-mails per hour on Ultra, and from 30 GB on Ultra to 200 GB on Business |

**WHEN TO MOVE UP:** move up when order e-mails reach the hourly ceiling of your plan (100 on Pro, 200 on Plus, 300 on Ultra), when the disk fills with product images, or when checkout slows down on campaign days. You can move up at any time without losing the shop, and the daily backup is included on every plan. If the platform needs services of its own or root access, the next step is a VPS, starting at VPS1 with 1 vCPU, 2 GB RAM and 40 GB NVMe.

SEE ALSO


- Business hosting: who it is for, and when it pays off →
- A shop that holds up: what to do before you open →
- What each shop platform asks of the server →
- Hosting plans and what each includes →



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