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Which hosting plan for a craft or handmade business: Instagram, WhatsApp and a simple shop

Plans by Business Sector

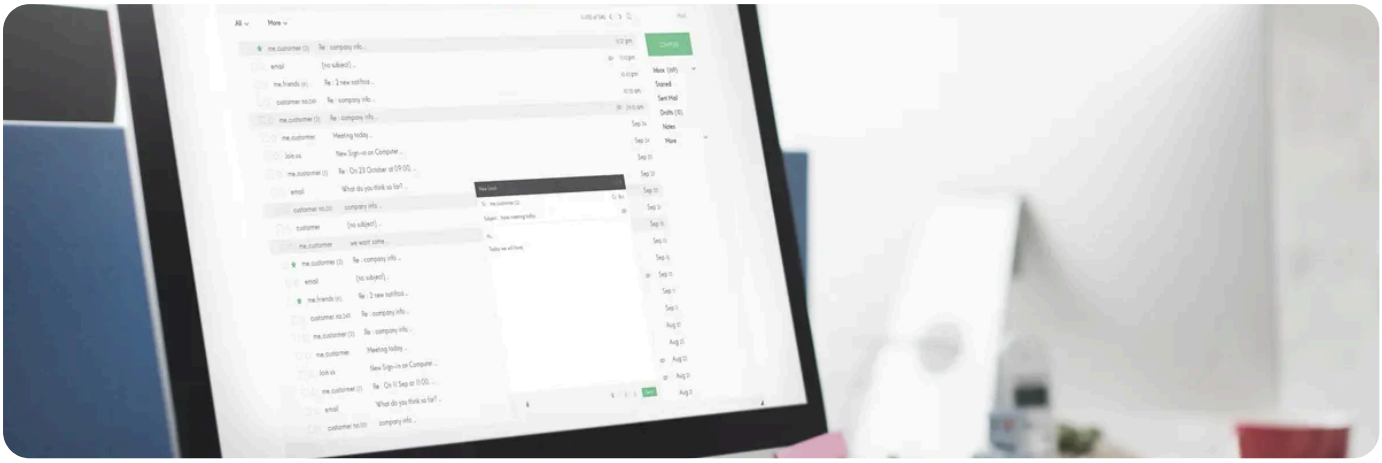
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Which hosting plan for a craft or handmade business: Instagram, WhatsApp and a simple shop

Plans by Business Sector Created on **October 15, 2026** Updated on **October 18, 2026** 3 min read



The short answer: many craft businesses start on Instagram and WhatsApp, and do not need a big shop on day one. A simple site with **photographs, prices and a WhatsApp button** already brings customers who do not know you from social media, and **the entry plan is enough**. When orders grow and you want to take payment on the site, you move to a shop.

What weighs, and what does not

Part of the site	What to do
Photographs	The sale is made through the image. Good light, a plain background and all of them shrunk: **Image optimisation**.
Prices and timings	As text: the price, the size, how long it takes to make. If each piece is unique, say so.
Orders	By WhatsApp, with the piece’s name already written in the message: **Putting WhatsApp on your site**. You can add the WhatsApp Business catalogue: **The WhatsApp Business catalogue**.
Instagram	Put on the site what social networks do not keep: the story, the prices, how to order and how to reach you.
Payments	Agree how to pay with each customer. When you want payments on the site, it is already a shop: **An online shop with local payment methods**.

How to choose, step by step

1. **Start with the entry plan** and a site of a few pages: pieces, about, how to order.

2. **Photograph with a method:** the same light, the same background, so the site looks like one thing.

3. **Put the WhatsApp button** on every piece.

4. **Link the site to your social media** and social media to the site.

5. **Move to a shop** when orders by message are too many to manage: **Which plan for a shop**.

Give the true lead time.
A handmade piece takes time, and a customer who knows how long is satisfied; one who does not know grows suspicious.

Keep the original photographs somewhere safe, besides your phone: see **Making and keeping your own backup**.

NEED A HAND?

Want to put your craft business online? Tell us what you make and how people order from you today.

Open a support ticket →

In our plans

Situation	Plan	Why
Start: a few pages with pieces, prices, how to order and a WhatsApp button	Pro	1 site, 10 GB NVMe SSD and unlimited e-mail accounts on your own domain
A simple shop with payments on the site, or a second brand	Plus	6 sites, 20 GB NVMe SSD and unlimited databases for the shop
A shop with many pieces and many photos per piece	Ultra or Business	unlimited sites and 30 to 200 GB NVMe SSD

WHEN TO MOVE UP: Move up when the orders by message are too many to manage and you set up a shop, when the photos of the pieces fill the 10 GB (Disk Usage in cPanel shows it), or when you want a separate site for another line of products. Moving up can be done at any time and the site is not lost.

SEE ALSO

- Setting up a product catalogue in the WhatsApp Business app
- Putting WhatsApp on your site: the link, the button and the ready-written message
- An online shop with local payment methods: WooCommerce and getting paid
- Which hosting plan for an online shop, and the signs it needs more

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