

Module 4: Upgrades, Migrations, and Transfers

- **Understanding Upgrades**

- Within-product-line upgrades (e.g., WebHosting Starter to Pro).
- Automatic UPgrades are done within the same product line.
- For example, you can automatically upgrade from WebHosting Starter to Pro.
- To upgrade from Starter or Pro to WebHosting Business, you would need to migrate the data there.

- **Migrations and Transfers**

- Transitioning from shared hosting to VPS hosting:
 - When a client wishes to migrate to a VPS hosting, recommend they move to Managed Cloud Hosting so they can continue to enjoy ongoing support.
- Migration processes and fees will be highly required for each agent so as to advise the client accordingly.
- Before you recommend or suggest a migration, understand the kind of applications the client is currently running, how they can be migrated.
- Also understand limitations of migrations such as control panels in terms of pricing, support for certain applications, additional add ons required to make apps work.

- Example, If a client is migrating from shared hosting and they have a Python or Nodejs App, the same app may not be directly supported even if they purchase a cPanel license.
- This is because cPanel does not natively come with Python and Node Js Selector. This feature will require a Cloudlinux License for it to Work.

Always be keen, consult and understand all processes before proceeding.

- **Custom Specifications**

- Engage the sales team for tailored solutions.

- **Recommendations** : This course is By no Means exhaustive. Please ensure you go through the website to get familiar with all the products, services and their pricing.

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- **Case Study**

Case Study: Scaling a Tech Blog with Managed Cloud Hosting

Client:

TechInsights, a rapidly growing tech blog that publishes in-depth reviews and articles on the latest technology trends.

Background:

TechInsights started as a small blog and quickly gained popularity due to high-quality content and active community engagement. As traffic grew,

their existing shared hosting plan couldn't handle the load, leading to frequent downtimes and slow page loading speeds during peak hours.

Challenges:

1. **High Traffic Volume:** Frequent traffic spikes, especially after publishing popular articles, caused server crashes.
2. **Need for Speed:** Slow loading times negatively impacted user experience and search engine rankings.
3. **Limited Technical Expertise:** The team lacked the expertise to manage server configurations and optimizations.

Solution Provided by Truehost:

TechInsights upgraded to Truehost's **Managed Cloud Hosting – Cloud Pro** plan, which offered:

1. **Scalable Resources:** Cloud Pro provided the flexibility to scale resources during traffic spikes.
2. **Performance Optimization:** Managed services included server optimization, ensuring faster page loading times.
3. **Proactive Monitoring:** 24/7 monitoring and support ensured issues were identified and resolved quickly.

Implementation:

- Migrated their website to the Managed Cloud Hosting platform with minimal downtime.
- Optimized the site using Truehost's managed services for better performance.
- Set up proactive monitoring to ensure uptime and availability.

Results:

1. **Improved Uptime:** Achieved 99.99% uptime, even during peak traffic periods.

2. **Faster Loading Speeds:** Page load times improved by 40%, resulting in better user engagement and SEO rankings.
3. **Increased Traffic and Revenue:** With a more reliable website, traffic increased by 50%, and ad revenue grew by 30%.
4. **Enhanced Productivity:** The TechInsights team focused on content creation while Truehost handled all technical aspects of hosting.

Course Video Reference :

<https://docs.google.com/spreadsheets/d/1VCgq9QQxjANcWSRm48rHg4tzf15QTXVtxb0Va4H2bc/edit?gid=0#gid=0>

Day 25 Products and Services.

The END.