

SESSION 05

# E-Commerce Hosting & Domains

Hosting • Domains • DNS • SSL

E-Commerce | Winter 2026 | 3rd Year Bachelor

# Session 4: E-Commerce Platforms and Players



## Platforms vs. Marketplaces

Proprietary e-commerce platforms (WooCommerce, Shopify) vs. marketplaces (Amazon, Jumia)



## Platform Selection

Choosing depends on budget, technical skills, product type, and growth ambitions



## Market Solutions

SaaS (Shopify), open-source (WooCommerce, PrestaShop), and custom-built solutions



## Morocco Platforms

PrestaShop and WooCommerce lead in Morocco; Jumia.ma is the dominant marketplace

# Session Objectives

- 01** Understand the technical basics necessary for putting an e-commerce site online
- 02** Identify the different types of web hosting: shared, VPS, dedicated, and cloud
- 03** Learn how domain names and DNS work to connect users to your online store
- 04** Understand SSL certificates and their role in securing e-commerce transactions
- 05** Choose hosting and a domain name suitable for an e-commerce project

Agenda: What Is Hosting → Hosting Types → Domains & DNS → Morocco Focus → Choosing Your Setup

# What Is Web Hosting?

*Web hosting is a service that stores your website files on a server connected to the internet 24/7 — without hosting, your online store simply does not exist on the web.*



## Server Storage

Your website files (HTML, images, databases) live on a physical or virtual server in a data center



## Internet Connection

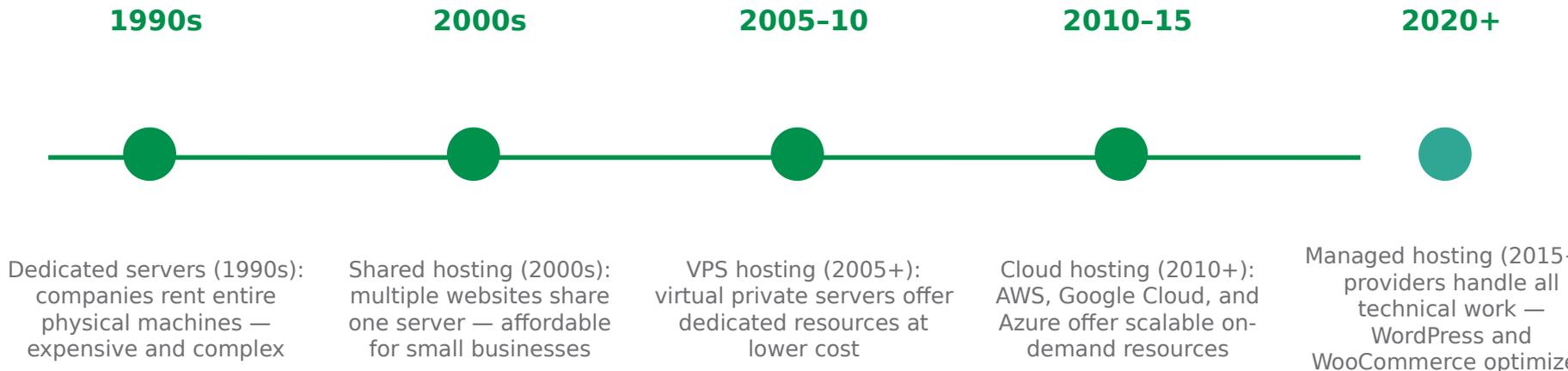
The server has a permanent high-speed connection so visitors can access your site at any time



## Technical Management

The hosting provider handles hardware, power, cooling, backups, and network uptime for you

# Evolution of Web Hosting



*Today, 59% of websites worldwide use shared hosting, but e-commerce stores increasingly need VPS or cloud*

# Hosting by the Numbers

**59%**

of Websites Use  
Shared Hosting

**99.9%**

Uptime Guarantee  
Industry Standard

**3 sec**

Max Load Time  
Before Users Leave

**47%**

of Shoppers Expect  
Pages in Under 2 sec

# Types of Web Hosting



**Shared /  
Mutualized**



**VPS / Virtual  
Private Server**

**Hosting  
Types**



**Dedicated /  
Physical Server**



**Cloud /  
Scalable**



**Each type offers different levels of performance, control, and cost — choose based on your store's needs**

# Shared Hosting vs. VPS

## Shared Hosting

Multiple websites share one server's CPU, RAM, and storage — like renting a room in a shared house

## Shared: Best For

New stores, blogs, small catalogs under 500 products — budget-friendly at \$3-10 per month

## VPS Hosting

A virtual machine with guaranteed resources — like owning an apartment in a shared building

## VPS: Best For

Growing stores, 500-10,000 products, moderate traffic — \$20-80 per month with root access



## Morocco Hosting Providers

- Local: Genius Communications, ADK Media, Netfinity — Moroccan support in French/Arabic
- International: OVH France, SiteGround, Hostinger — good latency from European data centers
- Budget: shared from 50 MAD/month, VPS from 150 MAD/month in Morocco
- cPanel and Plesk are the most common control panels in Moroccan hosting
- Choose a host with automatic daily backups — data loss can destroy a business

# Dedicated & Cloud Hosting



## Dedicated Server

An entire physical server for your store — maximum performance, full root access, highest cost



## Cloud Hosting

Resources spread across multiple servers — scales instantly with traffic spikes, pay-as-you-go



## Managed WordPress

Specialized hosting optimized for WordPress/WooCommerce — automatic updates, caching, and security



## Hosting Comparison

Shared: \$3-10/mo, limited resources • VPS: \$20-80/mo, guaranteed resources • Dedicated: \$80-300/mo, full server • Cloud: pay-per-use, infinite scale

# Domain Names Explained



## What Is a Domain?

A domain name is your store's address on the internet — example: `www.mystore.ma`



## Domain Structure

Subdomain (shop.) + second-level domain (mystore) + TLD (.ma) = your complete web address



## DNS System

DNS translates human-readable domains into IP addresses — the phone book of the internet



## Choosing a Domain

Keep it short, memorable, brandable, and easy to spell — avoid hyphens and numbers



**Key Insight:** A .ma domain costs around 200 MAD/year and signals trust to Moroccan customers. For international sales, pair it with a .com domain.

# TLDs and SSL Certificates



## **.com (Commercial)**

The most recognized TLD globally — ideal for international e-commerce stores and brand credibility



## **.ma (Morocco)**

Morocco's country code TLD — builds local trust, managed by ANRT, requires Moroccan ID to register



## **.store / .shop**

New generic TLDs designed for e-commerce — clearly signals that your site is an online store



## **SSL Certificate**

Encrypts data between browser and server — the padlock icon; mandatory for e-commerce checkout



## **Free SSL**

Let's Encrypt provides free SSL — most hosting providers include them automatically



## **HTTPS Impact**

Google ranks HTTPS sites higher in search results — SSL is both a security and SEO requirement

# DNS Configuration & Email



## A Record

Points your domain to your server's IP address — the most fundamental DNS record for any website



## CNAME Record

Creates an alias from one domain to another — commonly used for www subdomain and CDN setup



## MX Record

Mail exchange record — routes your professional email (contact@mystore.ma) to your mail server



## Professional Email

Use your domain for email (you@yourstore.ma) — builds credibility vs. free Gmail addresses



## Morocco DNS Tips

Register .ma through ANRT-accredited registrars; use Cloudflare DNS for free speed and protection



## DNS Propagation

DNS changes can take 24-48 hours to propagate worldwide — plan domain changes in advance

# Hosting Plan Comparison



## Shared (\$3-10/mo)

Best for new stores under 500 products and low traffic — limited resources but very affordable



## VPS (\$20-80/mo)

Best for growing stores with 500-10K products — guaranteed resources, root access, better speed



## Dedicated (\$80-300/mo)

Best for high-traffic stores with 10K+ products — full server control, maximum performance



## Cloud (Pay-per-use)

Best for variable traffic with seasonal spikes — auto-scales, pay only for what you use



Morocco: start with shared hosting (50-100 MAD/mo), upgrade to VPS when traffic justifies it

# Hosting & Domains — Key Trade-offs

## BENEFITS

- ✓ Good hosting ensures fast load times — every second of delay costs 7% in conversions
- ✓ 99.9% uptime means your store is accessible 24/7 to customers worldwide
- ✓ SSL certificates are free via Let's Encrypt — no excuse for an insecure store
- ✓ A .ma domain builds local trust with Moroccan customers at just 200 MAD/year
- ✓ Managed hosting handles all technical work — focus on selling, not server management
- ✓ Cloud hosting scales automatically during traffic spikes like sales events
- ✓ Professional email on your domain builds credibility with customers and suppliers

## CHALLENGES

- ✗ Cheap shared hosting means slow speeds — slow sites lose customers to competitors
- ✗ Server downtime during peak sales can cost thousands in lost revenue
- ✗ Without backups, a server crash can erase your entire product catalog and orders
- ✗ Domain name disputes can be costly — register your brand name early in all key TLDs
- ✗ Migrating between hosting providers can cause downtime and SEO ranking drops
- ✗ VPS and dedicated servers require Linux administration knowledge
- ✗ Hosting data outside Morocco may conflict with CNDP data protection requirements

# Hosting & Domains in Morocco

**50+**

MAD/Month  
Shared Hosting Cost

**200**

MAD/Year for  
a .ma Domain

**ANRT**

Regulates .ma  
Domain Registry

## Hosting Landscape

- Local hosts (Genious, ADK Media, Netfinity) offer French/Arabic support and MAD billing
- OVH France is popular for Moroccan stores — low latency from Paris data centers
- cPanel is the standard control panel — most Moroccan hosts include it with shared plans
- Free SSL via Let's Encrypt is available on most Moroccan hosting — always enable it
- ANRT manages .ma domains — registration requires Moroccan national ID or business registration

# How to Choose Hosting & Domain



## 1. Register Your Domain

Get a .ma for local trust and a .com for international reach — register both early



## 2. Choose Hosting Type

Start with shared hosting for a new store; upgrade to VPS when you pass 1,000 monthly visitors



## 3. Enable SSL

Activate free SSL from Let's Encrypt — force HTTPS on all pages for security and SEO boost



## 4. Set Up Email & DNS

Configure professional email on your domain and point DNS to your hosting — test before launch

# Hosting & Domain Success Stories



## Shopify: Managed Hosting

Shopify hosts everything for you — no server management; handles Black Friday traffic spikes automatically



## Amazon AWS: Cloud Scale

Netflix, Airbnb, and major e-commerce sites run on AWS — auto-scales from 100 to 100 million visitors



## Moroccan Local Hosting

Small Moroccan stores use Genius or ADK shared hosting with .ma domains — affordable and locally supported



## Cloudflare: Free CDN

Free CDN distributes your site globally — reduces load time for Moroccan stores serving international buyers



# Key Takeaways

- 1 Web hosting is the foundation of your online store — without reliable hosting, nothing else matters
- 2 Start with shared hosting (50 MAD/mo) and upgrade to VPS as traffic grows beyond 1,000 visitors/month
- 3 Your domain name is your brand online — register .ma for local trust and .com for international reach
- 4 SSL certificates are free and mandatory — HTTPS secures transactions and improves Google rankings
- 5 In Morocco, use local hosts for support, register .ma via ANRT, enable free SSL, and set up professional email

# Homework & Required Reading

## Required Reading

**Book:** *"How to design, create, and manage your site"*

**Author:** Pelet, Jean-Eric | **Publisher:** Dunod (2018)

**Pages:** 71 to 90

**Access:** <http://international.scholarvox.com>

## Coming Up — Session 6

Introduction to CMS — We will discover Content Management Systems, compare WordPress, PrestaShop, and Magento, and understand how CMS platforms power e-commerce websites.

Thank you | Questions? | See you next session!