

Global warming has emerged as the most important issue of our generation and the topic of “the environment” is hot these days- no pun intended. The question is: how do we best run our businesses in this context? We as businesspeople are becoming conscious of our ability to take an active role in solving our societies environmental crisis. At the same time, studies show that people will choose an eco-friendly or green option if given the opportunity.

Increasingly, consumers are “voting with their dollars” to support green businesses that are reducing their carbon footprint and reducing the amount of carbon dioxide they produce.

Given this reality, it makes business sense for each of us to make our companies as eco-friendly as possible. Given the economic context of running a business, this shift towards low carbon use must be balanced with sound financial judgment; we must choose options that reduce our carbon footprint and also maintain profitability.

In this context, choosing green web hosting is a good business investment. In terms of pricing, green web hosting rates are reasonable. Solar Energy Host offers individual plans [starting at only \\$9.95 per month \(\\$119.40 per year.\)](#)

For larger businesses, managed dedicated servers are also available. This compares to about \$6.99/month for hosting that uses non-eco friendly energy sources. Conventional hosting seems cheaper. However, when the marketing benefits to your company of using green web hosting are taken into account, an option such as Solar Energy Host is actually more cost effective than conventional hosting.

The key to maximizing the benefit of green web hosting to your company is in publicizing it properly and using it as a marketing tool. Green web hosting conveys a key marketing message; “Trust us, we are doing the right thing, just like you are.” However, consumers are increasingly aware and critical, they are looking for proof. They want to know that the businesses they support are not engaged in “[green washing](#).” This is why it is critical that companies go further and explain to their customers just what makes their web hosting “green.” This in turn will increase the customer’s trust and loyalty. Using an option such as Solar Energy Host allows companies to promote their web hosting as the “greenest” because they power their servers directly with solar panels. This reduces the carbon footprint of the Internet. This contrasts sharply with other “green” hosting companies that simply buy Carbon Credits while they continue to use “dirty” energy.

How this information is communicated depends on the nature of your company and target market. For example, it can be displayed on a special page of your website and/or links and logos can be displayed at the bottom of each page of the site to signify that your company is

using the greenest hosting option possible. Your companies “green web presence” can also be promoted in other marketing material. In such a way your efforts to green your businesses can also improve your sales and leads and, ultimately, your bottom line.

{linkr:related;keywords:business;exclude:119,48,98,72,115,71,142,83,95,101,106,130,132,138,96,140,93,150;limit:5;title:If+you+like+this%2C+try+these}