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# Which hosting plan for a start-up landing page and waiting list

## Choosing the Right Plan

CODE

**RLX-INT-KB-5382**

VERSION

**v2026.10.18**

COUNTRY · LANGUAGE

**International · English**

**MozOut International**

RLX Holdings (Pty) Ltd. · Group RLX Holdings

Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

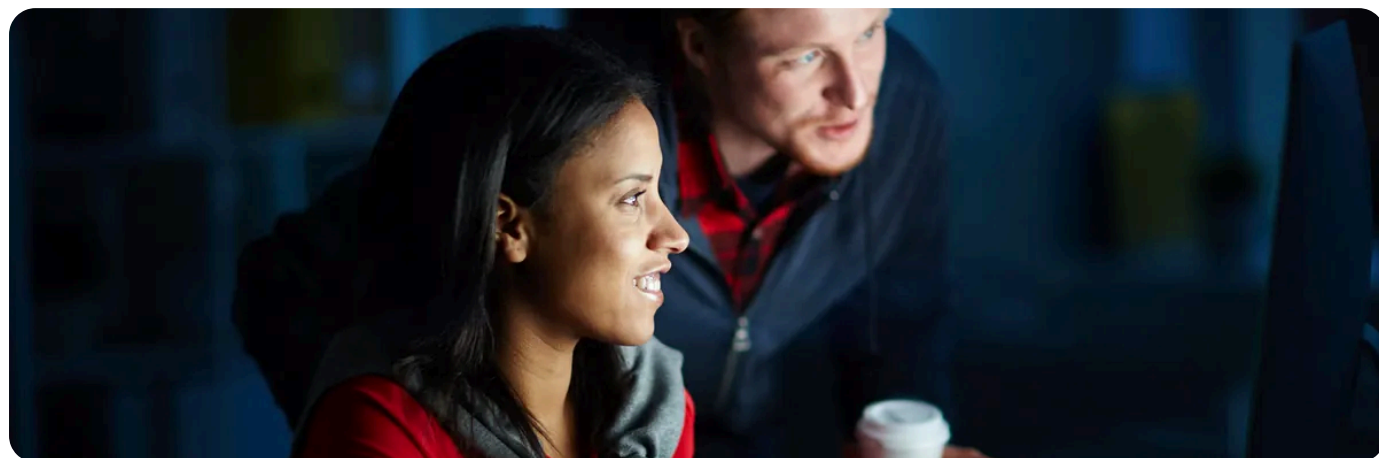
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# Which hosting plan for a start-up landing page and waiting list

📁 Choosing the Right Plan

📅 Created on **October 15, 2026**🔄 Updated on **October 18, 2026**

🕒 3 min read



**The short answer:** a presentation page with a sign-up form is **very light: the entry plan is enough**. It has one peculiarity: if the launch goes well, the visits arrive **all at once**. What protects it is not a big plan, it is a simple page, cached, and a form that does not fail.

## 🔍 What weighs, and what does not

| Part of the site       | What to do                                                                                                                                                                                                                       |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>The page</b>        | One page: what it is, who it is for, what it does differently and a sign-up button. See <b>Landing pages</b> .                                                                                                                   |
| <b>The form</b>        | It is the page's reason to exist. Test that each sign-up is saved and that the person gets the confirmation. See <b>A contact form that actually reaches your inbox</b> and <b>Why your e-mail is not sending or receiving</b> . |
| <b>The e-mail list</b> | Ask for consent and give a way out: <b>Building an e-mail list legally</b> .                                                                                                                                                     |
| <b>The launch</b>      | Visits and sign-ups bunch up on the day. See <b>Preparing for a traffic spike</b> .                                                                                                                                              |
| <b>Measuring</b>       | Knowing where the sign-ups come from is enough: <b>Google Analytics</b> .                                                                                                                                                        |

## ➞ How to choose, step by step

1

**Start with the entry plan** and a simple HTML page or a light editor.

2

**Get the right domain from the start:** changing address after the launch costs visits.

**3** Switch caching on and measure the page on a phone: **Core Web Vitals**.

**4** Make a test sign-up with an e-mail that is not yours, to see the confirmation as the person sees it.

**5** Review the plan when there is a product: user accounts, payments, an application running. Then you may need a VPS: **VPS servers**.



**A waiting list is a promise.**

Say when it starts and keep to it, or say you do not know. And do not send messages to people who did not sign up: see **Personal data protection**.



If your idea depends on an application running (and not just a page), say so when asking for help: the right plan is a different one.



**NEED A HAND?**

Launching a start-up page? Tell us the date and how many people you expect.

 **Open a support ticket** →

## In our plans

| Situation                                                         | Plan         | Why                                                                                                                            |
|-------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>A landing page and a waiting list</b>                          | Pro          | 1 site, 10 GB SSD NVMe, and unlimited e-mail accounts on your own domain for the team and the confirmations.                   |
| <b>A landing page plus a blog, documentation or a second site</b> | Plus         | 6 sites and 20 GB SSD NVMe.                                                                                                    |
| <b>The product itself: user accounts, an application running</b>  | VPS or Cloud | Full access by SSH and resources of your own: VPS1 has 1 vCPU, 2 GB RAM and 40 GB NVMe, and Cloud1 has 1 vCPU, 2 GB and 25 GB. |

**When to move up:** on launch day the sign-up confirmations go out all at once, so if they reach the plan's limit of e-mails per hour (100 in Pro, 200 in Plus, 300 in Ultra), that is the sign to move up. The other sign is the product appearing: as soon as there are user accounts, payments or an application running, a VPS or Cloud plan fits better than a shared one. Moving up can be done at any time without losing the site, and every plan has an automatic daily backup with free restores.

#### SEE ALSO

**Landing pages: what goes on one, and why it is not your home page**



**Preparing for a traffic spike: a campaign, a launch or a live event**



**Building an e-mail list legally: consent, sign-up forms and unsubscribing**



**A contact form that actually reaches your inbox**

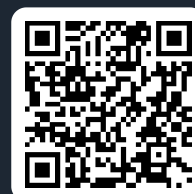


**MozOut International**

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RLX-INT-KB-5382 · v2026.10.18 · Generated on 21/10/2026 16:02



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