I cannot browse to my site via the IP Address directly. What is wrong?

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If you cannot browse to your site via the IP directly, this is simply because:

the IP address assigned to your site is a   shared IP address. You can only browse to your site via IP Address if the IP assigned to you is a **dedicated IP address** (an IP that is dedicated to serve one website/domain only)

- the static IP address assigned to your site has been used to refer several of your sites/domains