

# THE FOUR Ss OF MANAGED WORDPRESS HOSTING

Focus on your business.  
Leave WordPress to the experts.

# WHY MANAGED WORDPRESS HOSTING?

You've got a business to run. Whether you're an individual blogger or a global enterprise, your website is where you showcase your brand. It could be an ecommerce store, a popular sneaker blog, a go-to spot for gadget reviews, or a music festival site. Managing and hosting a website is complicated, time consuming, and takes your focus away from the business at hand.

Think about it: what do you do if your site is hacked and Google blacklists it? What if a plugin update breaks your WordPress site, and there's nothing you can do about it? Or what if sluggish performance results in massive SEO penalties and no one can find your site through search? A managed WordPress hosting provider helps you overcome all of those challenges and more.

WordPress has become the content management system (CMS) of choice for businesses of all sizes—individuals, SMBs, and enterprises. It now powers 49 percent of websites that use a CMS, making it the most popular CMS by a wide berth. But you're a business owner, not a WordPress expert. A managed WordPress hosting provider takes responsibility for the technical ins and outs of your site's day-to-day operation and the infrastructure that powers it. With a managed hosting provider you get the added value of having a partner who can protect your site from threats, help you increase pageviews due to improved speed, and ultimately drive more people to your site while giving them a better experience. This, in turn, frees you up to build and run your business and your brand.

## ***That's the power of managed WordPress hosting.***

In this ebook, we'll highlight the benefits of having a trusted partner manage and host your WordPress sites to ensure they're **secure**, **scalable**, and **speedy**, and to provide the **service** and support to keep them that way. A managed WordPress provider handles all of that for you. Think of it this way: some consultants are just advisors, some hosting providers just provide servers, but managed WordPress hosting marries both.



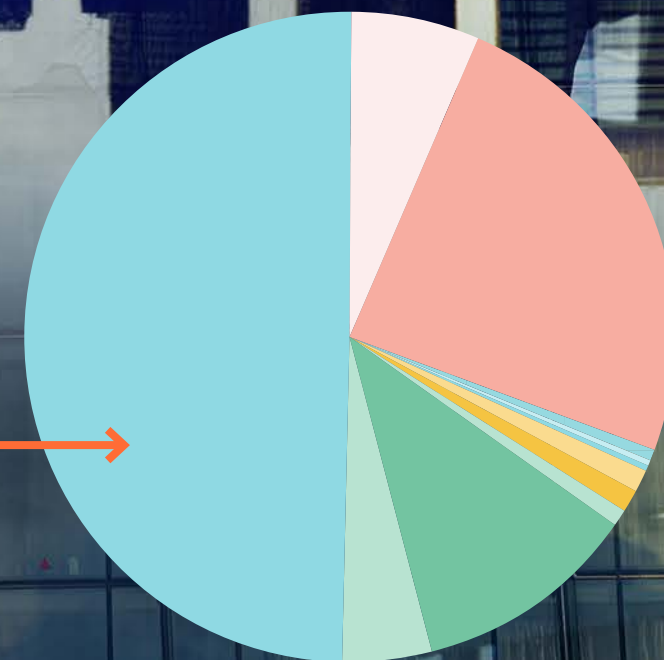
## ***It's All About The Four Ss***

WordPress is an open-source content management platform that allows you to publish to the world. It's relatively easy to build a website. But there are a lot of intricacies to building an enterprise-class website that performs to the best of its ability. With managed WordPress hosting, you no longer have to worry about the most important contributors to your site's success: security, scalability, speed, and service. On the following pages, let's take a look at each.



***WordPress powers 49%  
of the CMS Market***

Data from Builtwith.com, January 2015



# SECURITY

The web is awash with security threats and vulnerabilities, and no matter who you are or the size of your site, you could be a target. Even if you feel your site isn't important or visible enough to be in the crosshairs, hackers could be trying to take control of your site for nefarious reasons, like to send spam or attack another site using your server as a pawn. Your site is at risk. Do you have a strategy for what happens if your site is hacked? What would downtime due to an attack cost you? How about if Google listed your site as unsafe, causing new and existing customers to fear visiting it? And what about the social media backlash that could follow?

Do you want to go through all of that to save a few dollars a month? With managed WordPress, you have no reason to fret. A managed WordPress hosting provider will monitor your site to ensure the looming security threats are blocked. And, in the event that something goes wrong, a managed WordPress hosting provider will fix your site for you and get you back online, saving you the inflated consulting fees and collateral damage of a security incident. And, a secure site performs better, since bogus traffic requests won't eat up your resources. It's a win-win.

***A managed hosting provider has knowledge of the WordPress ecosystem and can perform necessary core updates for you to ensure your site is secure. With managed WordPress hosting, you can rest easy knowing that your site is on lockdown and that the bad guys are kept at bay.***

*“Keeping WordPress secure and maintained is no quick task, and requires regular monitoring and testing. It's a convenient option to go with a maintenance service that takes the burden off your shoulders so you can focus on running your business instead.”*

*The Importance Of WordPress Security And Maintenance  
Brave Whale, April 2014*



# THE WP ENGINE DIFFERENCE: YOUR SITE, ON LOCKDOWN

At WP Engine, we have an arsenal of security measures to protect your site from hackers, viruses, exploits, and vulnerabilities that could impact its performance, and your bottom line. We automatically and proactively scan for and fix hacking attempts. Seriously. We'll do everything in our power to make sure your WordPress site doesn't get hacked. And if it does, we'll fix it fast and at no additional cost to you.

And that's not all. We also protect your site from malicious code and vulnerabilities that can come in through a theme or a plugin. We log all attempts to write to the disk to identify malicious and non-malicious code, and we block disk write privileges for generic PHP code or anything else that has not been given write privileges. Additionally, our system scanner searches scripts and plugins for vulnerabilities and disallows or disables them so they can't muck up your site.

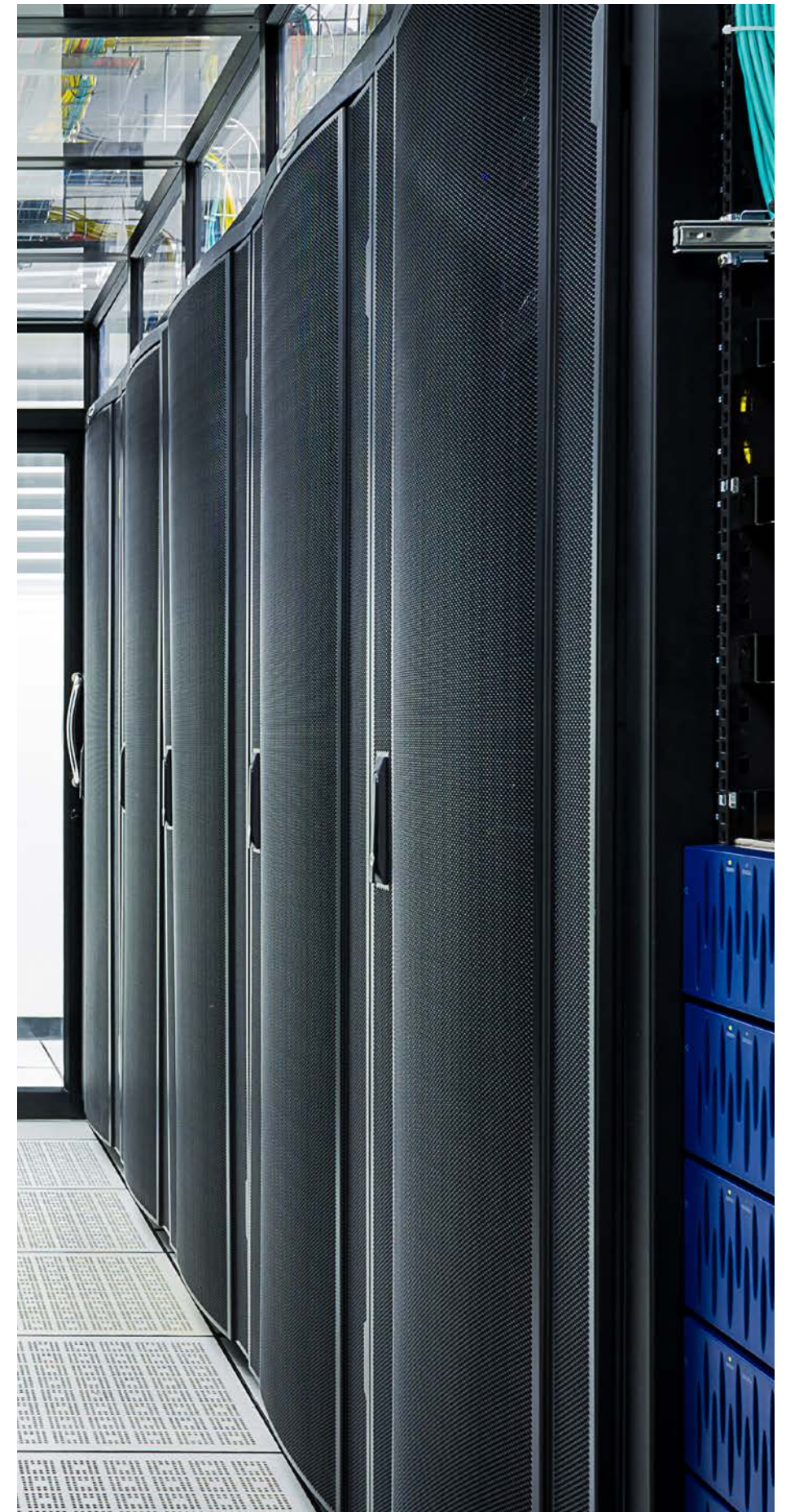
Oh, and we install all WordPress security updates proactively.

What's that all mean? That means WP Engine has your site on lockdown to ensure it's safe, secure, and virtually impenetrable.

## ALLEVIATING ATILUS' SECURITY CONCERNS

*"With WP Engine, we don't have to worry about keeping our servers up to date. WP Engine does that for us. We also don't have to worry about what happens if we're hacked or worry about backups or any of the backend. And we don't have to worry about plugins. We have peace of mind that our sites are protected..."*

- Zach Katkin, CEO, Atilus



# SCALABILITY

You want your site to be successful. Don't let that success be your downfall. A high-traffic event—think a link up on Reddit, a tweet from a celebrity that kicks off something that goes viral for several hours, or a PR hit on a popular media site—could shoot your traffic to the moon. That could be great for business. But without the right infrastructure, it could be a disaster. If your site can't withstand a massive traffic spike, or if it crashes at the first sign of a surge, that means reduced engagement, reputation damage and, ultimately, lost revenue. With managed WordPress hosting, your site can scale to ensure success. Anticipating a major influx of traffic? A managed WordPress hosting provider can work with you to put the right safeguards in place, turning a potentially site-slaughtering spike into a smashing success.

*“Nobody wants that nightmare scenario of having your site burst into a ball of flames on the day of your big product launch, or when your article makes it to the front page of Hacker News.”*

***Will It Scale?  
Testing Your WordPress Website For  
Heavy Traffic Before It's Too Late***  
*Carrie Dils, December 2013*





## THE WP ENGINE DIFFERENCE: SCALE, SCALE, AND SCALE SOME MORE

We know that scaling WordPress isn't easy, and the last thing you want is a traffic spike to take your site down. Here at WP Engine, we built EverCache®, our amazing proprietary caching that converts normal WordPress sites into massively scalable online properties. It's our secret sauce, 50 man-years of effort in the making. EverCache makes our WordPress sites super scalable and able to withstand a massive barrage of traffic without skipping a beat. And if you know your site is going to be slammed, we can also put some temporary measures into place to ensure even more massive scalability—think up to 100 million requests in less than 12 hours.

## COUNTRY MUSIC ASSOCIATION HOLDS ON FOR THE RIDE

*"WP Engine flawlessly served over 71 million hits in 24 hours for the CMA Awards on ABC. It was **THE BEST** experience the site has ever had..."*

- Ben Bennett, Director of Digital Strategy,  
Country Music Association



***Scaling WordPress isn't easy, and the last thing you want is a traffic spike to take your site down.***



# SPEED

On the web, every second counts. Did you know that 40 percent of people will abandon a website if it takes more than three seconds to load? Studies have also shown that a one-second delay in page load times results in 7 percent fewer conversions. That's revenue walking out the door due to a sluggish site. A managed WordPress hosting provider gives you the framework for a high-speed site and can help you kick it back into gear should it become sluggish.



*“It’s well documented: people love fast websites and despise the slow. So, if you care about your users, you should care about the speed of your website. Slow website loading times are one of the largest contributing factors to website abandonment.”*

***Speed Up Your WordPress Site***  
*SitePoint, July 2014*



## THE WP ENGINE DIFFERENCE: TOP SPEED

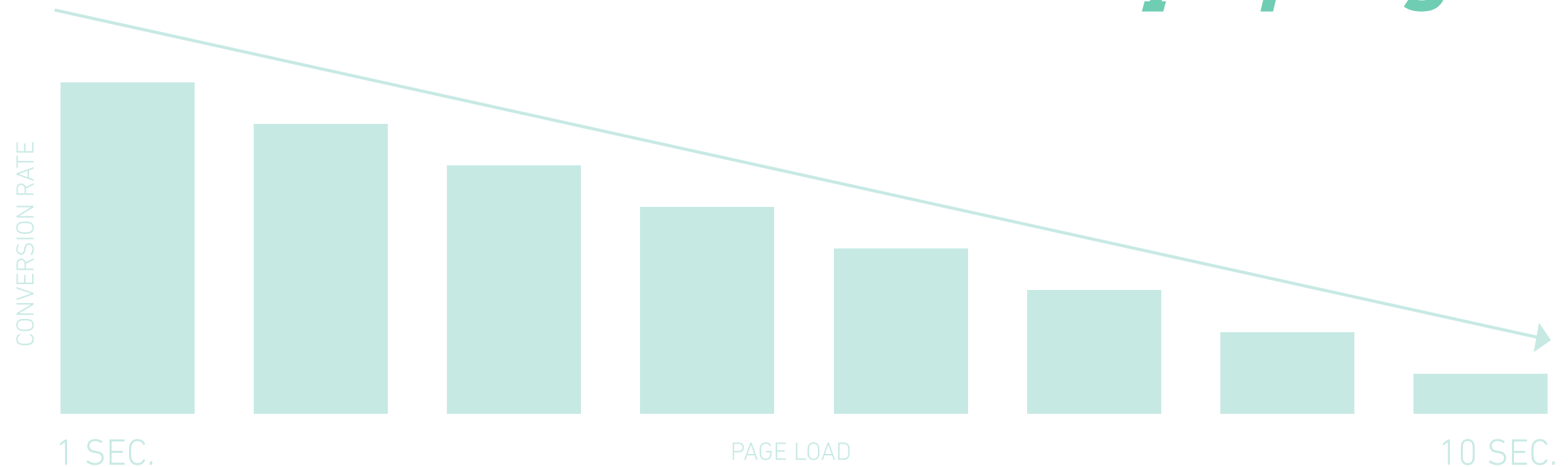
Page load speed and response times are important, not just from a user experience perspective, but also financially. On the web, time is money. EverCache is a major speed booster—it can make your sites run four times faster than with regular hosting. We're also proactive and make optimization recommendations to ensure the speed of your site. Plus, our fully-managed content delivery network (CDN) stores your site's static content locally in servers all over the world, and then serves content to your visitors from the servers closest to them, reducing latency by seconds. We do the heavy lifting to ensure the swiftest page load and response times possible, anywhere in the world.

## VINCENTIUS APPAREL GOES HIGH-VELOCITY

*"When you're talking about ecommerce, it's all about how fast your site loads. The first impression counts. If your site is slow, that builds distrust on the consumer's end. We want to have the site going as fast as possible ... With WP Engine, the site is nice and fast."*

- Bruno Crosier, Co-Founder, Vincentius Apparel

***We do the  
heavy lifting.***



# SERVICE

Nothing in life is 100 percent. Technology is no different. Even Gmail goes down a few times a year, and Google is the best in the business. There are myriad things that can cause hiccups with your site: a down server, a DNS glitch, or a misfiring piece of code. With managed WordPress hosting, you get proactive service and support that notifies you when something goes awry so you know it's under control and will be fixed as fast as possible.

*“If you experience regular problems with your site or find that you need ongoing WordPress support, it might be time for managed WordPress hosting.”*

***Is Managed WordPress Hosting Worth The Extra Cost?***

*The Theme Foundry, July 2014*



## THE WP ENGINE DIFFERENCE: SERVICE FROM WORDPRESS EXPERTS

Service and support—these are our bread and butter. We feel privileged to be of service to our customers and we take that responsibility seriously. With a customer satisfaction rate greater than 97 percent across thousands of customer interactions per day, we are here to serve you. Should you have a simple question or a major issue or anything in between, rest assured that WP Engine's Technical Support team is available. We provide assistance 24x7x365 via live chat, tickets, and phone...it's your choice.

How do we do this? We have more than 100 full-time WordPress experts on our team. We don't just answer hosting questions; we help you with WordPress. We don't simply troubleshoot when something goes wrong; we work with you to diagnose the issue and provide specific recommendations for optimizing your sites. Our team of WordPress experts are the best in the industry because we provide rigorous training and continuing education to keep our skills sharp, and we measure our quality continuously. Most of all, we listen to our customers and we act on their feedback, because we care about providing an exceptional experience with every interaction we have.

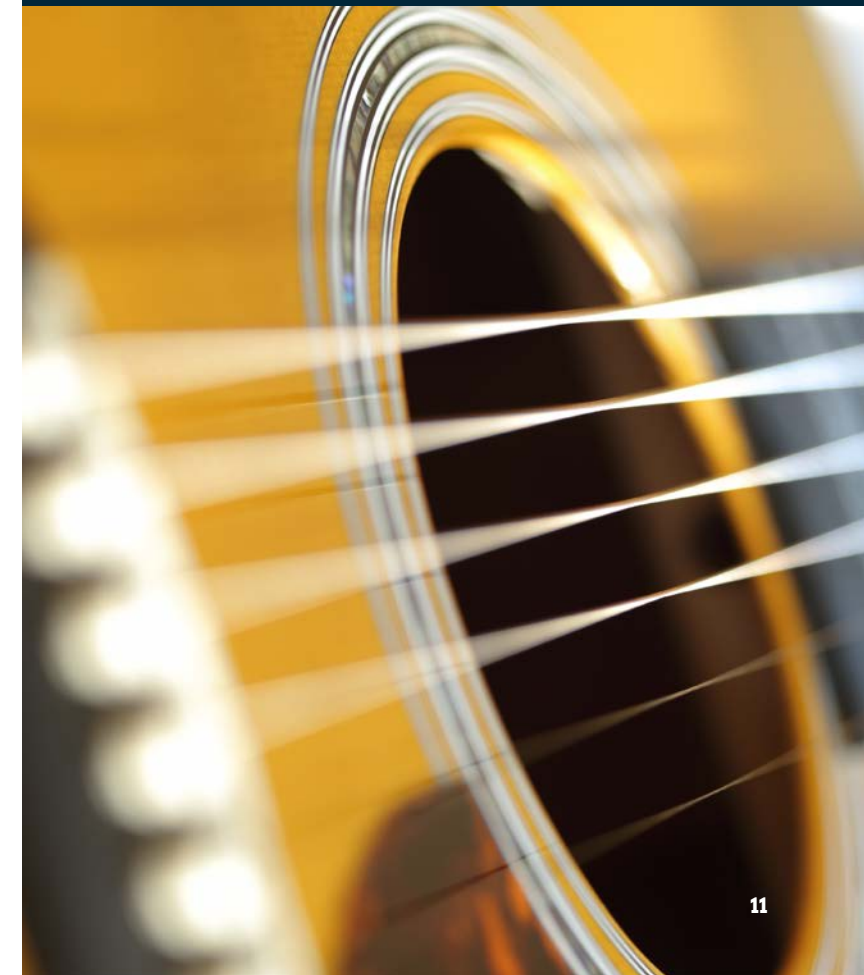
For our customers on Premium and Enterprise plans, we go even further by providing a consultative Onboarding experience, Launch Readiness Assessments, account management, and a dedicated team of our most experienced and tenured technical support folks. Your success matters, so we aspire to provide an exceptional level of service to help you succeed.

***In 2015, WP Engine's Technical Support team earned a Bronze Stevie® Award, a global industry honor recognizing outstanding customer service.***

## CAMPFIRE GUITAR GETS SERVICE AND SUPPORT THAT ROCKS

*"With WP Engine's Technical Support team, we're confident that we're working with people who not only understand the technical aspect of our sites and can proactively identify performance roadblocks and bottlenecks, but who also understand our business goals. That's a rare combination."*

- Roxan Toll, Co-Founder and CEO,  
Campfire Guitar



# THE WP ENGINE DIFFERENCE: BEYOND THE FOUR Ss

Now that you have the four Ss covered, what else do you get with managed WordPress hosting from WP Engine? A lot more.

## BACKUPS

With WP Engine, you no longer have to worry about (or pay extra for) backups. We offer one-click backup and restore at no extra cost. We automatically backup every customer site daily—it just happens. And if a customer wants to manually backup a site, you have the flexibility to do so.

## MIGRATION ASSISTANCE

Migrations can be tricky and time consuming. The WP Engine User Portal offers an amazing migration wizard that gives you a step-by-step walk through of how to migrate your site. And if you need more assistance, we have some amazing partners that can help get your site onto our platform with ease.

## PLUGIN AND THEME CURATION

Don't get overwhelmed by the abundance of WordPress plugins and themes. We see tens of thousands of websites daily and we can make educated suggestions based on our experience and expertise.

## GEOIP

WP Engine GeoIP enables global brands to use a site visitor's location to serve them relevant, targeted content based on their country, state, city, and even zipcode. This empowers brands, marketers, engineers, legal departments, and site owners to show site visitors pricing in their national currency, sites in their language, and share content that is most relevant based on geography.

## HOT STANDBY

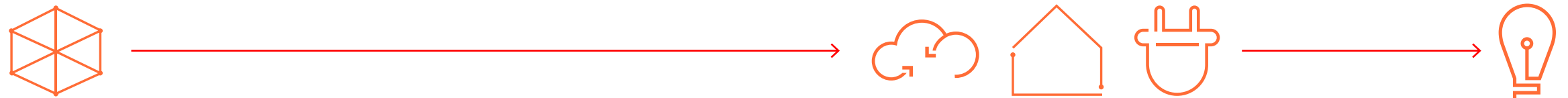
Redundancy matters. WP Engine Hot Standby is a continuous file and database mirroring technology that is based on identical, duplicate architectures in two geographic regions. These configurations contain exact replicas of your web applications and stay in sync at all times. In the event of a failure in one location, WP Engine Hot Standby automatically re-routes traffic to the secondary location, which allows business to continue with minimal interruption. With WP Engine Hot Standby, your business is protected in the event of a network failure, data center outage, natural disaster, or DDoS attack.

## ONLINE RESOURCES

WP Engine also shares its WordPress expertise through numerous interactive tutorials, documentation, videos, webinars, and more, which are available on-demand through our User Portal.

## AND MORE....

Along with all of that, we've added some awesome platform features to ensure your WordPress site is ready to rock. Your managed WordPress hosting account from WP Engine comes with a WordPress staging area, so you can test out new pages, themes, and changes without breaking your site. You also get password-protected sites so you can share your sites with stakeholders while they're in development, without pushing them live.





A silver laptop is open on a desk, with a view of a city skyline through a window in the background. The text is overlaid on the right side of the image.

# LET US MANAGE WORDPRESS FOR YOU

*The benefits of managed WordPress hosting are hard to ignore. WP Engine can get you up and running on a managed WordPress hosting platform that's secure, scalable, speedy, and backed by service and support from WordPress specialists.*

## ADDITIONAL RESOURCES

To learn more about managed WordPress hosting and to decide whether WP Engine is right for you, check out some of these links:

- [Why Managed WordPress Hosting Is Awesome \(Torque\)](#)
- [What You Need To Know About Managed WordPress Hosting \(WP Explorer\)](#)
- [The Big WPLift Guide To Managed WordPress Hosting \(WPLift\)](#)
- [The Ultimate Guide To Choosing A WordPress Host \(Smashing Magazine\)](#)
- [Managed WordPress Hosting: The Pros And Cons \(SitePoint\)](#)
- [The Future Of Managed WordPress Hosting \(My Take\) \(Chris Lema\)](#)
- [The WordPress Hosting Service That's Right For You \(WP Engine\)](#)

***For more information on the managed WordPress hosting platform from WP Engine, check out [wpengine.com](http://wpengine.com), contact us at [info@wpengine.com](mailto:info@wpengine.com), or call us at 1-877-973-6446.***





***WP Engine powers amazing digital experiences built on WordPress.***

