



WPengine®

G2CROWD

GRID FOR WEBSITE HOSTING
WINTER 2017

REPORT

<input type="checkbox"/>	 WP Engine	76
<input type="checkbox"/>	 GoDaddy	76
<input type="checkbox"/>	 Pantheon	73
<input type="checkbox"/>	 Bluehost	67
<input type="checkbox"/>	 DreamHost	66
<input type="checkbox"/>	 SiteGround	65
<input type="checkbox"/>	 HostGator	63
<input type="checkbox"/>	 InMotion Hosting	60
<input type="checkbox"/>	 Register.com	52
<input type="checkbox"/>	 1&1	47
<input type="checkbox"/>	 FatCow	43
<input type="checkbox"/>	 iPage	40
<input type="checkbox"/>	 Network Solutions	29



Web Hosting Providers

Website Hosting Provider Definition

Website hosting providers offer rentable space on computer servers to store and operate users' websites as well as a connection to the internet so that websites are accessible by online visitors. Website hosting is used by organizations that desire server storage and internet connectivity but do not want to host or maintain servers on-premises at their place of business. Instead, website hosting providers maintain, configure, and frequently own servers in remote data centers, and offer a series of hosting plans to customers with varying levels of support, access, and pricing. Website hosting is most commonly used by organizations that are highly dependant on their web presence and e-commerce performance to maintain websites and guarantee minimal service interruptions.

The hosting plans provided by website hosting providers typically include shared hosting, reseller hosting, virtual private server (VPS) hosting, dedicated hosting, and colocation services. Some website hosting providers offer managed hosting services, wherein advanced support services are provided to hosting customers, including automated backups and security. Website hosting providers offer support for multiple types of control panel software, web frameworks, and content management systems.

To qualify for inclusion in the Website Hosting category, a provider must:

- Provide rentable storage space on which users can host websites
- Offer hosting customers a reliable Internet connection
- Package hosting services in at least one of the aforementioned hosting plans
- Perform regular preventative tmaintenance of server hardware and reparative maintenance, as necessary
- Upgrade server hardware as necessary while minimizing server downtime

Website Hosting GridSM Description

Products shown on the GridSM for Website Hosting have received a minimum of 10 reviews/ratings in data gathered by January 09, 2017. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the GridSM:

Leaders offer website hosting products that are rated highly by G2 Crowd users and have substantial scale, market share, and global support and service resources. Leaders include: WP Engine, GoDaddy, Pantheon, Bluehost, DreamHost, SiteGround, and HostGator

High Performers provide products that are highly rated by their users, but have not yet achieved the market share and scale of the vendors in the Leader category. High Performers include: InMotion Hosting

Contenders have significant Market Presence and resources, but their products have received below average user Satisfaction ratings

or have not yet received a sufficient number of reviews to validate their products. Contenders include: Register.com, 1&1, FatCow, iPage, and Network Solutions

Niche products do not have the Market Presence of the Leaders. They may have been rated positively on customer Satisfaction, but have not yet received enough reviews to validate their success.

New Providers on GridSM

Providers appearing on the Website Hosting GridSM for the first time are Register.com, FatCow, iPage and Network Solutions.

Providers Not Yet on GridSM

Providers with fewer than 10 reviews are not included on the GridSM. Some notable providers not yet included are Media Temple Web Hosting, Site5, and Just Host. Users of these providers are encouraged to visit the Website Hosting category and write a review.

GridSM Scores for Website Hosting

The table below shows the Satisfaction and Market Presence scores that determine vendor placement on the GridSM. To learn more about each of the providers, please see the executive profile section.

Leaders

	# of Reviews	Satisfaction (normalized)	Market Presence	G2 Score
WP Engine	39	96	57	76
GoDaddy	115	79	74	76
Pantheon	83	93	53	73
Bluehost	50	58	76	67
DreamHost	38	79	53	66
SiteGround	23	80	50	65
HostGator	41	53	74	63

High Performers

	# of Reviews	Satisfaction (normalized)	Market Presence	G2 Score
InMotion Hosting	19	74	46	60

Contenders

	# of Reviews	Satisfaction (normalized)	Market Presence	G2 Score
Register.com	13	46	58	52
1&1	24	34	61	47
FatCow	13	33	53	43
iPage	11	27	54	40
Network Solutions	12	2	57	29

GridSM Methodology

GridSM Rating Methodology

The GridSM represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 Crowd rates website hosting providers algorithmically based on data sourced from provider reviews shared by G2 Crowd users and data aggregated from online sources and social networks.

Technology buyers can use the GridSM to help them quickly select the best website hosting providers for their businesses and to find peers with similar experiences. For vendors, media, investors, and analysts, the GridSM provides benchmarks for provider comparison and market trend analysis.

GridSM Scoring Methodology

G2 Crowd rates providers and vendors based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique, patent-pending algorithm to this data to calculate the provider strength and scores in real time. The Winter 2017 Website Hosting GridSM Report is based off of scores calculated using the G2 Crowd algorithm v2.0 from reviews collected through January 9, 2017. To view the Website Hosting GridSM with the most recent data, please visit the Website Hosting page.

The Satisfaction rating is affected by the following (in order of importance):

- Customer satisfaction with end user-focused provider attributes based on user reviews
- Popularity and statistical significance based on the number of reviews received by G2 Crowd
- Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a provider)
- Customers' satisfaction with administration-specific provider attributes based on user reviews
- Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 Crowd users

The Market Presence score is affected by the following (in order of importance):

- Provider market presence
 - ↳ Number of employees for provider (based on social networks and public sources)
 - ↳ Number of provider reviews

- ↳ Provider social impact based on factors including Twitter followers and domain authority
- Vendor market presence
 - ↳ Number of employees for parent company (based on social networks and public resources)
 - ↳ Vendor momentum based on web traffic and search trends
 - ↳ Vendor social impact based on Klout score and Twitter followers
 - ↳ Age of company (number of years in operation)
 - ↳ Employee satisfaction and engagement (based on social network ratings)

GridSM Categorization Methodology

Making G2 Crowd research relevant and easy for people to use as they evaluate and select business software providers is one of our most important goals. In support of that goal, organizing providers and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software providers and the related reviews in the G2 community, G2 Crowd follows a publicly available categorization methodology. All website hosting providers appearing on the GridSM have passed through G2 Crowd's categorization methodology and meet G2 Crowd's category standards.

Many terms that appear regularly across G2 Crowd and are used to aid in provider categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for providers included on the GridSM. A list of standard definitions is available to G2 Crowd users to eliminate confusion and ease the buying process.

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 Crowd up through January 9, 2017. The ratings may change as the providers are further developed, the vendors grow, and as additional opinions are shared by users. G2 Crowd updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their providers and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche vendors may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account to validate a G2 Crowd user's identity and employer. Additionally, we verify all reviews manually. We do

not allow users to rate their employers' providers or those of their employers' competitors. Though we share reviews from business partners (they often contain valuable content), we filter out business partner ratings in our aggregate ratings to avoid bias.

Our G2 Crowd staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Vendors cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

GridSM Inclusion Criteria

All providers in a G2 Crowd category that have at least 10 reviews from real users of the provider are included on the GridSM. Inviting other users, such as colleagues and peers, to join G2 Crowd and share authentic provider reviews will accelerate this process.

If an website hosting provider is not yet listed on G2 Crowd and it fits the market definition above, then users are encouraged to suggest its addition to our Website Hosting category.

Provider Profiles

Provider profiles and detailed charts are included for providers with 10 or more reviews.

*Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.



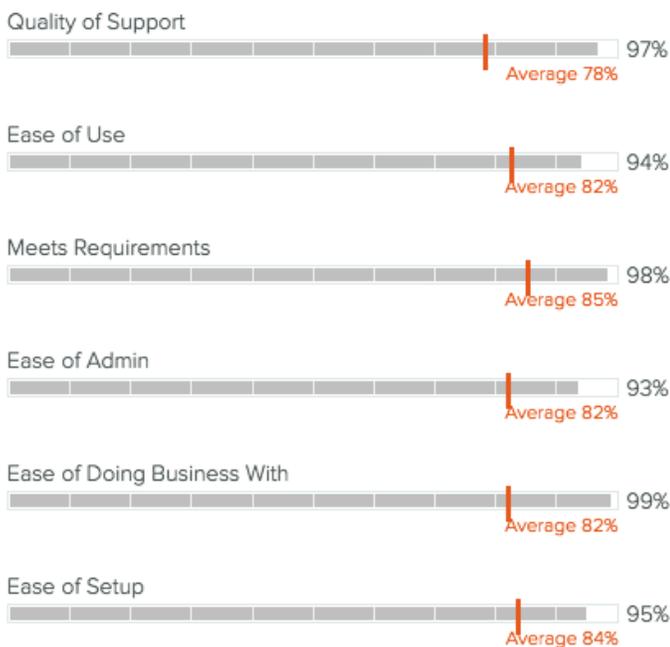
Vendor Profile

Vendor:	WP Engine
Location:	Austin, TX
Founded:	2010
2017 Revenue:	n/a (private company)
Employees (LinkedIn™):	422
Website:	wpengine.com

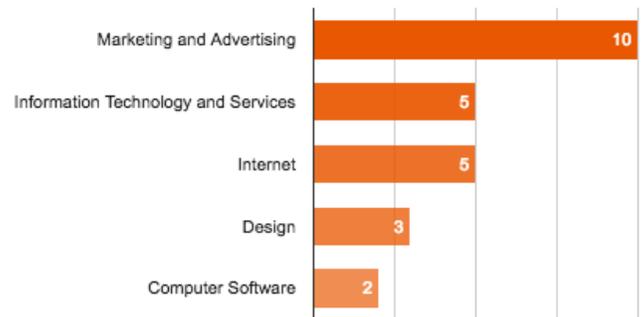
Provider Synopsis

WP Engine has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. WP Engine received the highest Satisfaction score among Website Hosting providers. 100% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend WP Engine at a rate of 95%. WP Engine is also in the CMS Tools and Managed Hosting categories.

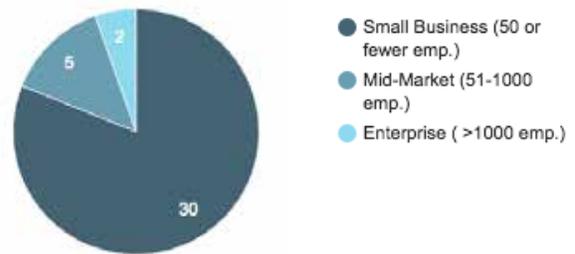
Satisfaction Ratings



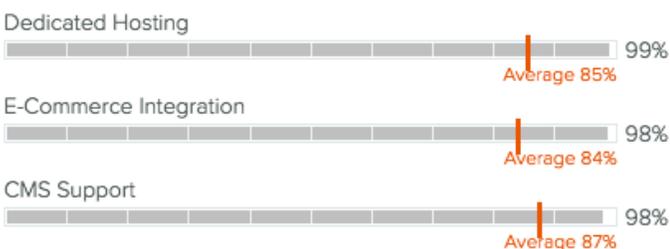
Top Industries Prepresented



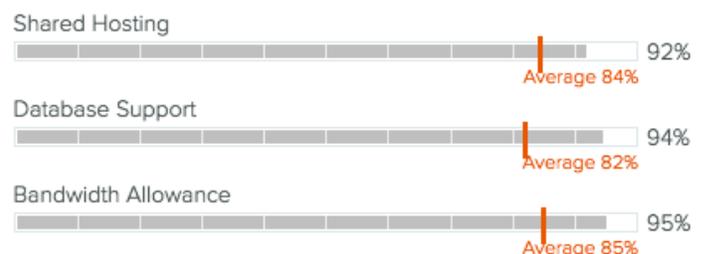
Review Breakdown



Highest-Rated Features



Lowest-Rated Features



Satisfaction Ratings

G2 Crowd users rated website hosting providers vendors' ability to satisfy their needs as shown in the table below.

	WP Engine	GoDaddy	Pantheon	Bluehost	DreamHost	SiteGround	HostGator	InMotion Hosting	Register.com	1&1	FatCow	iPage	Network Solutions	Average
Satisfaction														
Likely to Recommend	95%	68%	90%	68%	76%	83%	70%	82%	67%	65%	75%	76%	65%	75%
Product Going in Right Direction?	95%	60%	93%	51%	65%	82%	53%	79%	69%	35%	69%	73%	33%	66%
Satisfaction by Category														
Meets Requirements	98%	81%	89%	81%	86%	90%	79%	90%	87%	78%	84%	86%	76%	85%
Ease of Admin	93%	77%	90%	74%	87%	87%	80%	83%	n/a	82%	81%	n/a	67%	82%
Ease of Doing Business	99%	78%	89%	79%	85%	89%	75%	89%	n/a	71%	83%	n/a	62%	82%
Quality of Support	97%	77%	82%	73%	82%	91%	74%	92%	80%	75%	65%	73%	52%	78%
Ease of Setup	95%	79%	89%	79%	87%	88%	79%	87%	n/a	87%	81%	n/a	70%	84%
Ease of Use	94%	76%	89%	79%	84%	90%	79%	86%	89%	76%	82%	75%	71%	82%

	WP Engine	GoDaddy	Pantheon	Bluehost	DreamHost	SiteGround	HostGator	InMotion Hosting	Register.com	1&1	FatCow	iPage	Network Solutions	Average
Net Promoter Score (NPS)														
Net Promoter Score (NPS) (Range from -100 to +100)	87	-4	69	-4	13	43	2	37	-23	-13	15	27	-17	18

*n/a is displayed when fewer than five responses were received for the question.

Feature Comparison

G2 Crowd users have evaluated website hosting providers by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual provider features. The results are shown below.

	WP Engine	GoDaddy	Pantheon	Bluehost	DreamHost	SiteGround	HostGator	InMotion Hosting	Register.com	1&1	FatCow	iPage	Network Solutions	Average
Hosting Plans														
Shared Hosting	92%	76%	85%	75%	90%	91%	78%	91%	79%	73%	91%	88%	n/a	84%
Reseller Hosting		74%	83%	71%		n/a	81%	n/a	n/a	n/a	n/a	n/a	n/a	78%
VPS Hosting	n/a	67%	88%	76%	90%	n/a	65%	96%	n/a	n/a	n/a	n/a	n/a	80%
Dedicated Hosting	99%	83%	88%	77%	86%	n/a	74%	97%	n/a	n/a	83%	81%	n/a	85%
Colocation Services		76%	88%	n/a		n/a	69%	n/a	n/a	n/a	n/a	n/a	n/a	78%

	WP Engine	GoDaddy	Pantheon	Bluehost	DreamHost	SiteGround	HostGator	InMotion Hosting	Register.com	1&1	FatCow	iPage	Network Solutions	Average
Hosting Management														
Storage Limits	97%	79%	86%	85%	95%	90%	83%	85%	86%	71%	81%	82%	n/a	85%
Bandwidth Allowance	95%	80%	91%	84%	93%	88%	82%	85%	86%	78%	84%	70%	n/a	85%
Email Hosting	n/a	78%	55%	76%	76%	89%	80%	86%	83%	73%	84%	n/a	n/a	78%
Control Panel Integration	95%	82%	92%	80%	82%	90%	87%	82%	n/a	59%	71%	76%	n/a	81%
CMS Support	98%	88%	95%	84%	89%	92%	79%	90%	n/a	n/a	68%	90%	n/a	87%
Web Framework Support	96%	82%	86%	74%	89%	93%	76%	80%	91%	n/a	70%	97%	n/a	85%
E-Commerce Integration	98%	81%	88%	75%	87%	92%	78%	86%	n/a	n/a	69%	83%	n/a	84%
File Management	96%	81%	84%	79%	86%	93%	82%	79%	88%	74%	86%	73%	n/a	83%
Database Support	94%	79%	89%	75%	86%	92%	75%	83%	n/a	76%	78%	71%	n/a	82%
Security Tools	96%	85%	90%	75%	87%	89%	80%	84%	n/a	71%	79%	89%	n/a	84%

*n/a is displayed when fewer than five responses were received for the question.

**A gray box indicates that a vendor has selected that they do not offer that feature.

Additional Data

Additional provider data on customer segments, deployment and implementation, user adoption and ROI, and market presence is displayed below.

Customer Segments Served

	WP Engine	GoDaddy	Pantheon	Bluehost	DreamHost	SiteGround	HostGator	InMotion Hosting	Register.com	1&1	FatCow	iPage	Network Solutions	Average
Customers by Size														
Small Business (50 or fewer emp.)	81%	53%	75%	64%	49%	71%	53%	95%	25%	48%	54%	91%	58%	62%
Mid-Market (51-1000 emp.)	14%	28%	19%	22%	30%	10%	28%	5%	42%	24%	31%	9%	42%	23%
Enterprise (>1000 emp.)	5%	19%	6%	14%	22%	19%	20%	0%	33%	29%	15%	0%	0%	14%

Deployment and Implementation

	WP Engine	GoDaddy	Pantheon	Bluehost	DreamHost	SiteGround	HostGator	InMotion Hosting	Register.com	1&1	FatCow	iPage	Network Sol'
Deployment Method													
Cloud	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
On-Premise	100%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Implementation Time													
Avg. Months to Go Live	0.2	0.4	0.9	0.5	0.3	0.3	0.7	0.4	n/a	0.3	1.0	n/a	0.9
Implementation Method													
Led by In-House Team	85%	93%	98%	100%	100%	87%	100%	81%	n/a	100%	80%	n/a	100%
Led by Vendor PS	10%	2%	2%	0%	0%	13%	0%	6%	n/a	0%	20%	n/a	0%
Led by 3rd Party	5%	5%	0%	0%	0%	0%	0%	13%	n/a	0%	0%	n/a	0%
Number of Users Purchased													
Median Number of Users Bought	17	3	7	3	3	3	3	3	n/a	n/a	n/a	n/a	n/a
Contract Term													
Avg. Contract Term (Months)	4	16	3	12	8	12	7	12	n/a	11	10	n/a	12

User Adoption

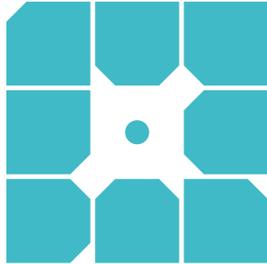
	WP Engine	GoDaddy	Pantheon	Bluehost	DreamHost	SiteGround	HostGator	InMotion Hosting	Register.com	I&I	FatCow	iPage	Network Sol
User Adoption													
Average User Adoption	88%	74%	65%	95%	74%	n/a	90%	66%	n/a	n/a	n/a	n/a	79%

Return on Investment (ROI)

	WP Engine	GoDaddy	Pantheon	Bluehost	DreamHost	SiteGround	HostGator	InMotion Hosting	Register.com	I&I	FatCow	iPage	Network Sol
Payback Period													
Avg. Payback Period (Months)	9	17	6	13	20	7	11	11	n/a	9	n/a	n/a	n/a

Market Presence

	WP Engine	GoDaddy	Pantheon	Bluehost	DreamHost	SiteGround	HostGator	InMotion Hosting
Vendor Information								
Vendor Name	WP Engine	GoDaddy	Pantheon	Endurance International Group	Dream-Host	SiteGround	Endurance International Group	InMo Hos
Year Founded	2010	1997	2010	1997	1997	2004	1997	2004
Revenue (\$MM)	n/a	\$1,607	n/a	\$741	n/a	n/a	\$741	n/a
Employees on LinkedIn (Vendor)	422	4,361	100	1,011	156	256	1,011	156
LinkedIn Followers	5,644	36,687	4	10,750	2,885	1,889	10,750	1,889
Twitter Followers (Vendor)	28,935	228,456	22,843	1,188	31,964	12,450	1,188	10,750
Twitter Followers (Product)	28,935	228,456	22,843	43,064	31,964	12,450	70,858	10,750
Klout Score (Vendor)	65	76	58	55	81	57	55	81
Klout Score (Product)	66	76	61	63	81	57	81	81
Glassdoor Rating	4.1	3.4	4.7	3.1	3.9	n/a	3.1	3.9
Alexa Web Traffic Rank	2,743	138	39,675	71,509	6,198	2,732	71,509	2,732



About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.

