

Managed WordPress Hosting

What needs Management ?

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WordPress Environment

Understanding WordPress Environment

WordPress Needs

- Server and Network
- Operating System
- Database (MySQL)
- Web Server
- PHP interpreter

PHP / PHP-FPM

HHVM

WordPress

- WordPress Core

Plugins

Themes

Server and Network Needs

Initial Setup

- Buy Server
- Rent Space in Datacenter
- Setup Server
- Configure Network

Maintenance

- Hardware Fails
 - CPU
 - Motherboards
 - HDD
 - Network Cards
 - and more..

Operating System Needs

Initial Setup

- **Decide OS**
Linux, Windows, BSD, ..
- **Install OS**
- **Initial OS tuning**
- **Software configuration**
Mail, SSH, (S)FTP, ..
- **Network Configuration**
Routes, Firewall, ..

Maintenance

- **System Administration**
Updates
Security Patching
Backup
Troubleshooting
and more..

Database Needs

Initial Setup

- MySQL
- Initial Configuration
- Tuning
- Backup Planning

Maintenance

- DB Administration
- Updates
- Security Patching
- Troubleshooting
- Query optimization
- and more..

Web Server / PHP Needs

Initial Setup

- Decide which Web Server
Apache, NGINX, ...
- Install Web Server & PHP
- Tune WebServer and PHP
threads
events
preforks
HHVM
and more...

Maintenance

- Updates
- Security Patching
- Troubleshooting
- Ongoing optimization
- and more..

WordPress Needs

Initial Setup

- Install WordPress
 - Core
 - Plugins
 - Themes

Maintenance

- Core Updates
- Themes and Plugins Updates
- Security Patching
- Backups
- Troubleshooting
- Dev Tools and Testing
- Ongoing optimization and re-configuration
- and more..



The Maintenance Problem

Maintenance is a never ending job

- Technical Know-How
- Keeping software up to date
- Security patches
- Backup design and implementation
- Troubleshooting
- Optimization
- Monitoring

Are you a Systems Administrator ?

Are you a Database Administrator ?

Are you Security Expert ?

NO

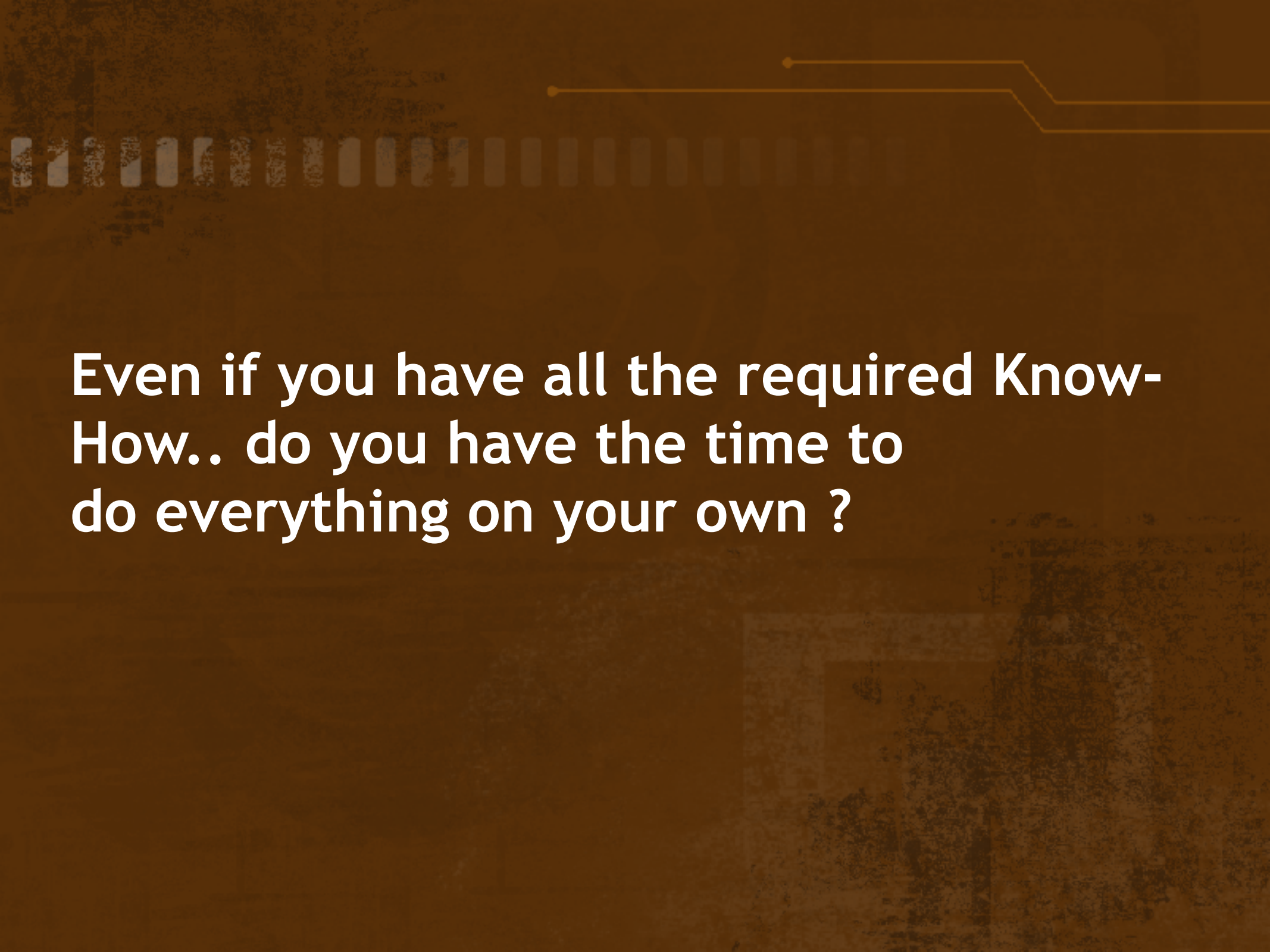
- You need to hire someone to handle your maintenance needs!

YES

- You have to maintain everything on your own!



The Time Problem



Even if you have all the required Know-How.. do you have the time to do everything on your own ?



The Hosting Providers Solution

Shared Hosting Providers

Advantages

- Server Maintenance
- System Administrators

Disadvantages

- Business Model
 - Overselling
 - Shared resources
 - Bad neighbor effect
 - Poor Performance
 - Inevitable downtimes
 - No Scalability
 - Lack of WP expertise
- You are on your own!
- You get what you pay for!

(Dedicated) Managed Hosting Providers

Advantages

- Server Maintenance
- System Administrators
- Increased Security
(hopefully)
- Vertical Scalability (if supported)

Disadvantages

- Lack of WP Expertise
- Poor Performance
no optimizations
- Inevitable downtimes (due to hardware failures)

Managed WordPress Hosting Providers

Advantages

- Server Maintenance
- System Administrators
- Database Administrators
- Increased Security
- DevOps (some)
- Speed / Performance
- Scalability (some)
- Rich Feature set
- WordPress Expertise

Disadvantages

- Pricing (really?)
- Limitations (mostly on Plugins)
- Downtime (some give HA)
- Serves Only WordPress :(



What is right for you ?

Escape the trend and Identify your Business Needs and available Resources

Website Needs

- Reliability
- Speed
- Security
- Support
- Features
- Growth

What you Know Best

- Developer
- Designer
- Blogger
- Content Writer
- SEO Expert

Case Studies..

Shared Hosting

- New / Low traffic websites
- Website is not a critical business component
- Low support expectations

Managed Hosting

- You need more resources
- You need custom software
- You know what you're doing
- **You have time** to spent on optimization

Managed WP Hosting

- Website is a critical business component
- High traffic websites
- Extra security mechanisms
- Extra features
- Expert support
- Lack of time



**“Managed WordPress Hosting should help
you focus on what you do best!”**

We're hiring!

Join us if you like remote working, building amazing products and you want to join a quickly growing company.

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