

WP ENGINE

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# OVERVIEW







# About

The world's #1 managed **WordPress** hosting platform.

WP Engine is the most popular platform for **WordPress** because of you. From small businesses to creative agencies to enterprise brands, WP Engine is proud to enable the full spectrum of digital experiences on **WordPress**.

# Office

- + Headquartered in Austin, Texas
- + offices in San Antonio, Texas; Omaha, Nebraska, Limerick, Ireland, London, England, San Francisco, California, Brisbane, Australia and Krakow, Poland.



# Leadership

Founder: Jason Cohen

CEO: Heather Brunner (Oct 2013–)

Headquarters location: Austin,  
Texas, United States

Founded: 2010

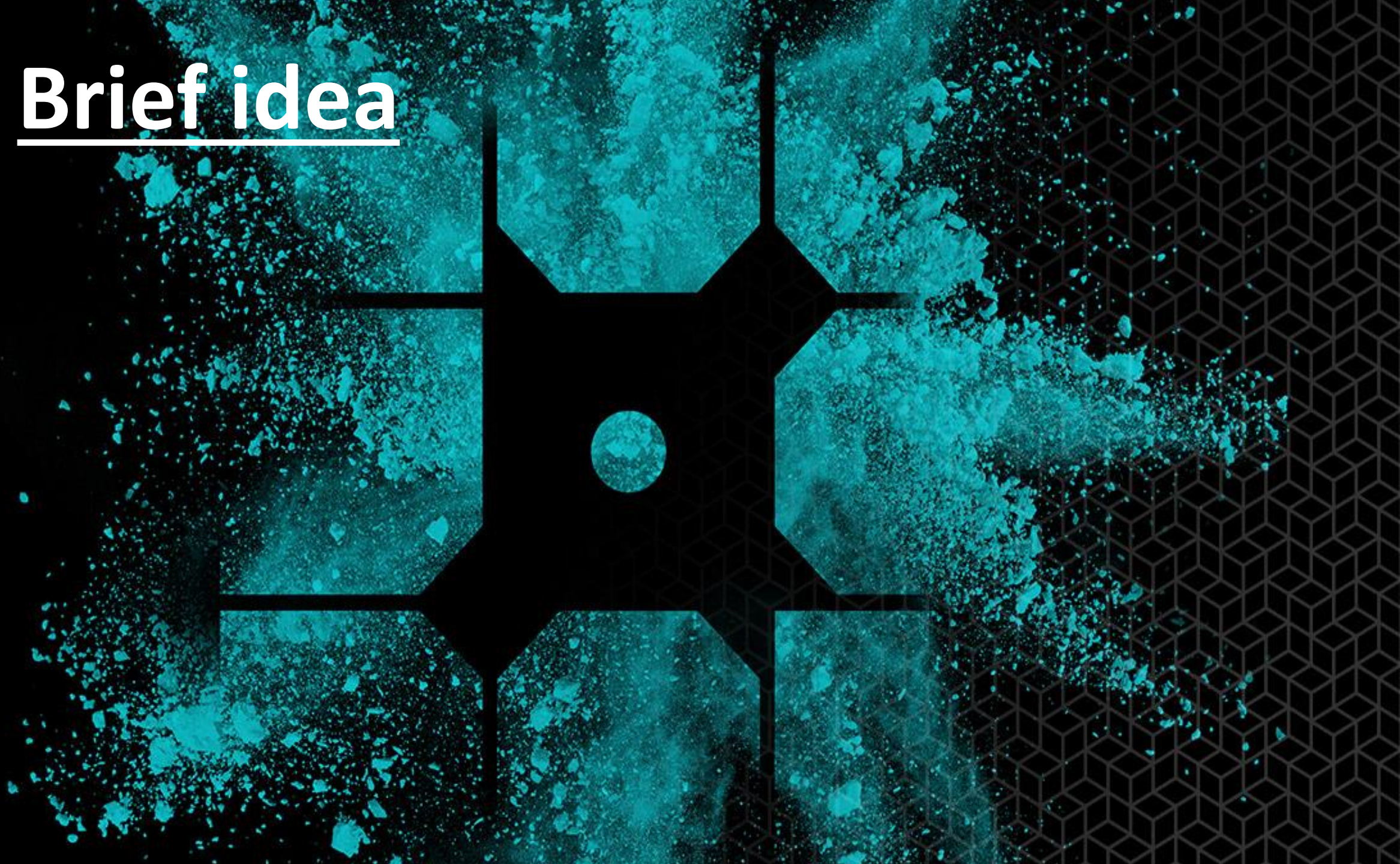
CTO: Jason Cohen



Jason cohen



# Brief idea







# **WP Engine is the leading WordPress digital experience platform.**

We're a new breed of technology company at the intersection of software innovation and service. Our platform provides brands the solutions they need to create remarkable sites and apps on **WordPress** that drive their business forward faster.



# Pillars





**Our platform is  
comprised of four  
pillars.**





## SERVICE & SUPPORT

### SITE BUILDING & MANAGEMENT



CREATIVE  
**AGILITY**

DEVELOPER TOOLS

DESIGN TOOLS

MANAGEMENT TOOLS

### OPEN SOURCE FLEXIBILITY



ECOSYSTEM  
**INTEGRATION**

TECH PARTNERS

CURATED WORDPRESS  
SOLUTIONS

### SITE SPEED, SCALE & SECURITY



ENTERPRISE  
**PERFORMANCE**

CLOUD INFRASTRUCTURE

MANAGED WORDPRESS  
HOSTING

SECURITY SOLUTIONS

### SITE ANALYTICS



ACTIONABLE  
**INTELLIGENCE**

PAGE SPEED  
INSIGHTS

APPLICATION PERFORMANCE  
MONITORING



CREATIVE  
**AGILITY**

➔ The features you need to innovate and get to market faster.





ENTERPRISE  
**PERFORMANCE**

- ➔ The features you need to deliver scalable and secure digital experiences optimized for **WordPress**.



ACTIONABLE  
**INTELLIGENCE**

- ➔ The features you need to optimize your digital experience with actionable insights on site traffic and performance.





ECOSYSTEM  
**INTEGRATION**

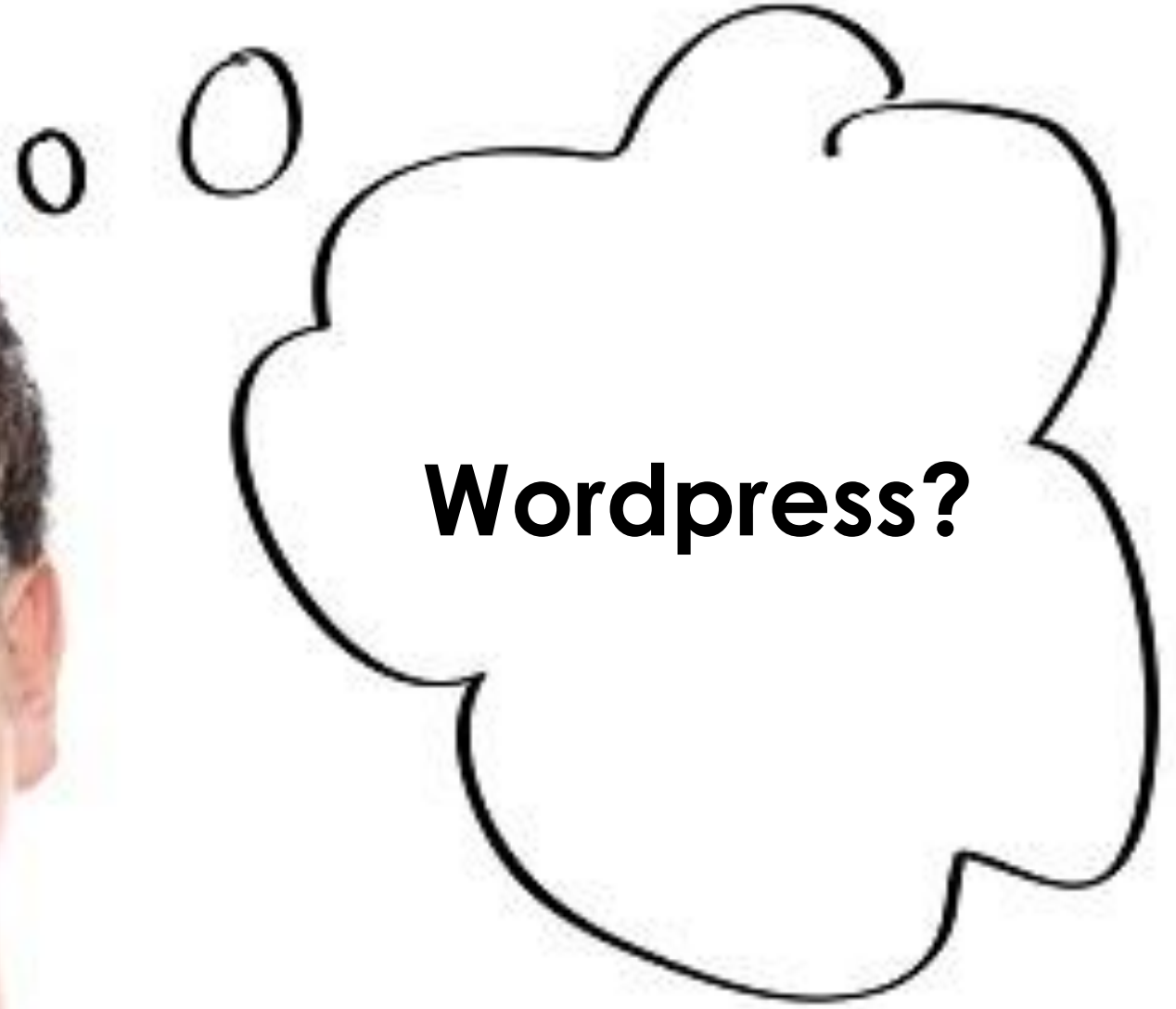
- ➔ The features you need to leverage the [WordPress](#) open framework and WP Engine's integrated platform to create new opportunities for your brand



# WordPress?







**Wordpress?**



# What is WordPress?

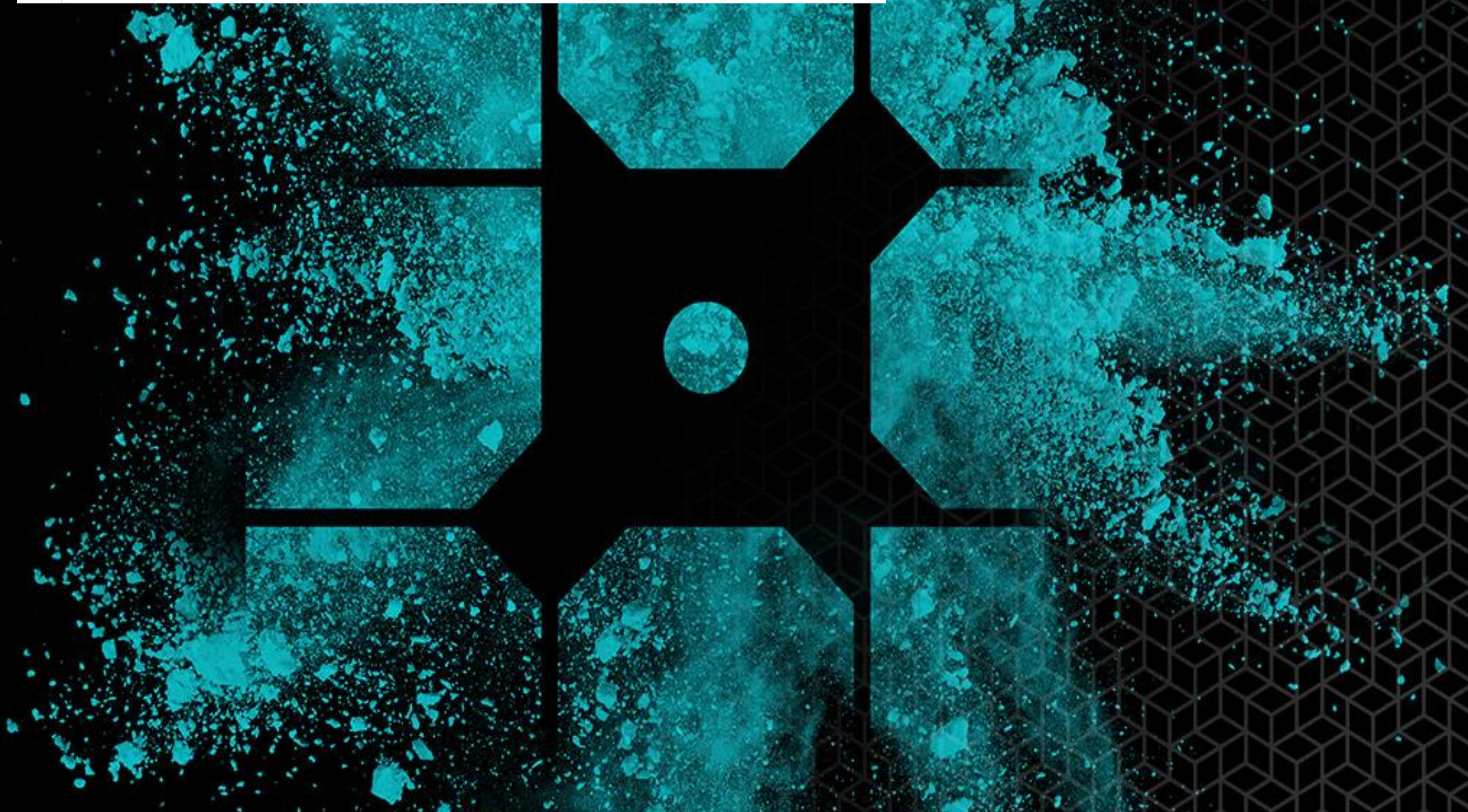
- ▶ WordPress is web software to create a beautiful website.
- ▶ It's free and open source software based on PHP & MySQL.
- ▶ WordPress started as just a blogging system.
- ▶ The core software is built by hundreds of community volunteers.
- ▶ There are thousands of plugins and themes available to transform your site into almost anything you can imagine.
- ▶ 27% of the web uses WordPress, from hobby blogs to the biggest news sites online
- ▶ Over 60 million websites are powered by WordPress.
- ▶ You can get more details at [www.wordpress.org](http://www.wordpress.org).

# Here are some of the benefits of using WordPress:

- Software is Free
- Easy to use
- Control is in your hands
- SEO Advantages & SEO Friendly
- Very Large Community Support



# Technology partner





# We integrate with best-in-class technology partners.

We partner with Google, AWS, and New Relic, and optimize their technology specifically for WordPress.





Award





# Our teams are award-winning.

We're relentlessly passionate about your success, and our teams have the accolades to prove it





# Benefits







# **7 BENEFITS OF HOSTING YOUR WORDPRESS BLOG ON WP ENGINE**

# 1.SAVES TIME

- Maintaining various codebases on various servers is quite hectic. With managed [WordPress hosting](#) you can deploy our new WordPress blog in very little time and start publishing posts straight away.





## 2.DEDICATED SUPPORT

- You get better service , the code bases are regularly maintained and updated by WP Engine which is quite better than any service and support provided by any service provider.



### 3.LESS SITE DOWNTIME

- Irresponsible sites may lead to financial losses due to reduced sign-ups. It may also damage the reputation due to constant downtime. WordPress blogs are responsive by default and prove to be very stable.





## 4.BETTER RESPONSIVENESS – BETTER SEO



- Having a responsive site has also helped with SEO rankings thus boosting Google rankings.

## 5.SECURITY

- WP Engine is robust and secure and everything is always patched with the latest security updates, keeping our sites secure and away from vulnerabilities.





## 6.FREE STAGING ENVIRONMENT & DAILY BACKUPS



- WP Engine's staging allows updates to themes to be revised before being pushed out to the live site. Automatic WordPress backups and disaster recovery feature is also important in case of any disaster.

## 7.BONUS TOOLS AND FEATURES

- This allows your content to be accessed anywhere on the globe without a time delay.





THANK  
YOU!

