

## Why Plesk WordPress Server?

**Plesk WordPress Server** is the perfect all-in-one solution for agencies and web professionals to create professional websites fast and easy.

**Plesk WordPress Server** is a ready-to-go solution based on the **best practices** like pre-configured WordPress auto-hardening, web application firewall and IP address banning. On top the **WordPress Server** includes our best extensions handpicked for security, website speed and productivity.

**Plesk WordPress Servers** receive **automatic updates** powered by **Artificial Intelligence** for all WordPress sites to keep them secure and reliable while having full flexibility. Of course the OS and all installed Plesk extensions are updated automatically too.

Managed (**MSP**) or cloud service providers (**CSP**), and all other hosting providers receive a scripted toolset to automate set-up of their offerings, accelerate time-to-market and increase margin.

**Plesk enables MSPs, CSPs and Hosting Providers** alike to stand out from the competition and increase revenue by adding Plesk WordPress Server as an **extra layer on top of the infrastructure** and turn a generic hosting plan into a targeted business solution.

### The ideal customer

- **All service providers** who want to **offer their own WordPress solution** to address the needs of a growing community that is looking for WordPress hosting solutions at a competitive price point
- **All WordPress users** who want **all the relevant features that best WordPress-specific hosters** offer today, but without arbitrary resource restrictions so they can implement their own customized workflow
- **Everyone** in the entire **WordPress community** with a strong need for **automation and continuous delivery** to **invest in apps, not ops**
- **All web professionals** who want **powerful features** like CLI and API, Docker support, Git integration, SSL management or security enhancements requiring control of the server at a deeper level



**WordPress Toolkit** allows server administrators, resellers and customers to manage their WordPress instances, **enabling a variety of development workflows** for WordPress admins of all skill levels, from beginners to pros.

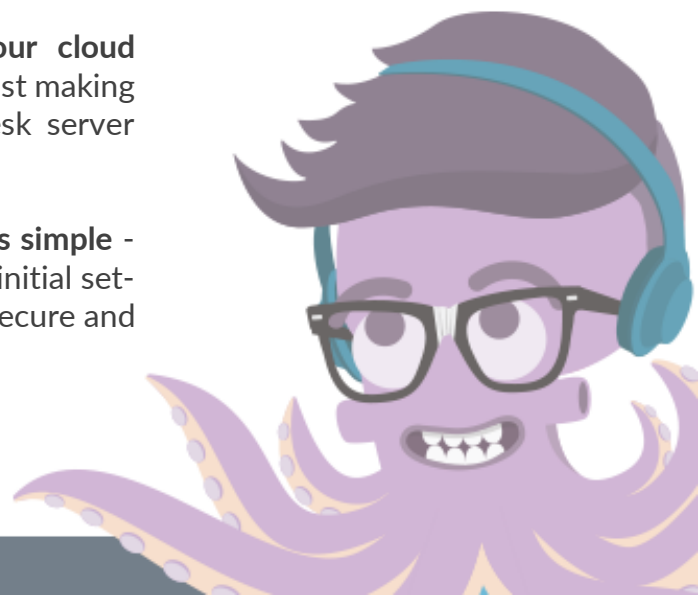


### What is pre-installed?

- **WordPress Toolkit** - Mass-manage multiple WordPress instances with just a few clicks and never code on a live site again thanks to integrated **staging** and **cloning** functionality
- **Smart Updates for WordPress** - Our deep learning algorithm analyzes your WordPress updates and performs them without breaking your site or notifies you proactively if the update might be dangerous
- **SEO Toolkit Personal Edition** - Design and execute your SEO strategy, monitor your keyword rankings, and benchmark yourself against your competitors - all in one place
- **Speed Kit** - Accelerate your website with a single click. Thanks to our cloud caching infrastructure we achieve a performance boost of typically **50-300%** for your website
- **Backup to Cloud Pro** - Easily schedule Automatic Backups to the most popular Cloud Storages (AWS S3, Google Drive, Microsoft OneDrive, etc.)
- **Revisium Antivirus Pro** - Intelligent malware detection tool with one-click automatic malware cleanup and domains blacklist status monitoring
- **Uptime Robot** - Get alarmed about downtimes of your websites and your server
- **Google PageSpeed Insights** - Identify possibilities to speed up your website and accelerate sales conversion
- **Sucuri Site Scanner** - Remotely detect website security issues, blacklist warnings, and malware visible in the source code
- **BoldGrid** - Powerful and easy to use Drag&Drop Website Builder for WordPress

**Make Plesk Server Solutions an essential part of your cloud strategy.** Win new customers and grow your business whilst making existing customers happy by giving them access to plesk server solutions and feature packs they want and need today.

**The start of your journey with Plesk WordPress Server is simple** - follow the **built-in wizard** who will guide you through the initial set-up. Afterwards the new advisor always helps you to stay secure and fast.



## When to sell?

- **Individual WordPress users** who don't want to spend plenty of time setting up and managing a WordPress server **but do want to invest in productivity, not ops**
- **WordPress Developers** who don't like cowboy coding and need one-click cloning, staging and syncing, one-dashboard multi-instance management and maintenance for all their WordPress instances
- **WordPress Design Agencies** who want to easily manage customer accounts and permissions for teams of all sizes and across multiple projects whilst keeping control of the hosting environment at a reasonable cost
- **WordPress admins** who seek for pre-configured solutions with NGINX, PHP 7-FPM for the best possible performance and 24/7 ops & security (patching and upgrading)

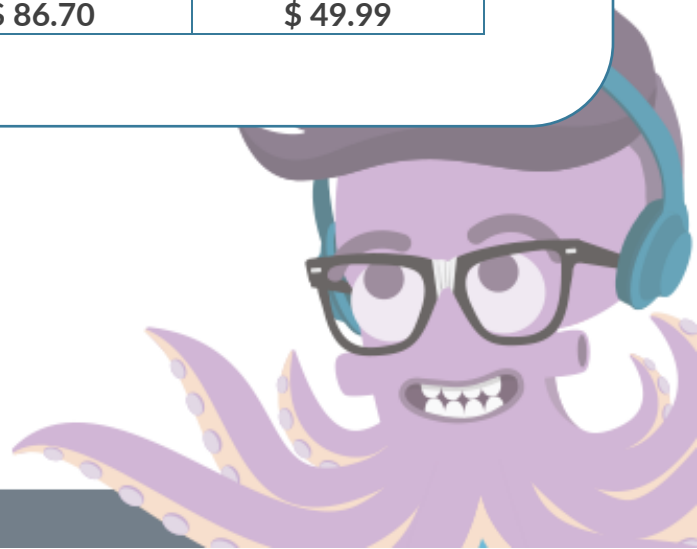
## When price does matter

Plesk prices in USD, comparing bundle pricing vs single purchase. Savings listed below refer to **Plesk WordPress Server**. Free Plesk extensions like Plesk Migrator, WordPress Toolkit and more are not listed here but included in the Plesk WebHost license.

Plesk WordPress Server for Agencies	Price in \$ for Single Purchase	MRRP for the Bundle
Plesk License WebHost Edition	\$ 25.00	\$ 49.99
WordPress Smart Updates	\$ 22.80	
SEO Toolkit Personal Edition	\$ 19.00	
Speed Kit	\$ 5.99	
Boldgrid	\$ 5.00	
Backup to Cloud Pro	\$ 4.00	
Revisium Antivirus Pro	\$ 4.90	\$ 49.99
<b>Total</b>	<b>\$ 86.70</b>	

Save up to **42%** vs single purchase!

If you are already a partner, please contact your sales representative for your partner-price.



#### What's in it for the end customer?

- **Secure and automated Updates** for WordPress to save time and eliminate headaches for each new release
- **Easily update / upgrade / harden multiple WordPress installations** with a single click
- Get notified whenever server updates, or new WordPress plugin & themes are available
- **All you need to secure and administer your WordPress sites** through an intuitive user interface that reduces management time and total cost of ownership

#### What's in it for the service provider?

- **Win more price sensitive customers**
- Reach out to new target audiences
- **Sell more VPS, dedicated or cloud servers**
- **Upsell from shared hosting**
- Deploy reliable professional WordPress solutions faster
- Reduce the risk of human errors thanks to pre-configured features
- **Enable your customers to do what they can't do today and beat the competition on price**

#### Unique features

- Plesk makes it super easy to **run WordPress on your server with pre-configured settings and extra security features pre-installed**
- Never code on a live site again thanks to integrated **cloning** and **staging** functionality
- **No extra licence fees** for commercial Plesk extensions, **providing cost savings up to 42%**
- **Rock-solid server-to-site security**
- **Integrated WordPress Toolkit** allows mass management of multiple WordPress instances on a single server
- **Harden-up** multiple sites with one click
- **Built-in back-up functionality** to the cloud infrastructure of your choice
- **Self-repair** functionality

