

Managed WordPress Hosting

Hosting WordPress Websites with Features and Benefits
Specifically Created for Agencies and Developers



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Introduction

Is this report for you?

This report is written from the point of view of a marketing agency, digital marketer or web developer who sells WordPress websites to their clients. It speaks to the features and benefits of managed WordPress hosting for small to mid-sized

businesses who by virtue of their relationship with their clients want to provide WordPress website hosting services via a reseller model.

What is “managed WordPress hosting”?

According to www.wpbeginner.com, managed WordPress hosting is, “a concierge service where all technical aspects of running WordPress is managed by the host.”¹ Services provided include security, speed enhancements, WordPress core updates, plugin updates, backups and uptime. Managed WordPress hosting allows marketing agencies, digital marketers and web developers to provide a quality service to their client while washing their hands of any responsibility for day to day website operations. Managed WordPress hosting can also come with premium support from WordPress experts to solve WordPress-specific problems that tech support desks at other hosting companies won't touch.

Industry Overview

The hosting industry has several major players such as GoDaddy, HostGator, Rackspace and others who host all types of websites, not just WordPress. Many of these companies have identified the need for managed WordPress hosting and bolted their own version of it onto their basic service offerings. There is also a series of smaller startups who are focused solely on WordPress managed hosting. Included in this group are WPEngine, Siteground, Pagely and EZManagedHosting.com.

Service Offerings

Initial Site Moving

The best hosting providers provide free initial setup and site moving from your old hosting location to your new managed WordPress hosting. If you have to do this

¹ <http://www.wpbeginner.com/managed-wordpress-hosting/#hostspecs-slidetoggle>

yourself it can be extremely time consuming, technically frustrating and more than a bit scary to do.

Hosting

Most hosting companies offer plans that are based upon the number of domains you are hosting. Several have plans that also have limits on the amount of hosting resources consumed such as bandwidth and storage (hard disk) space. At some level, certain players will push you towards a dedicated server arrangement where you have full control over a box in their data center and it runs only your websites and applications.

Updates

Inherent in any managed WordPress hosting offering is automatic WordPress updates and automatic plugin updates. Some providers have a restricted list of WordPress plugins which are allowed. This conflicts with many WordPress developers who have used unsupported plugins. In order to move to the new managed hosting location they would have to go back and rebuild sites using unsupported plugins.

Security

Table stakes for participation in this business is providing a secure environment that includes strong password requirements, regular backups and anti-malware scanning. Dedicated denial of service (DDoS) attack prevention via Cloudflare protection or similar is highly desirable. The absolute best in class managed WordPress hosting providers offer a custom WordPress plugin which authenticates with the hosting company's billing system and requires a logged in user to put a site into "development mode" before any templates or other files can be edited.

Development

The best providers offer a staging environment for each domain that allows you to move a site from development into production. Some offer a one click approach for this. Others offer a concierge service where their service technicians do it for you.

Support

The big players all provide 24x7 support with an option of telephone or chat providing instant access to live resources. Smaller players offer 24x7 support based upon a ticket system. The best providers offer relationship-based support. You're not dealing with a call center and the luck of the draw ... you're dealing with someone you have a relationship with.

Billing

In a perfect world, the hosting company handles billing your client directly and then pays you your cut. That keeps things simple and puts the onus for being "the bad guy" when someone isn't paying and needs to have their hosting shut off on the hosting company and not you.

My Choice

For my small web agency, the most important aspect of hosting to me is having a relationship with my provider. That's why we chose EZManagedHosting.com. They host over 100 sites for us. We are on a first name basis with their support team and they are super responsive to our requests Monday-Friday, 8AM-5PM EST. Their free onboarding for all sites was helpful at the beginning and continues to be helpful today as we move sites from our development server (which they host for us) to their individual hosting accounts. They bill our clients directly and pay us our cut once per month. We also love their custom plugins. One of them protects against denial of service attacks very effectively and there other authenticates with their billing system and forces an admin to put a site into "development mode" before

any files can be edited. This system lockdown provides awesome protection that no other hosting provider we checked out also has. Here are the rest of the things we love about EZManagedHosting.com's managed WordPress hosting:

- EZManagedHosting.com uses cloud technology that isolates hosting accounts from each other. Each account has complete control over CPU, memory, disk access and resources like mysql and web server process allocation.
- Any PHP version is available from the hosting control panel including the ability to add pretty much any PHP module and directly edit php.ini settings.
- EZManagedHosting.com uses a combination of Nginx, Apache and Lightspeed servers. These allow very granular configuration and result in top performance.
- As mentioned above, EZManagedHosting.com's secure lockdown technology is very unique. Nobody else is doing this the same way. Most who offer something like this service have a different scanning-based approach which is not as effective because it's reactive to the issue instead of preventive.
- EZManagedhosting.com makes it very easy to create dev and staging environments from cpanel. Their system now deploys sites directly from the site-management system. The site-management system was created to easily manage multiple Wordpress sites from one location. It manages plugin/theme/core updates very intelligently and is connected with their billing system.
- EZManagedHosting.com has the ability to weather traffic spikes by using advanced page caching and user agent verification process.
- EZManagedHosting.com's DDoS protection is also unique as it acts as a software firewall to detect bogus HTTP requests to admin links.
- EZManagedHosting.com doesn't disallow any plugins as their architecture allows isolation of each account. If there's an issue with a particular plugin, their tech team can assist with figuring out the issue.

- They run daily/weekly/monthly backups and also now offer advanced WordPress specific backups through the site-management system.
- Not only does EZManagedHosting.com offer free site migration but they will also clean up infections and tune the sites for the customer. How cool is that?
- They are now offering to replace email notifications sent from the site with push (received on apple/android devices) notifications.
- EZManagedHosting.com supports Git and allows shell access on an as-requested basis.
- EZManagedHosting.com offers free wild card (can be used with any subdomain) Comodo SSL.
- GeoIP is available which allows the website to serve content based on the country of the visitor or block it.

About EZManagedHosting.com

The backbone of EZManagedHosting.com is a team of network engineers, entrepreneurs and developers that have successfully completed thousands of web projects. These include web development and design, system architecture and mobile application development. EZManagedHosting.com acquired 5 web hosting companies in the past and launched two profitable startups. Their main goal is to focus on growing relationships while building and providing services that businesses and individuals can benefit from. Over the past two years, EZManagedHosting.com has dedicated a substantial portion of their resources to creating a perfect infrastructure/environment for Wordpress sites. The team at EZManagedHosting.com is constantly innovating in the WordPress hosting and development space and plan to keep doing this indefinitely.

EZManagedHosting.com Goals

The team at EZManagedHosting.com isn't merely looking for customers. They want to attract business partners who get involved in efforts such as the identification,

functionality, building, testing and launching of new WordPress services.

Collaboration on mutually beneficial efforts like the EZManagedHosting.com blog and any startup efforts is also part of their plan.

wpChef partnership

wpChef is a perfect example of the type of partnership that EZManagedHosting are after. wpChef is a futuristic WordPress service that EZManagedHosting.com made available for their clients. Currently when a Wordpress site is deployed most agencies and/or hosting companies use a backup method (like the Duplicator plugin) to create a copy of the WordPress core files, the theme files and the database. This copy is then used to move the complete site from its development environment to a new hosting account and URL.

wpChef takes a revolutionary approach. The wpChef system uses "recipes" -- a list of settings/modifications that have been done to the site during the development. Rather than using a backup package like Duplicator, a fresh version of WordPress can be installed and the wpChef "recipe" applied to it. This creates a system where no backup management is needed (no need to always update things in your base package) to keep the backup up-to-date.

wpChef also allows to export any WordPress site as a recipe, quickly launch a site in any niche and replace any repetitive task with one click. That's just scratching the surface of what wpChef can be used for!

About the Author

[Allen Jezouit](#) is a senior sales and marketing executive with over 28 years of experience in B2B and B2C sales and marketing including Information Technology, Professional Services, Real Estate, Event Marketing, Event Selling, Direct Response Advertising and Industrial Gases. He is a high



performing leader with a proven track record of accomplishments in identifying markets, finding buyers and closing deals valued in excess of \$20 million. Allen is able to communicate effectively with all levels of decision makers. He is an expert at defining processes and implementing technology platforms to drive sales and marketing results. Mr. Jezouit's outstanding people leadership skills driven by a passion for coaching and creating world class teams. He owns [Berkshire Direct](#), a WordPress development agency based in Williamstown, MA. Allen has personally built or managed the build of over 1,000 WordPress websites since 2009. He lives in Williamstown with his wife and two sons.