

Plesk is the leading WebOps platform to **run, automate and grow applications, websites and hosting businesses** in the cloud.

Plesk is running on more than **377.000 servers**, automating and securing **11M+ websites** and at least **19M mail boxes**.

## Understand the audience – The (Web) Developer Nation

Web developers are often freelancers or owners of micro businesses with 1-3 employees on average. It's a male-dominated nation comprising of young and often obsessive singles between the age of 25-35 who are easily attracted to shiny new things. However, developers reject technologies that they see as dead-ends. Many developer products have failed because they pushed proprietary technologies with limited applicability. Developers gravitate towards technologies (i.e. Docker) and APIs that have both a big footprint and broad support of widely applicable standards. The majority of developers are self-starters who are working across multiple areas and are keen on recognition. Thus, they often fill in space with more software development in their spare time.

A multilingual environment is a must across the globe although we see regional differences in the various programming languages. In North America HTML5 is the primary language for example and the developers are looking at cross-platform and rapid-development solutions.

The average developer is a fairly technical risk-taking explorer who doesn't know who their eventual end customer will be. Cloud developers are doing well compared to their peers focusing on mobile and IoT who are close to the poverty line. Despite their technical skills developers want to create applications and show little to no interest in managing infrastructure. The most popular cloud development platform is decidedly private followed by AWS and Azure. Developers are happier keeping their clouds safely at home.

Their biggest pain points are getting access to a code-ready environment that provides scalability, security, elasticity and flexibility, aka multi-language capabilities. Infrastructure specs are of little to no interest so hardware is clearly coming second.



Developers are loosely organized in local communities focusing on the primary programming language of their choice. Traditional marketing campaigns won't work with developers—they have an immune response to hyperbole and a traditional marketing approach. That said, developers are also highly collaborative and eager to learn. The company that responds with the right content and tools, approaching the right people, and in a way that clearly reflects that you've done your homework, may be rewarded with the attention you're looking for. Do it really well and you may get to the next level: adoption and advocacy.

## Why Plesk?

Plesk provides a ready-to-code environment in an intuitive interface for web developers and helps focus on developing and scaling web applications rather than administering infrastructure or managing security. Plesk is designed to help developers get to market faster addressing the most common challenges and providing multi-language support.

## Blurbs

- **Ready-to-code environment**
  - Save time by getting into your zone faster, whether it's a simple WordPress instance, a complex environment of multiple PHP versions, PHP Composer and databases or even JavaScript frameworks like NodeJS. IDE is available directly within Plesk.
- **Multi-language support**
  - Native support for php, python, perl, ruby, javascript and Java
  - No limits for any manually installed development languages and framework
- **OS agnostic**
  - Plesk supports 14 Linux distributions and 4 Windows servers



- **Rock solid server-to-site security**
  - 9 of 10 web application developers only realize the need of securing an application when it's too late. Plesk secures your application and website automatically.
  - Security for Web applications is something both developers and SMB end customers consider important once it's too late.
  - Get all your security needs installed with just a simple click, with pre-defined security pre-sets so you **don't need to think about configurations**. If you still need flexibility to update any of these pre-sets, go for it.
  - Plesk provides security on every level – Operating System, Network, Web Application and Plesk itself.
- **Plesk Integrations for Developers**
  - XML RPC API
  - CLI API
  - Powerful SDK
  - Create your own extension
- **Continuous deployment and testing**
  - Web app deployment via git either from your computer or your remote repo (GitHub, Bitbucket, etc.)
  - Online file manager
  - Docker integration

## SEO – top 10 hosting related keywords

- best web application framework
- web application development company
- building a web app
- custom web application development
- web app developer
- web application development tutorial/ web app tutorial
- how to build a web app
- how to build an app/ how to build an app from scratch
- how to create a web application
- how to make a web app



### Other related keywords

- cloud application development
- java web app
- java web app tutorial
- java web app hosting
- java web app frameworks
- php frameworks
- best php framework
- cloud application development

