

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 – Web professionals

Web professionals are mainly freelancers who are developing 10-50 websites in parallel. The services they provide to their end-customers do not only include website design and web application development but also very often website administration and management. Although the WordPress developer community can be fairly technical, they usually show very little to no interest in managing infrastructure. With only very few exceptions web pros do not offer hosting services and are therefore dependent on the collaboration with a hosting service provider.

Unlike the traditional SMB customer, web pros focus on the things that are relevant to their job and prefer a direct communication style. Word of mouth is key so they hardly pay attention to any paid advertising whereas a recommendation provided by an influencer in a blog post can drive significant business. Web pros use their own language full of abbreviations that are unknown to the outside world and only 37% of web pros would buy directly from a vendor website that is neither recommended through social media nor blogs.

The 3 topics matter to web pros: security, security and security. Followed by mass-management of multiple WordPress sites, automation of common tasks, auto-detection of malfunctions including self-repair and hardening up sites with one click. Staging, cloning and an integrated back-up functionality are a must.

Why Plesk?

Plesk provides a ready-to-code environment in an intuitive interface for web professionals and helps both developers and designers alike to focus on their business: developing secure web applications and websites for SMBs that scale in the cloud without the need to worry about administration.



Blurbs

- Provide top notch WordPress Hosting services with Rock Solid Security. Maximize your revenues and save costs.
- **WordPress Toolkit**
 - Forget logging into each individual WordPress installation to add, remove, or update plug-ins and themes.
 - Plesk WordPress Toolkit lets you apply changes to all installations with a single click or manage WordPress installations individually.
 - Get automatic updates to all your installations from one central point.
 - Avoid orphaned or abandoned installations which are vulnerable to attacks.
 - Migrate existing WordPress sites to your server with confidence. Know the version and security status of every WordPress site on your server.
 - Plesk scans your entire server and detects all WordPress installations.
 - Plesk saves you time by allowing you to add, remove, and update plug-ins and themes for all of your WordPress installations without the need to log into each account individually.
 - Manage WordPress installations individually or apply changes to all installations with a single click.
- **WordPress one-click hardening**
 - Optimise WordPress security. Harden all of your WordPress installations using the security scanner interface. No individual account login or manual work is needed.
 - Simply check the items you wish to harden, click “Secure”, and you’re done.
- **WordPress security scanning**
 - You don’t need to be a security expert to manage your web server and protect your WordPress site(s) from attack. Scan all of your WordPress sites with Plesk. Identify which core installations are at risk and how to secure them. Trust Plesk to ensure every WordPress site on your server is secure.
- **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.
 - Failing to address server security needs for your applications and websites could have devastating consequences. Let Plesk do the work for you.
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SEO – top 10 hosting related keywords

- secure WordPress hosting
- WordPress hosting price
- WordPress managed hosting comparison
- WordPress hosting speed comparison
- WordPress hosting price comparison
- best WordPress hosting 2017
- top 10 WordPress hosting
- best WordPress hosting for small business
- WordPress hosting reviews 2017
- fastest hosting for WordPress
- WordPress agency hosting

