

Why Plesk WordPress Edition?

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

Plesk WordPress Edition 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 Edition** includes our best extensions handpicked for security, website speed and productivity.

Plesk WordPress Edition 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 Edition 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 Editions 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 editions and Feature Packs they want and need today.

The start of your journey with Plesk WordPress Edition 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)

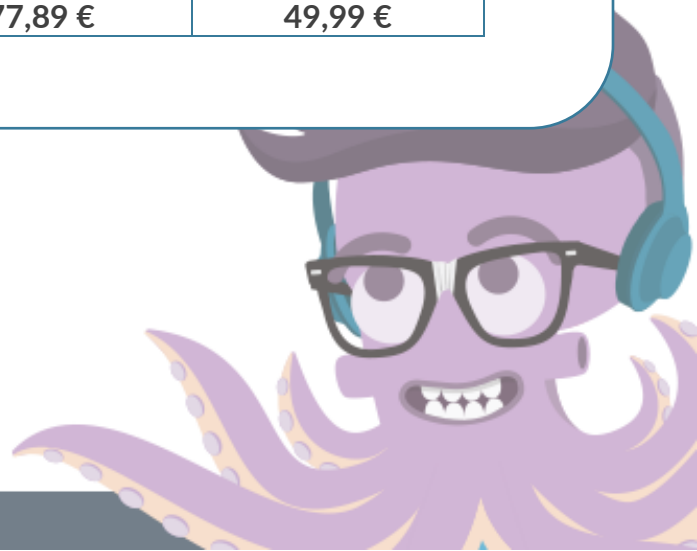
When price does matter

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

Plesk WordPress Edition	Price in € for Single Purchase	MRRP for the Bundle
Plesk License WebHost Edition	20,00 €	49,99 €
WordPress Smart Updates	19,00 €	
SEO Toolkit Personal Edition	19,00 €	
Speed Kit	5,99 €	
Boldgrid	5,00 €	
Backup to Cloud Pro	4,00 €	
Revisium Antivirus Pro	4,90 €	
Total	77,89 €	49,99 €

Save up to **36%** 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 36%**
- **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

