



The Real Value of Managed WordPress Hosting

KINSTA



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Wrapping Up

If you're new to WordPress or you're on a basic hosting plan, chances are you're managing all aspects of your sites yourself. This will include taking backups, updating WordPress and your theme and plugins, and monitoring and fixing any security breaches.

What a drag! Could you imagine if you had a platform taking care of all those time-consuming yet crucial tasks for you?

Well, the answer is managed WordPress hosting. Let's see how this specific type of hosting provide can take this burden off your shoulders!

What's Managed WordPress Hosting (And Why Do I Need to Care)?

Managed hosting providers will keep your software up to date, monitor site security and performance, take regular backups, and (depending on the plan you buy) fix any problems that arise. Sometimes you'll need to pay extra for fixing errors or security breaches, but in many plans, it's included.

This leaves you with more time to focus on where you can add value: managing and improving websites for your clients. Especially when it comes to regular but critical tasks, like plugin/theme and WordPress updates, database optimization, security checks, and backup routines, just to name a few.

Thanks to managed WordPress hosting, you'll have the possibility to take advantage of built-in features other types of hosting are simply not built nor set up for.

Now, let's have a look at the 9 key benefits of choosing the right managed WordPress hosting.

CHAPTER 01:

You Get Superior Support

If your clients' sites experience downtime or need help getting their site running the way you want it, having access to fast, high-quality support will get you back to work asap. This is probably the greatest benefit of managed hosting.

The number one reason you should choose managed WordPress hosting is superior support. Typically managed WordPress hosting providers only deal with the WordPress platform.

My experiences contacting the support team were excellent. I received detailed and honest answers to all of my questions. When I inquired about their hardware I didn't expect an answer like this:

"We use Google Compute Engine servers, which ensure high speed and automatic scalability which means that instead of being constrained to 2 GB CPUs per VPS as with other providers we actually let the site's container to scale to as many CPUs as needed when there's a surge, and for load-balanced sites to an infinite number of CPUs because our system automatically spins up more machines and scales back when the traffic wave subsides."

I tried to quiz them with some common WordPress related site issues and got all the right answers, no top marks!

Kinsta uses a ticket-based support system via Intercom. It feels like a real time wait out in the background, if not, I got a response within 10 minutes when I tried to talk to them at 3 pm. I also tried at 3 am (I happened to be up early while writing) and got an answer within 3 minutes. I may have just picked two low support times by chance but impressive nonetheless!



Doreen Morley
Prior Managing Editor, WPALL.DPV

When Kinsta first began, we knew the industry was broken in terms of how [WordPress support is handled](#). This is why our team is structured differently. We don't have separate levels or tiers. The support team member that helps you is fully qualified to fix every type of problem, all the way to resolution. There is no bouncing around between different reps, as we think this is a huge waste of time. Everyone gets to chat to the same support team members that back our Fortune 500 and enterprise clients!

The support team here at Kinsta are all WordPress developers and Linux Engineers, contribute to WordPress Core and other open source projects, and use WordPress on a daily basis. As a result, the expertise of our support department is second to none.

So when it comes to choosing a host with a reliable and knowledgeable support team, managed WordPress hosts typically will be a level above the rest, simply because they live and breathe WordPress on a daily basis. Kinsta also includes premium uptime monitoring for all clients via New Relic. We check the status of all the websites we host every 2 minutes. That translates to 720 checks for each of your sites every day.

This means that if your website goes down, we will be the first ones to be notified and our support team will hop on it!

**Learn why
Kinsta is different!**



CHAPTER 02:

Optimized for High-Performance

Faster websites will mean higher search engine rankings for your clients and visitors staying on their sites for longer. Managed WordPress hosting includes performance optimization.

The second reason to choose a managed WordPress hosting provider is that their environments are typically fine-tuned to work with WordPress. It's no secret that servers stack, architecture, and caching play crucial roles in site performance by reducing the amount of work required to generate a page view.

If you go with a shared host or the DIY route, they will typically be on more barebone machines and you will need to spend time installing software, plugins, and optimizing to obtain the same speeds that a managed WordPress host offers out the box. Or in some cases, on a shared host, there won't be anything you can do to achieve the speeds you need.



On the other hand, lots of managed WordPress hosts implement [server-level caching](#) and full page caching. Here at Kinsta, we use four types of cache, which are all automatically done at the software or server-level. What that means is that caching is handled by us, bringing you immediate benefits when it comes to site management:

- There's no need to hassle with figuring out what the fastest caching plugin for each site you're managing is because **you won't need them**.
- Don't worry about messing with any complicated and confusing caching setups.
- You can take advantage of different layers of caching which are **automatically implemented** on all sites you're managing.
- You're able to easily troubleshoot issues related to site cache for all your clients' sites right inside [dashboard MyKinsta](#).

These alone can save you a lot of frustration and sleepless nights as caching setups are never fun to deal with.

In addition, a high-performance managed WordPress host should also provide you with the latest and greatest architecture and technology. This includes utilizing the latest versions of PHP 7, [MariaDB](#), HTTP/2, and [NGINX](#), which have all been proven to be one of the fastest combinations for WordPress.

If your WordPress host is taking ages to release the latest versions of PHP, they are holding you back! Managed WordPress hosts fine-tune their environments specifically to ensure that WordPress runs as fast as possible!

Check out how new clients boosted
their site's performance just by moving to Kinsta!



CHAPTER 03:

Strategically Located Data Centers for Global Reach

Local data centers mean you can pick and choose the best one based on your clients' preferences. This means their site will load faster for their target visitors, no matter where they're based.

Besides just server-level performance, managed WordPress hosting providers also have a larger infrastructure that is designed for global reach. Typically, the number of available data centers you can expect from a managed hosting provider ranges from 5 up to 10. At Kinsta, we have 20 data centers you could choose from to address your client requests.

Strategically placing your clients' sites closer to their target visitors and customers decreases [network latency](#), [TTFB](#), and ensures faster page load times. Latency refers to the time and or delay that is involved in the transmission of data over a network. The further the distance the greater the latency so having the ability to place clients' sites where their customers are is very important!



Utilizing a content delivery network ([CDN](#)) can then help with speeding up the rest of your clients' sites media. Kinsta includes a free HTTP/2 CDN with 34 global Points of Presence (PoPs) to

turbocharge your assets. Another great free alternative that many utilize is [Cloudflare](#).

Everything at Kinsta is also interconnected over the highly-reliable Google Cloud Platform's "[premium tier](#)" network. This is designed to minimize distance and hops, resulting in faster more secure global transport of your data.

Learn more about Kinsta's
data center locations!



CHAPTER 04:

Automatic Backups (Never Lose Your Clients' Data)

If any of your clients' sites go offline for any reason, you'll need access to a recent backup - and you'll need the restore process to be quick and easy. Managed WordPress hosting automates backups for you.

What would you do if you suddenly lost all or part of your clients' data? You should always be prepared for the worst-case scenario, and this includes having backups of WordPress sites you're managing.

A quality managed WordPress hosting provider should always include automatic backups for no additional charge. With shared hosts typically backups are included but in the higher-cost plans. And if you go the DIY route with a VPS, usually you have to set up your own backup system as well as VPS snapshots which also cost extra.

Kinsta includes [automatic backups](#) of all WordPress sites for free, no additional setup is required. We also run automatic backups before performing mission-critical tasks such as search and replace, pushing from staging to live, restoring from backup.



At any given time, and from right within the MyKinsta dashboard, you'll be able to access your clients' site backups for an easy one-click restore. You get full access to 14 days of backups and can increase retention up to 30 days by upgrading the plan.

To provide you with even more control on backups, on top of these automated backups, you can always create manual backups with a click of a button at any time you see fit. This is very handy if perhaps you are installing something new and want to ensure you don't break anything.

Not only do we have automatic backups, but you can also download a full backup (files and .sql file) of your clients' sites at any time. And if they have a WooCommerce store or site with a lot of dynamic content, we have add-ons in which you can automatically back up their site every hour or every six hours.

Having multiple options for your WordPress backups can save you a lot of time as you don't have to mess with backup plugins, cPanel, FTP, or phpMyAdmin.

**Learn more about how Kinsta
creates automatic backups for you!**



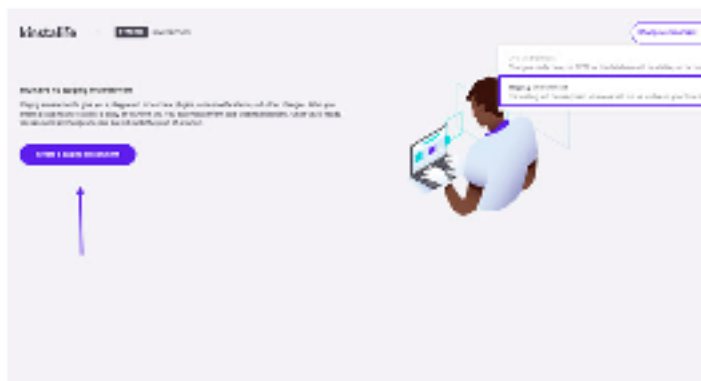
CHAPTER 05:

One-Click Staging Environments

Staging environments let you test clients' sites before pushing updates live. And a one-click staging environment makes this so much more painless.

Testing, testing, testing. You can't afford your website to go down so you should always be testing new changes, plugins, PHP versions, and updates on a development site, not your production site!

With most web hosting providers however, testing involves a complex and time-consuming process of copying your site locally, testing, and then figuring out how to migrate the changes back. A lot of managed WordPress hosting providers include one-click staging environments specifically to make testing a breeze.



One-click staging or dev environments are designed to let you clone any website with a single press of a button. Your client's dev site is then accessible via a test URL and you can also access via all

the typical methods such as FTP, SSH, phpMyAdmin, etc.. You can then easily push changes to production from within the dashboard.

See how easy it is to create
a staging environment with the *MyKinsta* demo.



CHAPTER 06:

Developer-Friendly (SSH, Git, WP-CLI)

Managed hosting empowers your team with access to the latest tools to help you develop and manage your clients' sites and take advantage of the full range of WordPress features.

Another advantage of managed WordPress hosting providers is that you usually have access to additional developer-friendly features that you might not get with a shared host.

This includes features such as SSH access, Composer, HeidiSQL, Sequel Pro, and Git. Normally shared hosts won't give you SSH access, meaning you can't use any of the above features. If you are using a DIY VPS, these can be usually set up, but it might require some additional work.



Here at Kinsta, you can easily access your SSH connection information via your MyKinsta dashboard, along with these additional developer features:

- Ability to run different versions of PHP between sites and staging sites. You can also one-click change the engine at will.
- Support for custom setups such as Bedrock and reverse proxy configurations.
- Faster performance and search with add-ons such as [Redis](#), [Cloudflare Railgun](#), and [Elasticsearch](#).

WP-CLI is another tool that is becoming very popular in the WordPress community. WP-CLI is a command-line tool for managing many-many aspects of a WordPress installation. It can add/remove users, posts, categories, insert test data, search and replace in the database, and much more. For a lot of developers, WP-CLI is a dream come true! And Kinsta's architecture supports WP-CLI out of the box.

Check out why
developers love Kinsta!



CHAPTER 07:

Security Is Taken Seriously

You want all your clients' sites to be secure and protected from hacks and malware. A managed hosting provider will monitor all their sites and fix them if they're hacked.

In shared hosting environments, they either don't provide any assistance if you're hacked or if you encounter malware, or they offer it as an add-on/additional charge that can cost hundreds of dollars. This goes for the DIY VPS route as well. Long story short: if your [WordPress site is hacked](#), you're responsible.

A lot of managed WordPress hosting providers include support if any of the sites are hacked and they have systems in place to protect you from malware.

We take [WordPress security](#) very seriously here at Kinsta and have implemented active and passive measures to stop attacks and malicious intent in its tracks. We also block access to XML-RPC (except for known services) and disable the execution of code in wp-content/uploads/, which oftentimes are exploited by attackers.

But that's only half the story: we provide free hack repair and [malware removal](#). If your site is infected, our support team is most likely already cleaning it up. We also have software in place to [detect DDoS attacks](#) as they happen. Hardware firewalls, such as the Google Cloud Platform Firewall we use at Kinsta, are in place and have very tight software-based restrictions to protect your clients' sites.

The provider your web host uses is also important.



At Kinsta, we use Google Cloud Platform which means you get the benefit of a security model that has been built upon over the course of 15 years, and currently secures products and services like Gmail, Search, etc. Google currently employs more than 500 full-time security professionals. On top of Google Cloud Platform, we also use Linux containers (LXC) and LXD to orchestrate them, which enables us to completely isolate not just each account, but each separate WordPress site.

Learn more about how seriously
we take security at Kinsta!



CHAPTER 08:

Built with Scalability in Mind

As your business grows, you need your site management tools to keep up. Managed WordPress hosting will grow with you, meaning you don't have to switch plans or providers.

Another important aspect for any host is scalability. When it comes to shared hosting, your only option when you outgrow your resources is to upgrade to a higher plan. And this is if they haven't already suspended you. Eventually, with a shared host you are going to reach a point where they will simply force you to migrate to a dedicated server. This can simply be time-consuming in itself as you're constantly having to worry about watching your limits. And moving to a better server might require time on your part.

With the DIY VPS route it's a lot easier to scale, but sometimes this requires a little more server knowledge to expand disks, etc.

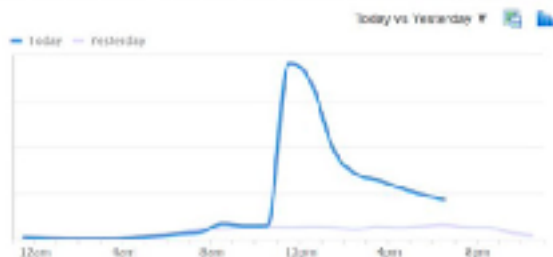


ADAM
@rockymthadam



Thank you [@kinsta](#) for handling today's traffic spike without issue. It's comforting to know your site can handle surges.
[#webperf](#) [#webhosting](#) [#wordpress](#)

Visitors



With managed WordPress hosting providers, they usually handle all of this for you. If you're going over their predefined limits they will simply notify you, and if required, an upgrade is just a click away.

A very cool and unique feature we have at Kinsta is the ability to automatically scale your site due to the fact that we use Google Compute Engine servers. For comparison other WordPress hosting providers are typically constrained to 2-6 CPUs per machine. So when any of your clients' sites experience a surge in traffic and load, resources are allocated to each site automatically on an as-needed basis. No resources are shared between sites. Moreover: if a traffic and load surge event is planned, Kinsta offers custom traffic spike and surge upgrade options to better accommodate your clients' needs.

The result is a hosting configuration that is secure and private by design while simultaneously allowing server resources to scale up or down as needed based on the demands of the site.

**Learn more about
Kinsta's tech stack!**



CHAPTER 09:

Premium DNS (Reliable and Faster Lookup Times)

You want clients to have fast, reliable websites. Premium DNS will help browsers find their websites fast and prevent users from leaving their site before it's even loaded.



And last, but definitely not least, is that you should be using a premium DNS provider. You won't get that with shared hosting providers or the DIYVPS method. You would have to sign up separately for the service. There actually aren't a lot of managed hosting providers that even offer this, but Kinsta does! We include premium DNS on all plans via Amazon Route 53.

Typically, the free DNS provided by domain registrars is very slow. It also might not be consistent and lookup times can vary. Google Domains is probably one exception to this rule simply because they have such a large infrastructure. The best DNS providers out there are companies like Amazon, Cloudflare, Dyn, and DNS Made Easy which all have very large infrastructures specifically designed for DNS.

Another reason a reliable DNS provider is important is to protect the sites you're managing from DDoS attacks.

One common issue though is that DNS providers typically set high TTLs, which means that if one of those companies had added a second DNS provider on that day, it wouldn't have mattered much

because the TTL was set to expire in days not minutes. This can be resolved by simply setting up multiple DNS providers ahead of time in preparation.

Learn why premium DNS
is so important today!



Wrapping Up

A good managed WordPress hosting provider will give you the peace of mind that comes with automatic backups, faster performance with local data centers and improved DNS, enhanced security, and superior support for all your clients' sites.

Plus, it will help your business grow thanks to staging environments, developer-friendly features, and scalability.

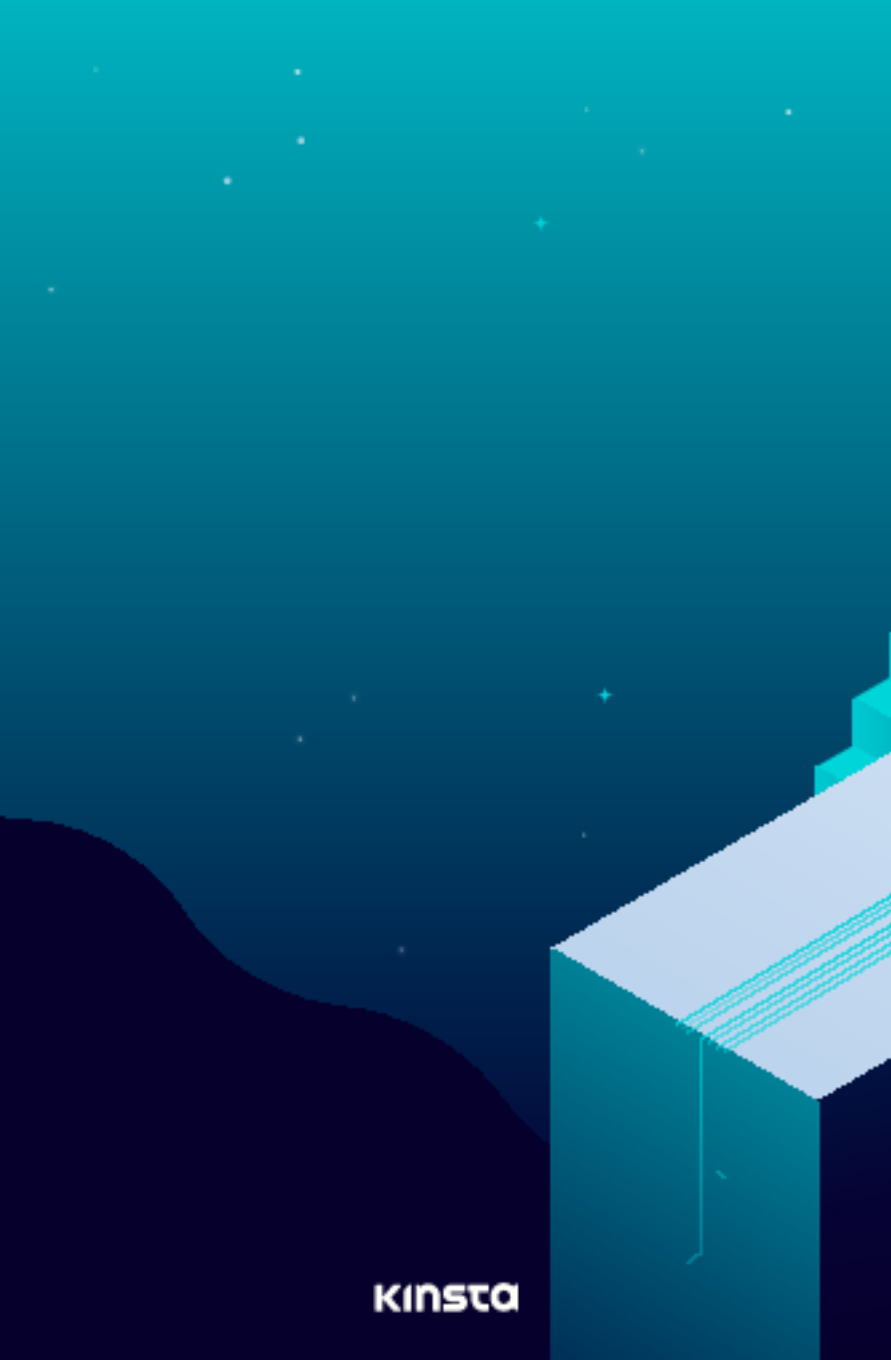
Sure, managed WordPress hosting costs more than a cheaper host. But the benefits will save you time and money, and make your website more effective.

Want to see how easy managing your WordPress site can be?

Give our powerful and fully custom dashboard MyKinsta a try!

Try our free demo.





KINSTA