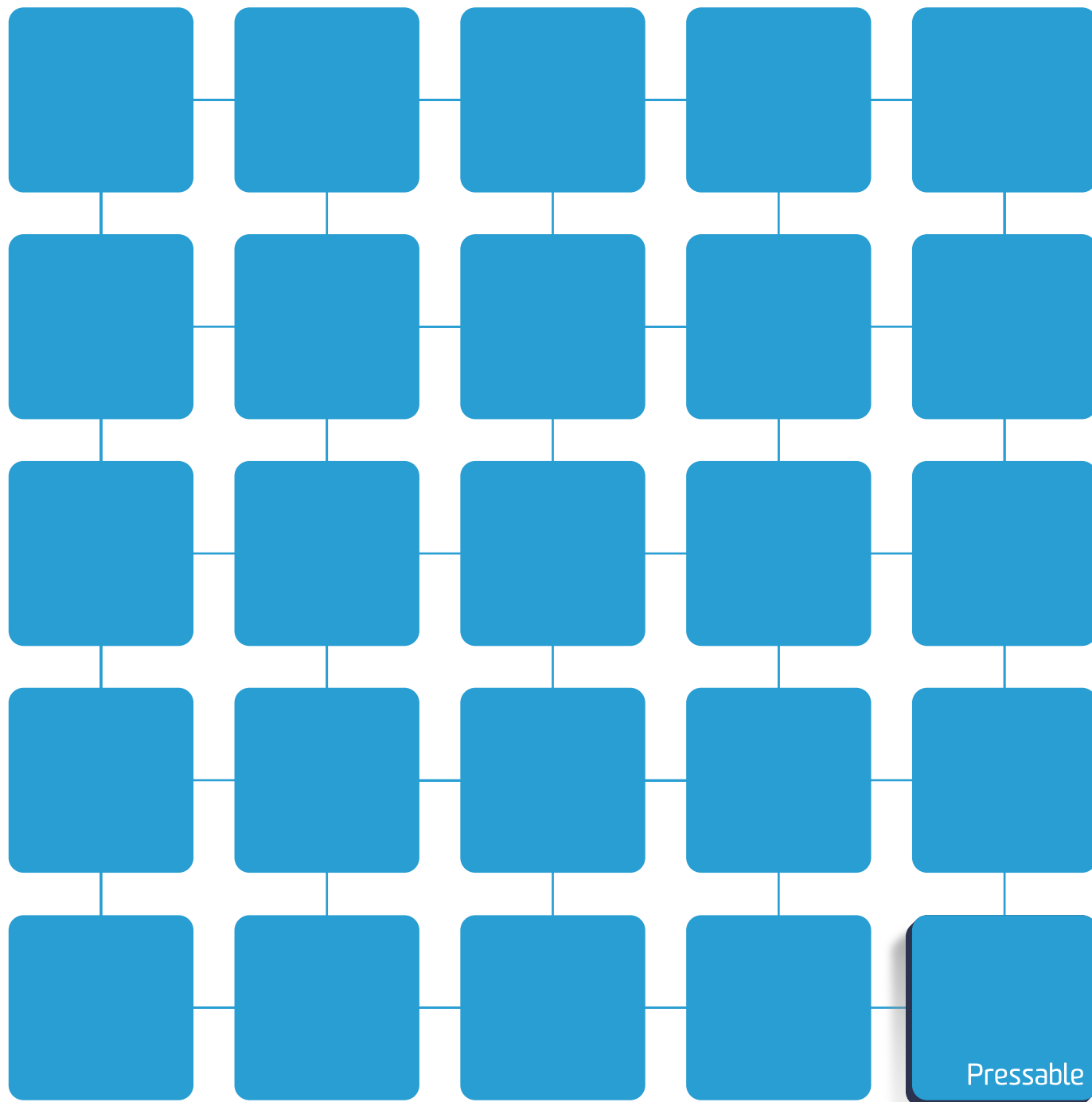




**HOSTING 25+
WORDPRESS SITES
THE EASY WAY**

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Your business is booming. Clients have been coming in left and right bringing you more websites, more work, and more money. There are worse problems to have, that's for sure, but you're getting a bit overwhelmed. The dashboard at your current host is a mess. Your project management tool is cluttered with out-of-date tasks. And the calls just keep coming, and coming, and coming...

There's got to be a better way to host and manage your websites. And there is. Pressable. We created this nifty guide to show you how Pressable can help set up your agency for success with our tools and myriad of features.



You can't build a success story without a strong foundation. After all, how can you expect to set yourself up for success if you have nothing to build it on? When it comes to managing websites, there are two major starting points you need to look for before anything else: a project management tool to keep you organized and a hosting company to keep your sites organized.



Organize your projects.



It's the 21st century. Many agencies and development businesses are 100% online. While the old way of keeping track of projects with pen and paper works fine for some business models, it's hardly appropriate for the modern agency. Instead, you'll need a project management tool to help keep track of who is doing what and when.

For every agency, there's a different solution (and just as many solutions available). Here are just a few.

Monday.com

Monday is great for horizontal project flow. It's easy to use and very easy to understand. On the other hand, its mobile apps are pretty lackluster, and it's not very good for sharing projects across boards and multiple teams.

Workfront

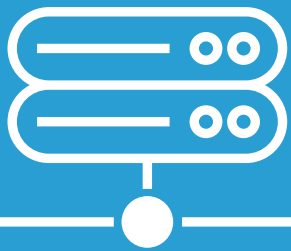
Workfront goes much deeper than Monday. There are a variety of tools within it that can help you and your teams setup and visualize projects in detailed ways. But with more detailed project options comes a more confusing interface.

Asana

Asana is our personal favorite. We use Asana to plan projects, assign different tasks to different individuals on our team, and ensure that projects get done in a timely manner even if parts get pushed back. It's also great for managers to see what's getting done and ensure there aren't gaps in the project itself.

Whatever tool you end up choosing, make sure you try it out, first. Many offer 30-day trials so you can see if it's a good fit. Don't worry if it takes a few tries to find one that's right for you. It's worth the time investment.

Organize your hosting.



Having a quality host is just as important as a quality project management tool. If your dashboard is messy, if the tools your host provides to you don't foster success, your entire operation could suffer. Instead, do your due diligence when looking for a host, because there are plenty of options out there for you.

Managed is always better.

What kind of host is right for you? Shared hosting? Dedicated hosting? VPS, cloud, or colocation? If you're running an agency, there's only one right answer: managed hosting.

With managed hosting, you guessed it, everything is managed for you. Don't worry about server maintenance and upkeep, security, or uptime. That's our job. We take care of the server stuff so you can get on with what you do best: grow your business.

A good managed host will have partnerships with other companies in the WordPress sphere that give you the tools you need to succeed. Take Pressable: we partner with Jetpack to provide Jetpack Premium to every single hosting plan we offer. Together with BlogVault, we've created an automated migration plugin that makes moving your sites onto our servers a breeze. It's these partnerships that keep our business growing.

Consolidate your hosting.

Do you have your websites spread across a number of hosts? If so, why? There really isn't a strategically sound reason to have your website spread out over multiple hosting providers. Consolidating your WordPress hosting to a single managed host can help save time, money, and improve your overall performance.

Updates are a fact of life when it comes to WordPress. With sites spread out among four or five different hosts, your team could spend hours a day logging into different platforms, staging, updating, and pushing changes live. When you bring your sites to one host like Pressable, all that time can go back into growing your business.

Consolidating hosting can also save you money. Instead of paying \$25/month (or more!) with different hosts for single-site plans, host all of your sites with Pressable and save thousands of dollars each year.

If you're worried about moving your sites to a single host, think again. Pressable has multiple migration solutions for agencies of all sizes. If you'd like to move your sites yourself, we've partnered with BlogVault to create our **automated migration plugin**. Simply install the plugin onto your site and follow the prompts. It's that simple.

Or, if you'd like to save some time, just submit a migration request from your control panel, and our team will take care of it for you. It's just one of the many ways Pressable makes managing and hosting multiple websites simple.

Bringing all of your WordPress sites onto a single platform is a solution that can make hosting multiple WordPress sites easier than ever.



Build Your Framework the Right Way.



Now that you’ve set up a solid foundation for your sites, you’ll need to create a solid framework. The right managed host will not only give you the room to build and manage your sites, but also provide you with the tools you need to succeed.

Find quality themes and plugins.

One of the best things about WordPress is its adaptability. While experienced developers can code masterful websites all on their own, it’s just as easy for someone with little to no experience to create a beautiful website with ease thanks to WordPress’ vast library of themes and plugins. This extensive library also comes in handy for agencies that are trying to turn websites around quickly and efficiently. But which themes and plugins can you trust?

With every Pressable hosting plan, you’ll receive a free subscription to **Jetpack Premium**. Jetpack is an amazing plugin that brings the power of **WordPress.com** to your WordPress website. With Jetpack Premium, every one of your sites receives:



Build Your Framework the Right Way.



But Jetpack is just the tip of the iceberg. As part of the Automattic family, Pressable is uniquely positioned to work with other Automattic teams, like Akismet, Crowdsignal and WooCommerce. WooCommerce powers millions of eCommerce solutions, and chances are at least one of your WordPress clients is on this popular eCommerce platform.

Powered by WordPress

WooCommerce runs on the most popular CMS on the market, WordPress, which powers over 33% of the internet.

A Community at Your Fingertips

WooCommerce, just like WordPress, is open-source, which means there are developers around the world working to improve upon and provide solutions for whatever functionality your clients' sites need.

Themes, Plugins, + More

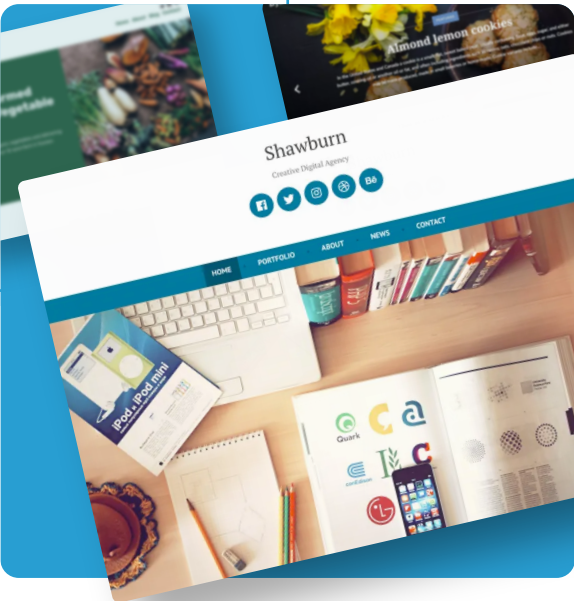
Not a developer? No problem. There are hundreds of official themes and plugins available to help you build the perfect eCommerce store.

5-Star Support

Pressable and WooCommerce are all part of the Automattic family. That means their support is our support. If you have issues with the plugin or platform and our team is stumped, we can go straight to the source.

Less Time Updating. More Time Working.

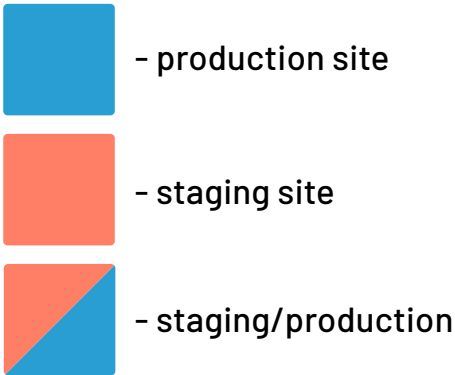
Our team takes security seriously. One of the easiest ways to keep our servers and your sites secure is to keep plugins up-to-date. That's why we update WordPress Core and the WooCommerce plugin for you, taking work off your plate and giving you more time to run your business.



Staging, Staging, Staging

What’s rule one of web development? Never edit a live site. What’s rule two? Never edit a live site. Rule three...well, you get the idea. Making changes to a live site is never a good idea, whether you’re updating plugins, adding functionality, or even just creating a page or two. Instead, use a staging environment to test and evaluate changes before pushing them live.

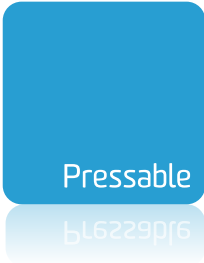
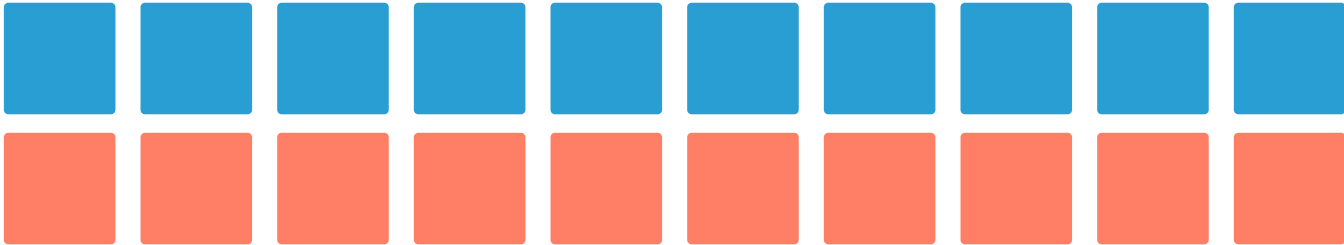
Hosts all measure staging environments differently. Some offer staging areas as a part of your whole plan: a ten-site plan means you could use any of your ten sites for production or for staging.

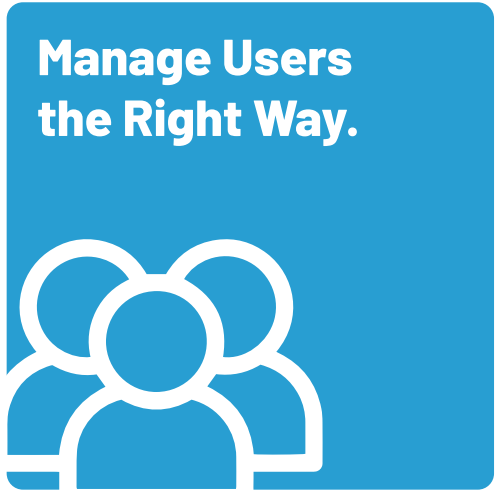


Each site on your plan could be used for staging or for production.

This structure works, sure, but it becomes pretty inconvenient for anyone managing or updating multiple sites at once.

At Pressable, we give our users the ability to maintain staging sites alongside their production sites. Our one-click cloning tool allows you to easily create, update, and test sites in a staging environment before pushing changes live. Instead of fixing issues as they pop up, you can save time by ensuring functionality remains throughout the updating process. You get 10 sites for production and 10 sites for staging.





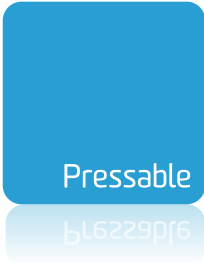
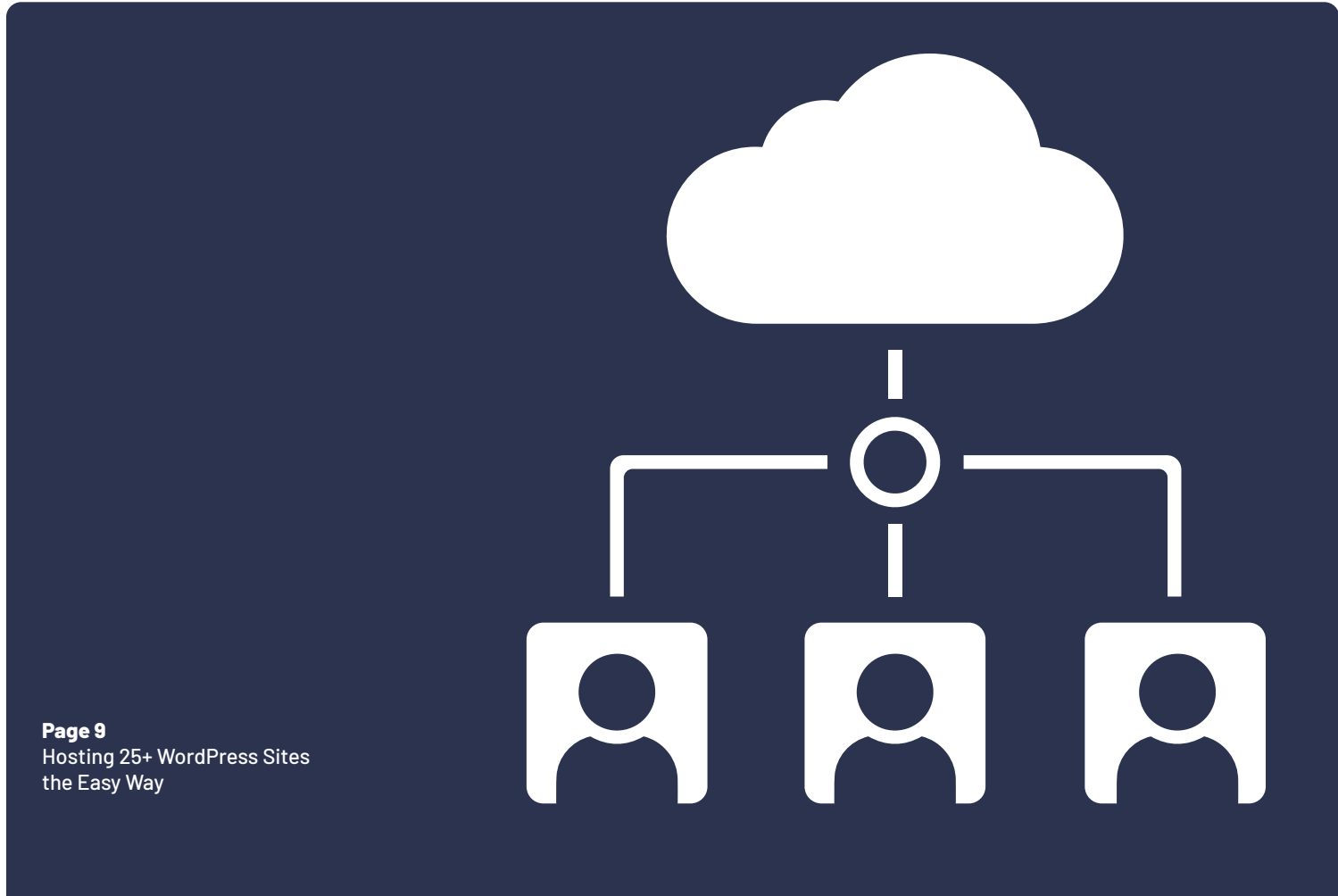
One of the biggest issues facing companies managing 25+ sites is user access. Who is the main administrator for the account? Who controls which sites? And most importantly, who gets access to what functionality?

One of the biggest impacts of **collaborator access** is security. The more users that have access to a dashboard, the more chances a site has to become vulnerable to hackers or malware. In order to keep your sites locked up tight, you want to look for a host that lets you control collaborator access quickly and efficiently, like Pressable.

Our team has engineered a collaborator function that allows you to manage users with ease. Simply login to your master admin dashboard, choose the site you'd like to add users to, select 'Users/SFTP,' and type the information of the user you would like to add. It's that simple. They'll receive an email detailing the steps for account setup, and then be able to access the host settings for the specific site or sites the master admin specifies.

Why Does Collaborator Access Matter?

Our collaborator access function allows you to give individual users access to specific functions within your master dashboard. Users are also given the option to set up two-factor authentication as an added security step to keep you and your clients safe. So, quit handing out your master password! Just add a collaborator.





Managing 25+ sites means you have 25+ different places (and probably many more!) for hackers and bad actors to compromise your security. While a developer can do a lot for security by choosing the right plugins and themes, the right host should do its part to keep the sites on its servers secure.

Why stay secure?

Keeping your site secure isn't just good for you. It's good for your customers, especially if you're running an eCommerce store. If your customers are trusting you to guard their personal information, you'd better keep it locked up tight.

Keeping a site secure can save you big when it comes to time management. Reversing a hack and detecting, removing, and reversing malware takes time, valuable time that could be spent building new sites and growing your business.

At Pressable, we do a lot to ensure your sites are safe and secure, because it's not just your sites on the line; it's every site on our servers.

Free SSL Certificates

Put simply, an SSL certificate encrypts the data transferred between your site and the servers it runs on. SSL certificates are essential for any site looking to keep user information secure. Plus an SSL certificate is a must-have to keep your SEO high. Every Pressable site gets one free via Let's Encrypt. And, not only does Pressable provision your SSL certificate, but we also take care of the renewal every 90 days when they expire.

Malware Detection and Removal

Our team works around the clock to keep our servers secure. We constantly check for malware. At the first sign of an intrusion, we remove the malware and restore the site to a previous version. We even dig through code and plugins to find where a vulnerability might have occurred. After all, education is key when it comes to keeping sites secure.

Comprehensive System Monitoring

Our team is constantly looking for ways to improve our systems. Monitoring for intrusions, suspicious activity, excess system requests, and malware detection are big parts of that, so you can continue running your business with peace of mind.

If you're managing 25+ WordPress sites, security should be your number one priority. But keeping that many sites secure takes time. You need to find a hosting partner that acts as an advocate for the security of your sites and knows your business depends on keeping them locked up tight.





While security, updates, and reliable plugins are all well and good, there’s one thing that’s most noticeable when it comes to the websites you manage: performance. Why? Because it’s one of the most obvious things to your clients. When they go to their homepage, they notice right away if it takes too long to load (or doesn’t load at all!). Keeping your site performance up means your clients aren’t bugging you, and you’re not spending unnecessary time maintaining their sites.

There are plenty of ways that developers can keep the sites they create running at optimal performance. Here are just a few.

Optimize Images

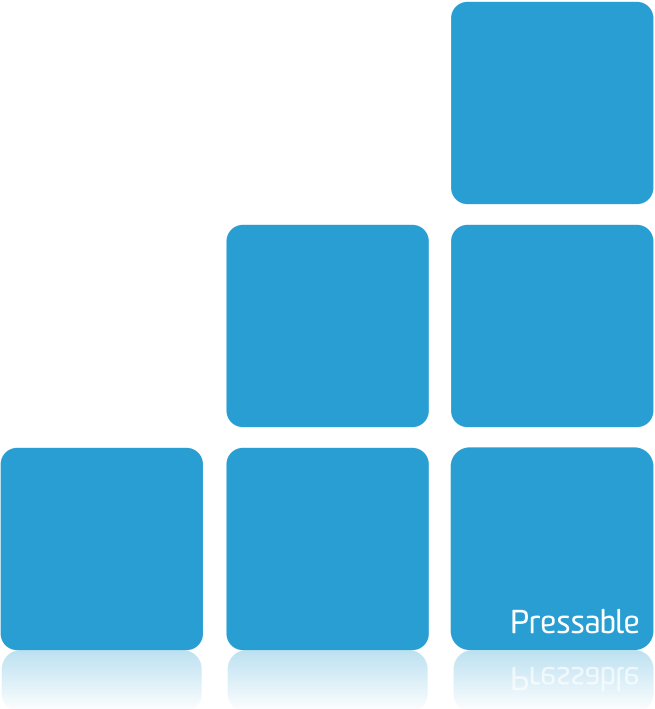
A big (no pun intended) problem that can bog down any website is improperly-sized imagery. If a theme only needs an image to be 600x900, why upload it at 2400x5600?

There are a variety of caching and other features to optimize images, like lazy load images, which keeps a site from loading images or other media until it’s needed on the page. Jetpack Premium, which you get for free with your Pressable plan, comes with lazy load functionality for all your sites.

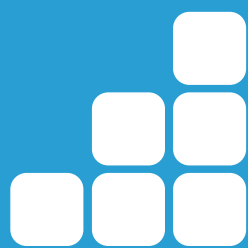
Update Often

Updates might be the bane of some WordPress users, but they serve an important purpose that shouldn’t be overlooked. Updates can fix security vulnerabilities, improve performance, and add new features to help increase functionality. You should update plugins quickly after a new release, and look for new ones often.

That’s why the Pressable team updates the WooCommerce plugin and WordPress Core for you. It helps keep our platform as secure as possible, and helps keep your WordPress sites running as smoothly as possible.



Keep Performance
Going Strong.



While you can do a lot to improve your site performance, your host should play their part, too. At Pressable, we do a lot to keep your sites running at their peak.

We Handle Server Upkeep

Dedicated hosting is great if you can hire an entire IT team to build and maintain your own internal server architecture. The next best thing is managed WordPress hosting. Our team of WordPress experts eliminates the need for your own internal team and handles server maintenance and upkeep for you.

Architecture for WordPress, by WordPress

When choosing a host, it’s important to find one that specializes in what you need. Putting your sites on a platform that hosts multiple types of sites, not just WordPress, means you’re open to security vulnerabilities and performance deficits. Plus, if there are times when you need to contact support, there are no guarantees you’re going to connect with someone who knows WordPress.

Pressable’s server architecture was built by the team at Automattic, the same team that hosts WordPress.com and WordPress VIP sites, so you know your sites won’t work better anywhere else. And our support team is the best of the best. We know WordPress like the back of our hand, because we only host WordPress sites. If something goes wrong, rest assured you’re going to connect with a true WordPress expert.



Managing 25+ Sites the Pressable Way

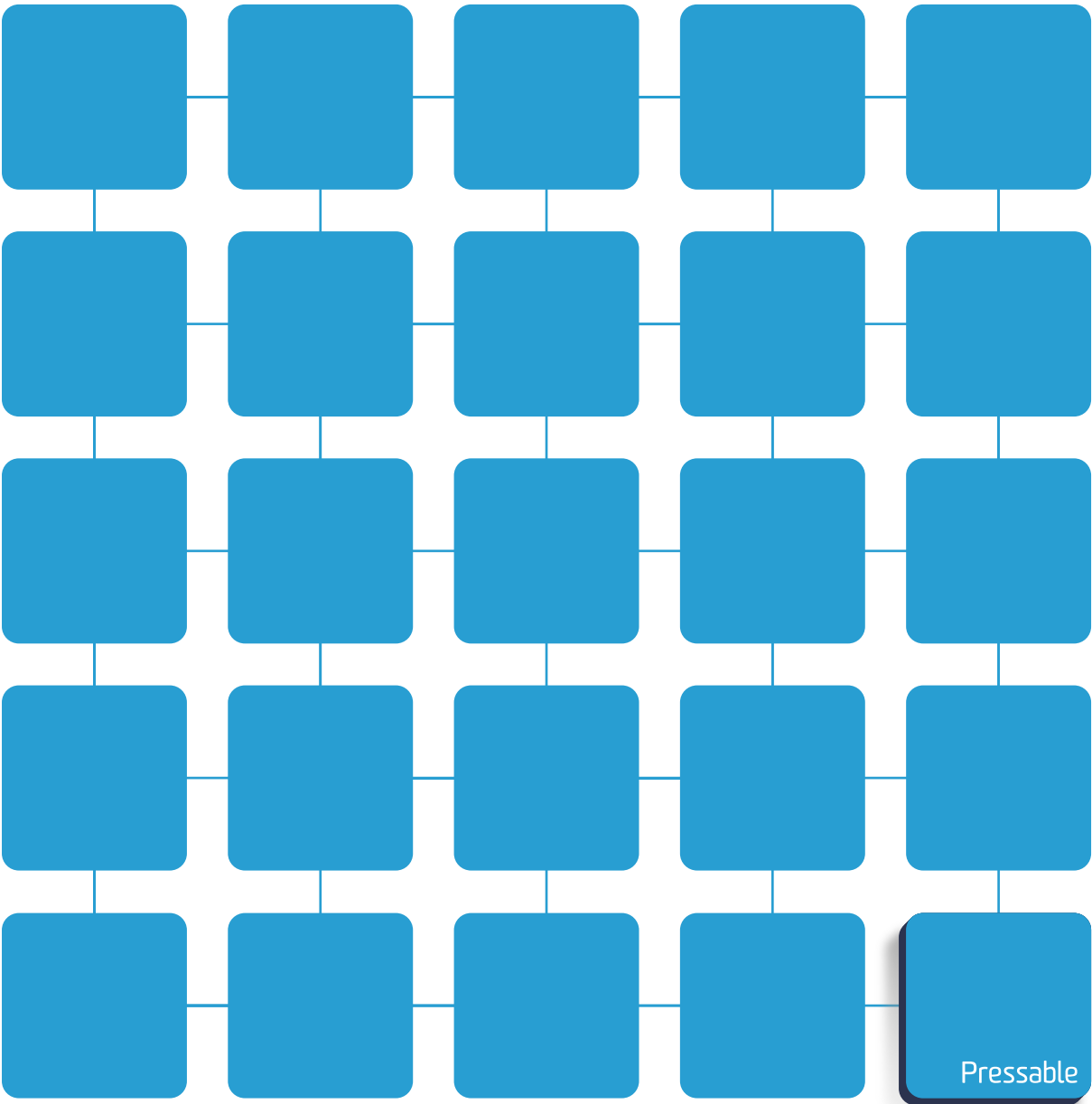
25+

Imagine this: You get into work and you're already raring to go. You fire up your project management tool and see what's on tap for the day. Then jump into your Pressable control panel to start managing your sites. You saw a WordPress core update came out last night, and are excited to see that it went off without a hitch: the Pressable team updated it all for you, along with the WooCommerce plugin that runs 12 of your sites. Go ahead and check that off your 'to-do' list.

Next you get a call from a prospective client asking about some of the services you offer. Thank goodness you've got Jetpack Premium and all of the other added value features that Pressable provides. You list off a few--SEO tools, restores and migrations, and video hosting--and they're sold. They want to meet on a contract. 'And it's not even noon,' you say as you smile to yourself.

That's when the trouble starts. You notice a few of your client's sites are down. As you open up a support chat window when you hear a ****ping**** come from your email. You go to check, and what do you know? It's the Pressable support team alerting you to the issue. They noticed the outage and are already on it.

This is managing 25+ sites the Pressable way. Trust your sites to true managed WordPress experts, and your entire agency will prosper. That's the Pressable difference.





Pressable

Pressable powers the companies who power millions of websites & brands

Pressable hosts its sites on the fastest and highest-performing data centers in the world. As a part of **Automattic**, we gain access to the same resources as **WordPress.com**, **WordPressVIP**, **WooCommerce**, **Jetpack**, and more—and so do our customers and partners!

Find out why agencies and developers alike trust their businesses to run faster, perform better, and grow bigger with Pressable.

[Learn More](#)
