

# ENTERPRISE READINESS GUIDE

APRIL 2021

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# EVALUATING YOUR WORDPRESS HOSTING INFRASTRUCTURE

WHAT HIGH-PERFORMING WORDPRESS WEBSITES SHOULD CONSIDER  
WHEN EVALUATING THE TOTAL COST OF OWNERSHIP FOR MANAGED  
WORDPRESS HOSTING

When evaluating your hosting infrastructure, it's important to look at the total cost of ownership for running a WordPress website. This document will help you consider factors that many companies forget to take into account when shopping for a managed WordPress hosting solution.

At Pagely, we specialize in serving high-demand WordPress sites by providing best-in-class speed, security, support, reliability, disaster recovery at scale.

**Transparency is a fundamental attribute we hold in high esteem.**

We're committed to keeping these values so the organizations we serve gain the clarity and peace of mind they need in a trustworthy, capable partner. Within this guide, we've shared our approach across a variety of dimensions that are important to acknowledge. We hope you find this useful and effective in performing a sound, complete evaluation.

Learn more about our entire process →

- <https://pagely.com/process>

Explore our Pagely Quickstart Guide →

- <https://pagely.com/quickstart>

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# WORDPRESS HOSTING INFRASTRUCTURE

Please consider the following when evaluating your hosting infrastructure:

Are you currently hosted in a shared or a dedicated environment?	Pagely provides <b>dedicated VPS hosting only</b> and doesn't share your traffic resources with other clients, avoiding any negative impact on performance or security.
Are you leveraging cloud-based infrastructure?	Pagely hosts <b>100% of WordPress sites on Amazon Web Services</b> ; the most mature, reliable and scalable hosting infrastructure available.
If so, are all critical components of your stack (server, DNS, CDN, etc.) within the same cloud provider?	Pagely uses an exclusive AWS solution end-to-end to sidestep any bottlenecks or "extra hops" in hosting services.
Are you dedicating isolated resources for both web & database traffic (e.g., a dedicated server for each)?	Pagely dedicates a server for your WordPress app and a separate server specially designed for hosting your database.
Are you able to easily scale server resource needs as your website traffic grows?	Pagely can resize your web server or database instance to any amount of CPU, memory, or disk space you require at any time based on your individual traffic needs.
Are you hosting more than one WordPress website on a single server?	Pagely provides options for supporting a range of WordPress app installations on a single VPS or amongst a cluster for decoupled resources.

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# WORDPRESS HOSTING INFRASTRUCTURE

Do you know the exact technical specs of your current hosting infrastructure (e.g., CPU, memory, and disk dedicated to your WordPress application)?	Pagely is <b>transparent</b> with the servers and hardware you're hosted on. We'll always share the specifications of your server arrangement.
Are you currently leveraging Content Delivery Networks (CDN) for your WordPress website?	Pagely leverages <b>Amazon's CloudFront CDN</b> technology to enhance the speed and performance of your WordPress website. Included with every plan.
Are you effectively caching your website's content for incoming visitors?	Pagely leverages full-page <b>NGINX caching</b> specifically optimized and tuned for your WordPress app. Caching can help dramatically increase the speed of your site and scaling potential to <b>lower your overall hosting costs</b> .
Do you routinely upgrade your hosting infrastructure to keep up with the demands of your traffic?	Pagely routinely upgrades VPS hardware for the benefit of our customers so you're always taking advantage of the latest technology.
Does your organization require High Availability solutions (e.g., sync'd WordPress instances separated geographically)?	Pagely offers <b>High Availability</b> solutions by hosting your WordPress app in two different Availability Zones within an Amazon region.

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# SECURITY & ACCESS TO WORDPRESS

Please consider the following when evaluating security and access to your WordPress website:

How many users have admin access to the website?	Pagely urges customers to limit the number of super-admin accounts on your WordPress app. We can also help you enable 2FA on your site.
Do you implement strong password policies?	Pagely urges customers to strengthen their passwords and leverage a password management tool where available. We also enforce a strong password hashing mechanism and policies when creating user accounts.
Do you have an ongoing audit process or policy for user accounts?	Pagely urges customers to remove any accounts that are no longer valid in your organization.
Is two-factor authentication enabled on your WordPress admin login pages?	Pagely can help you enable 2FA for your WordPress accounts to add an extra level of security and authentication to protect your website.
Have you enabled brute force protection on admin login pages?	Since WordPress login pages are public facing pages, Pagely enables “brute force” protection on your most critical admin login screens.
Do you have active firewall protection for all incoming traffic?	Pagely places a Web Application Firewall with a proprietary set of rules in front of customer servers to intercept any malicious traffic from accessing customer websites.

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# SECURITY & ACCESS TO WORDPRESS

<p>Has your WordPress app been compromised in the past?</p>	<p>If a customer website is compromised, Pagely's InfoSec team will help clean and remediate any issues. Pagely will not migrate any infected websites to new accounts.</p>
<p>Have you ever had to remove compromised plugins?</p>	<p>Pagely has an active list of disallowed plugins that have been compromised in the past. In the event that you do have a plugin that is compromised, Pagely infosec teams will help clean and remediate any issues.</p>

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# WORDPRESS

# MAINTENANCE & BACKUPS

Please consider the following when maintaining and backing up your WordPress website:

Are you running the latest version of WordPress?	Pagely maintains <b>automatic updates to your WordPress core files</b> to ensure you're using the most secure and performant version of WordPress.
Are you running the latest version(s) of your active plugins?	Pagely maintains <b>automatic updates to your WordPress plugins</b> so you don't have to worry about the overhead of maintaining them.
Do you have a workflow for updating/evaluating plugin updates?	Pagely recommends staging clones of your WordPress sites to test plugin updates and code deploys before pushing to your live/production site.
Are you performing daily backups?	Pagely recommends daily backup of your WordPress app in the event of a disaster or user-generated error. <b>Pagely performs backups nightly</b> and stores the backups securely off of your main web server.
Are you archiving backups?	Pagely recommends keeping your backups "off site" from your primary hosting infrastructure in the event of a disaster. Pagely can direct nightly backups to customer-owned S3 buckets to extend our <b>14-day retention policy</b> .



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# WORDPRESS

# MAINTENANCE & BACKUPS

Please consider the following when maintaining and backing up your WordPress website:

<p>Is your disaster recovery process clearly outlined?</p>	<p>Pagely recommends that your DR plan is clearly outlined in the event of critical hosting failures. Pagely can provide our detailed DR plan and High Availability solutions for your WordPress app at various recovery time and point objectives.</p>
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# WEBSITE & SERVER MONITORING

Please consider the following regarding monitoring of your WordPress website:

<p>Do you have a monitoring service setup for your WordPress website?</p>	<p>Monitoring your app can provide insights into the health of your hosting infrastructure. Aside from just uptime, it can provide a potential pattern to identify performance bottlenecks. <b>Pagely monitors customer apps 24/7.</b></p>
<p>Are you monitoring critical hardware components (e.g., CPU, disk, network) of your hosting infrastructure?</p>	<p>Aside from simple site uptime, monitoring server-side resources can be critical to identify large spikes in traffic or potential malicious traffic. Trends in CPU or disk utilization can be great indicators of your website's health. <b>Pagely monitors your hardware 24/7 and supports a multitude of software integrations configured complimentary.</b></p>
<p>Do you have a response team in place in the event of an outage?</p>	<p>Part of your disaster recovery plan should include main contacts familiar with your hosting infrastructure and the inner workings of your WordPress app. <b>Pagely's DevOps response team is on-call 24/7 for server outages.</b></p>
<p>Are you performing precautionary maintenance/optimizations on your WordPress website to avoid outages?</p>	<p>Pagely recommends that customers have clean code and a thorough understanding of any custom features in their WordPress app. You can lean on our DevOps team to aid in optimizing the site and examining performance bottlenecks.</p>

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# WEBSITE & SERVER MONITORING

<p>Does your organization require detailed server-side monitoring reports critical to your business?</p>	<p>Reviewing historical trends in hosting utilization can help organizations forecast spending and spot trends in visitor traffic crucial to your business. Pagely offers detailed custom monitoring nodes that allow you to track server-side metrics critical to your business.</p>
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# THE WORDPRESS APP

Please consider the following when evaluating how you develop and optimize a WordPress website:

Is your WordPress website highly customized?	Pagely recommends that customized features and functions are documented properly. Understanding any potential bottlenecks in performance or vulnerabilities in security are important to the health of the website.
Are you modifying WordPress core files in any way?	Pagely recommends that customers do not modify WordPress core files. This is not considered best practice nor secure. Pagely customers cannot modify core files on our hosting infrastructure.
Do you use a large number of WordPress plugins?	Plugin count does not necessarily contribute to lesser performance, but understanding which plugins you're using and which plugins are no longer needed is important to the health of the website. Pagely will update WordPress plugins for you, and we have an active list of disallowed plugins.
Do you have any performance issues with your current hosting?	Slow performing load times can hinder the success of a website. If you're running into issues at your current host, Pagely can help by offering dedicated hosting resources and a team that can optimize the hosting stack for you.

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# THE WORDPRESS APP

<p>Do you receive large amounts of burstable or viral traffic?</p>	<p>Burstable traffic is hard to predict but often can help the business gain traction in awareness and customer success. Pagely can help mitigate the performance overhead of spikes by offering our rock-solid, highly scalable hosting infrastructure.</p>
<p>Are you able to effectively cache resources on your website?</p>	<p>Pagely recommends that an effective caching layer sit in front of a WordPress site to help with visitor load time and lessen the burden on your hosting CPU/memory. The more assets you can cache, the lower your total cost of ownership will be.</p>
<p>Do you have a git-based development/ deploy workflow?</p>	<p>It's good practice to have a git-based development workflow for code versioning, commenting, and sane deployments. Pagely is compatible with a variety of git-based deployment workflows that communicate over SSH, SFTP, or are triggered by web hooks. <b>Let a Pagely professional setup a workflow tailored towards your development team.</b></p>
<p>Do you host staging/testing sites of your WordPress websites?</p>	<p>It's good practice to have staging sites where you can deploy test code or updates to WordPress that won't impact your production site. Pagely has tools to clone production sites to create staging environments.</p>

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# THE WORDPRESS APP

<p>Is your WordPress website mostly static content (e.g., informational pages, blog posts, etc.)?</p>	<p>Understanding the type of WordPress app you have is crucial to fine-tuning the resources needed to host the website. The more static content we can cache, the fewer resources you will need to allocate on the server.</p>
<p>Do you have a lot of dynamic pages (e.g., membership logins, e-commerce, transactional data, etc.) on the website?</p>	<p>Understanding where the caching layer ends is crucial for e-commerce and membership sites. At Pagely, we can fine-tune the PHP workers or REDIS object caching for larger worker processes of your website.</p>
<p>Do you leverage a lot of third-party APIs or scripts across your website?</p>	<p>Page speed and performance can also be affected by the amount of scripts or API calls your site loads during a visitor session. Pagely's DevOps team can help pinpoint the bottlenecks or even rate-limit requests to your website.</p>

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# WORDPRESS

# RESPONSIBILITY

Please consider the following when evaluating your main stakeholders and development teams for WordPress:

<p>Is your WordPress app maintained in-house or by a vendor?</p>	<p>When evaluating a high-performing WordPress website, it's crucial to understand which stakeholders are responsible for the current code or maintenance of the website. Pagely has granular collaborator roles/access to your WordPress website to help streamline that process.</p>
<p>How familiar are you with the theme and plugin code of your website?</p>	<p>Bottlenecks in theme code or plugin code can slow down a website, especially if you're unfamiliar with how the website was built. Pagely can help identify the performance bottlenecks in your site and recommend qualified development agencies to work with.</p>
<p>Do you adhere to a QA testing workflow before making major changes to your website?</p>	<p>It's good practice to review new code changes, feature changes, or plugin installs on a staging site before making them live on production. Pagely's sync &amp; clone tools can help you improve your QA workflow without harming your production website.</p>
<p>Do you currently have in-house DevOps teams maintaining hosting infrastructure?</p>	<p>In-house DevOps teams are often tasked with maintaining WordPress websites, without true understanding of the code and how to fine-tune the hosting environment. Pagely has provided managed WordPress hosting on Amazon Web Services for over a decade to some of the world's biggest brands.</p>

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# WORDPRESS RESPONSIBILITY

<p>How many individuals are currently responsible for maintaining your WordPress websites?</p>	<p> Oftentimes WordPress access is split between IT teams and marketing teams, causing a disruption in proper maintenance or growth planning. Pagely’s managed WordPress services keeps your WordPress site updated, backed up, secure, and at peak performance.</p>
<p>Do you have a proper onboarding process for changing internal website stakeholders?</p>	<p>It’s critical that your organization keep a record of WordPress admin privileges and stakeholder status as staffing roles change. Pagely can help fine-tune collaborator access to WordPress along with securing password and enabling two-factor authentication.</p>



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# WORDPRESS SUPPORT

Please consider the following when evaluating your WordPress hosting support needs:

<p>How granular a support service are you receiving from your current host?</p>	<p>Pagely only employs top-performing DevOps experts with <u>unique</u> WordPress-specific knowledge, all who are able to effectively and properly alleviate any concerns you present. Quality support is the backbone of a competent, Enterprise-grade host and illustrates why some of the world's biggest brands trust our service most.</p>
<p>How confident are you that your concerns are being addressed at the root level and not merely being remediated temporarily with a band-aid solution?</p>	<p>While some providers may offer additional resources and hardware as a solution, we feel it's important to identify and remediate performance issues at the root level so you can have rest assured that you're running on the most cost-effective, efficient setup available with us.</p>
<p>Are your inquiries being passed through multiple tiers to reach a proper resolution?</p>	<p>At Pagely, we don't believe in a tiered support structure with a variety of knowledge levels and "hoops" for customer inquiries to jump through to reach a proper resolution. <b>Pagely customers always have direct contact to our core engineers for better, faster support 24/7.</b></p>

# THE PAGELY STACK



Pagely Managed WordPress Hosting  
WE HELP BIG BRANDS SCALE WORDPRESS



THE INTERNET



AMAZON WEB SERVICES



# CONTACTING PAGELY

If you have further questions about how Pagely can help, or if you want to learn more about our services, please contact us today at [sales@pagely.com](mailto:sales@pagely.com) to discuss.

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