

WEBINAR: WP ENGINE'S DIGITAL EXPERIENCE PLATFORM IN 30 MINUTES OR LESS



June 7, 2017

#wpwebinar

ASK QUESTIONS AS WE GO

We'll answer as many questions as we can after the presentation



Slides and recording will be made available shortly after the webinar

Use the “Questions” pane throughout the webinar

A screenshot of the 'Questions' pane interface. It features a title bar with a minus sign, the word 'Questions', and a close button. Below the title bar is a checkbox labeled 'Show Answered Questions' which is checked. The main area contains a table with three columns: 'X', 'Question', and 'Asker'. The 'X' column has a small 'x' icon. The 'Question' and 'Asker' columns are empty. Below the table are two buttons: 'Send Privately' and 'Send to All'. There are also small up and down arrow icons on the right side of the table rows.

X	Question	Asker

Poll

WHAT YOU'LL LEARN:

- **Power Tools** at your disposal
- Working with **WP Engine Experts** helps your site
- **Disaster Recovery** when things don't go as planned
- **Insights** to speed up your site and get/keep visitors engaged
- **Support** - getting help when you need it most
- **Scaling for growth** We help you grow beyond your imagination
- Q&A



Tony Gilharry

***Partner Operations Manager
WP Engine***

Twitter: @tonefox

INTRODUCING TODAY'S EXPERT

- Has worked at WP Engine for 4.5 years
- First website was built in WordPress 2.3
“Dexter Gordon”
- Experienced a blown engine on a commercial flight (1 in 5.3 million)

POWER TOOLS

MIGRATE SITES

Minimum Technical Expertise

Automated Migration plugin settings

Destination Site URL:
tony.wpengine.com

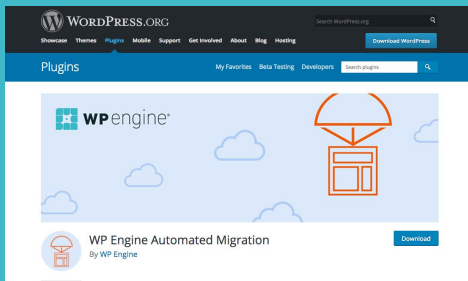
SFTP Server Address:
tony.sftp.wpengine.com

SFTP Username:
tony-migration

SFTP Password:
[Generate new SFTP username and password](#)

[Find detailed instructions in the WP Engine Support Garage](#)

[Download plugin](#)



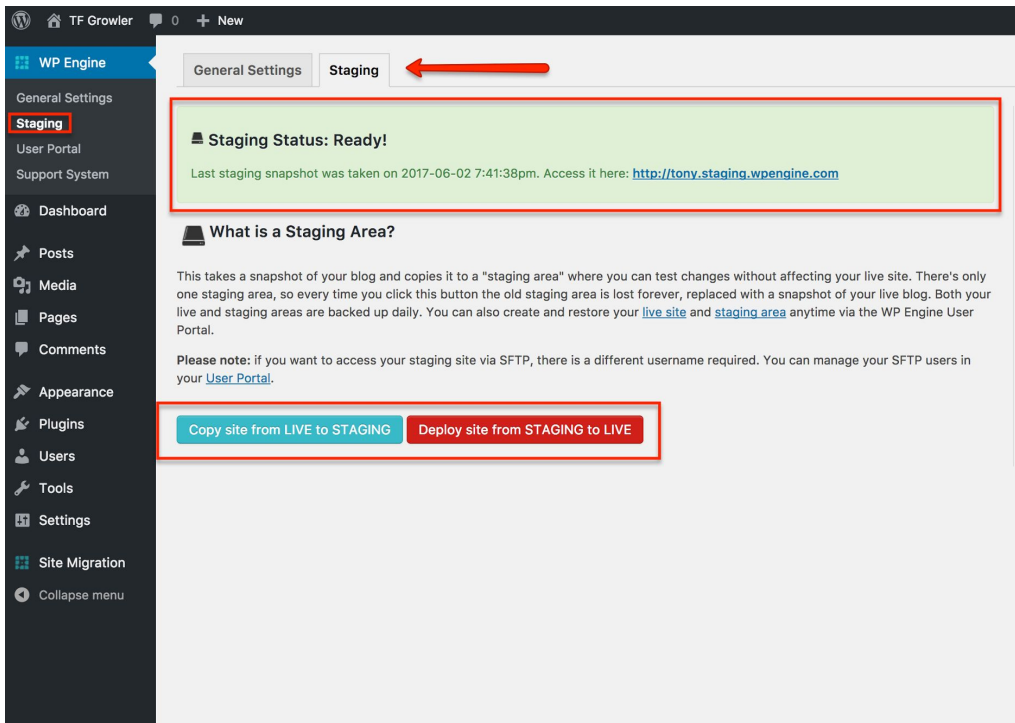
WP Engine Automated Migrations

A screenshot of the WP Engine 'Migrate My Site to WP Engine' form. The form is part of a dashboard with a sidebar menu on the left containing options like WP Engine, Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, Site Migration, and Collapse menu. The 'Site Migration' option is highlighted. The main content area has the WP Engine logo and the title 'Migrate My Site to WP Engine'. Below the title is an introductory paragraph and a link to the 'WP Engine User Portal'. The form contains several input fields: 'Email', 'Destination Site URL' (pre-filled with 'site.wpengine.com'), 'SFTP Host/Server Address' (pre-filled with 'ex. 123.456.789.101'), 'SFTP Username' (pre-filled with 'See WP Engine User Portal'), and 'SFTP Password' (pre-filled with 'See WP Engine User Portal'). There is a checkbox for 'Is Your Site Password Protected?' which is currently checked. At the bottom, there is a 'Migrate' button and a link to 'WP Engine's Terms of Service'.

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STAGING SITES

A clone of your live website!



The screenshot shows the WP Engine dashboard with a dark sidebar on the left containing navigation links: WP Engine, General Settings, Staging (highlighted with a red box), User Portal, Support System, Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, Site Migration, and Collapse menu. The main content area has two tabs: 'General Settings' and 'Staging' (indicated by a red arrow). The 'Staging' tab displays a green box with the text 'Staging Status: Ready!' and 'Last staging snapshot was taken on 2017-06-02 7:41:38pm. Access it here: <http://tony.staging.wpengine.com>'. Below this is a section titled 'What is a Staging Area?' with explanatory text and a 'Please note' section. At the bottom of the main content area, there are two buttons: 'Copy site from LIVE to STAGING' (highlighted with a red box) and 'Deploy site from STAGING to LIVE'.

Copy site from LIVE to STAGING

Deploy site from STAGING to LIVE

By default only your files will be copied back to LIVE. You can choose to move content by checking the tables you would like to move below. Keep in mind these tables will replace the LIVE version with the STAGING version. So for instance if you choose to move `wp_posts` all posts added to the LIVE site since the staging site was created will be removed. However, a checkpoint of your site will be created so you can 'undo' the changes if necessary.

Database
Mode

Select Tables to Move

Select Tables

[Add all tables](#) | [Remove all tables](#)

wp_options x wp_comments x
wp_posts x wp_postmeta x
wp_commentmeta x
wp_term_relationships x
wp_term_taxonomy x wp_links x
wp_terms x wp_termmeta x
wp_usermeta x wp_users x

Email to Notify

tony@wpengine.com

COPY SITE

The number of environments you can use will depend on how many installs are allowed in your plan and how many copies you make.

Copy Install

Copy from yourcurrentinstall

Copy type ☒ Duplicate ☐ Template
Copies content, widgets, plugins, and settings. ?

Copy to Create a new install

Install name copiedinstall .wpengine.com
✓ Begins with a letter ✓ Between 3 and 14 characters
✓ Only letters and numbers ✓ Name is available

Transferable ☐ Create a transferable install ?

Cancel NEXT

Copy install

Install name opensaturday .wpengine.com
The install name cannot be changed after creation.
✓ Begins with a letter ✓ Between 3 and 14 characters
✓ Only letters and numbers ✓ Name is available

Transferable ☒ Create a transferable install ?

Environment Production

Copy from tony

Accept transfer Cancel Create Install

BILLING TRANSFER

TRANSFERABLE SITES

Accept a transfer

Transfer code

[Back to Dashboard](#) [Next](#)

Overview

Blocked traffic: Production & Staging

Transferable install (Restricted)

[Unlock this install](#)

Traffic to this site is restricted. To unlock it, transfer it to another account or convert it to a standard install on your account. [Learn more](#)

Demo link: [transferthis1.wpengine.com](#)

User: demo Password: 89a93c [✎](#)

Install stats

[Download Usage CSV](#) [Delete install](#)

Domain: [Enter domain](#)

Technical Contact: [Tony's Demo Content](#)

PHP Version: 5.6

Workspace: [Add to Workspace](#)

CNAME: [transferthis1.wpengine.com](#)

IP Address: 130.211.136.95

Environment: [None](#) [🔍](#)

Visitors



3 30 day avg 87 30 day total

Bandwidth



68 Bytes 30 day avg 1.99 KB 30 day total

Storage



27.7 MB total

WordPress Version: 4.7.5

☒ Up to date

[Learn about our update process](#)

☐ Defer the next update

Add install

Install name

sitetransfer

.wpengine.com

The install name cannot be changed after creation.

- ✓ Begins with a letter
- ✓ Only letters and numbers

- ✓ Between 3 and 14 characters
- ✓ Name is available

Transferable

☒ Create a transferable install [?](#)

Environment

Production

Copy from

tony

[Accept transfer](#)

[Cancel](#)

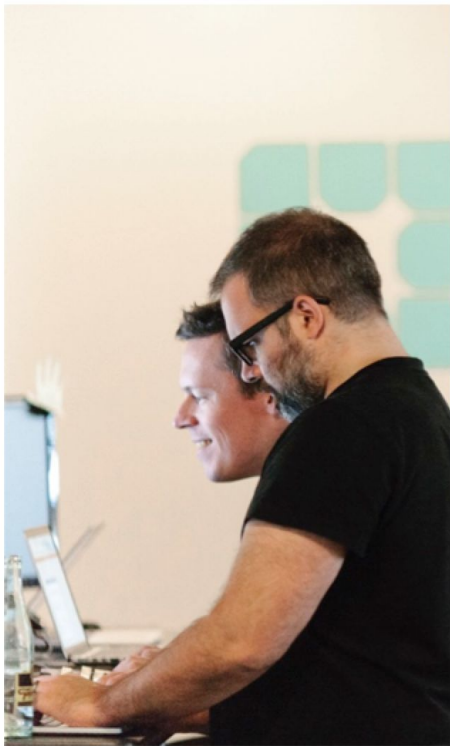
[Create install](#)

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 WPengine

WORDPRESS EXPERTISE

OUR TRUSTED EXPERTISE AROUND THE WORLD IS THE REAL DEAL



WORDPRESS FOCUSED EXPERTS

Over 250 customer-facing WordPress experts

13 dedicated subject matter experts on staff

4 WordPress core contributors and plug-in developers on staff

3 employees in “Top 99 WordPress Influencers of 2015”

Publishers of Torque, leading WordPress digital magazine

Speakers at WordPress events around the world

WordPress Core Patching

1. Networking / Infrastructure-Level Patching

2. OS / Daemon-Level Patching

3. WordPress Core Patching

- Functional Updates (Major Releases)
- Security Updates (Minor Releases)



Install stats

[Download Usage CSV](#) [Delete install](#)

Domain: www.tfgrowler.com

Technical Contact: [Tony's Demo Content](#)

PHP Version: 5.6

Workspace: [Add to Workspace](#)

CNAME: tony.wpengine.com

IP Address: 130.211.136.95

Environment: [None](#)

Visitors



Bandwidth



Storage

67.8 MB
total

WordPress Version: 4.7.5

[Up to date](#)
[Learn about our update process](#)

☒ Defer the next update

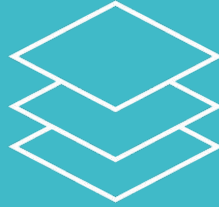
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SET IT AND FORGET IT WITH MANAGED SECURITY FOR ALL CUSTOMERS

EASY SSL FREE LET'S ENCRYPT



MULTIPLE SECURITY LAYERS



MANAGED DISASTER RECOVERY



2 FACTOR ACCOUNT PROTECTION



PROACTIVE PATCHING UPDATES

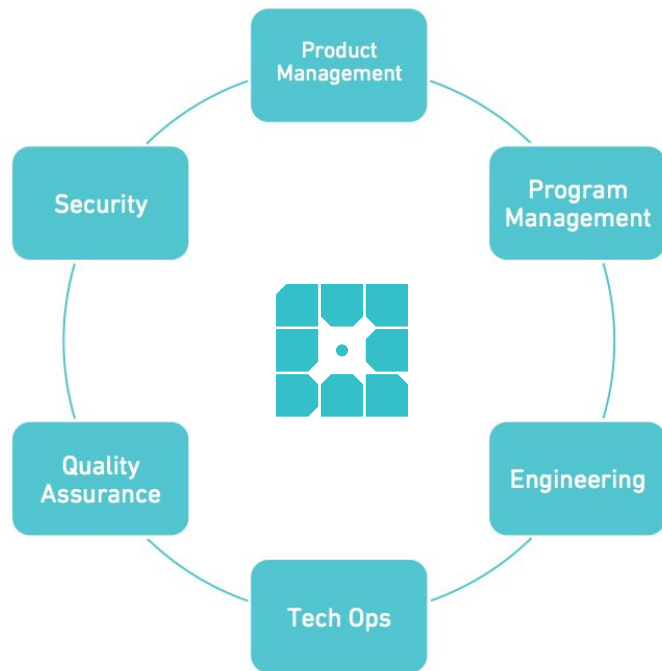


MANAGED THREAT MITIGATION



Disaster Recovery

WE CONTINUALLY FINE-TUNE BOTH THE DEVELOPER AND THE END-CONSUMER EXPERIENCE WITH OUR DEEP INVESTMENT IN R&D



We have one of the largest R&D organizations in WordPress

Offsite Backups

Create production backup

Add a description of the manual backup point you are about to create. A backup will take anywhere from a few seconds to an hour for very large sites.

Backup description *

Send notification to *

The email addresses listed here will be contacted when the action is complete. The addresses should be comma separated.

Cancel

Create production backup

Restore production backup for tony

Backup point Jun 05 4:08AM UTC - daily checkpoint

Restore to

Select an install

Restore with database



Send notification to *

The email addresses listed here will be contacted when the action is complete. The addresses should be comma separated.

Cancel

Restore production backup

SAFEGUARD YOUR WORK



Dashboard

Installs

Page Performance

Users

My account

Hi Tony

Live chat

Support (24/7)

tony

Copy Install

Deploy Site

Backup Points

Overview

Domains

CDN

Redirect rules

Backup points

Access logs

Error logs

SFTP users

Git push

SSL

Advanced

Utilities

Site migration

Links to:

phpMyAdmin

WordPress Admin

Production

Staging

Restore

Download ZIP

Back up now

Date and time	Description	ID
☐ 06/05/17 4:08:53 AM UTC	daily checkpoint	1496635733
☐ 06/04/17 4:05:43 AM UTC	daily checkpoint	1496549143
☐ 06/03/17 4:05:41 AM UTC	daily checkpoint	1496462741
☐ 06/02/17 4:32:37 AM UTC	daily checkpoint	1496377957
☐ 06/01/17 4:09:25 AM UTC	daily checkpoint	1496290165
☐ 05/31/17 4:06:40 AM UTC	daily checkpoint	1496203600
☐ 05/30/17 4:10:25 AM UTC	daily checkpoint	1496117425
☐ 05/29/17 4:07:37 AM UTC	daily checkpoint	1496030857
☐ 05/28/17 4:06:17 AM UTC	daily checkpoint	1495944377
☐ 05/27/17 4:15:43 AM UTC	daily checkpoint	1495858543
☐ 05/26/17 4:16:28 AM UTC	daily checkpoint	1495772188
☐ 05/25/17 4:21:47 AM UTC	daily checkpoint	1495686107
☐ 05/24/17 4:18:21 AM UTC	daily checkpoint	1495599501
☐ 05/23/17 5:15:39 AM UTC	daily checkpoint	1495516539

Backup points

Backup points are just like saving your progress in a game or using Apple's Time Machine.

Select a backup and hit "Restore" to restore your site to a previous version instantly.

Create new backup points before you make site changes when you click "Back up now".

You can also download .zip files of your backups for safe keeping.

[What is included in the backup points?](#)

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WP ENGINE PAGE PERFORMANCE

Performance Optimization

Key Metrics with caching score and visitor experience filmstrip

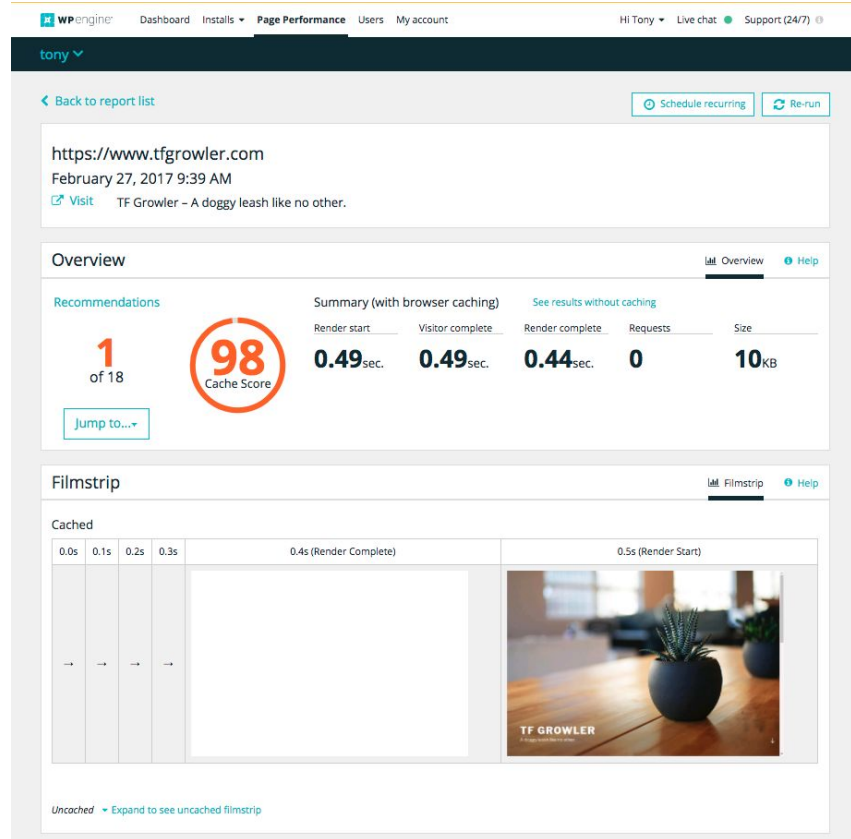
Actionable Recommendations to improve speed

Report History to show clients performance improvement over time

Integrated Workflow with access from WPE user portal

Schedule Automated Tests to monitor impact of dev changes over time

Performance Optimization



CONTENT PERFORMANCE*

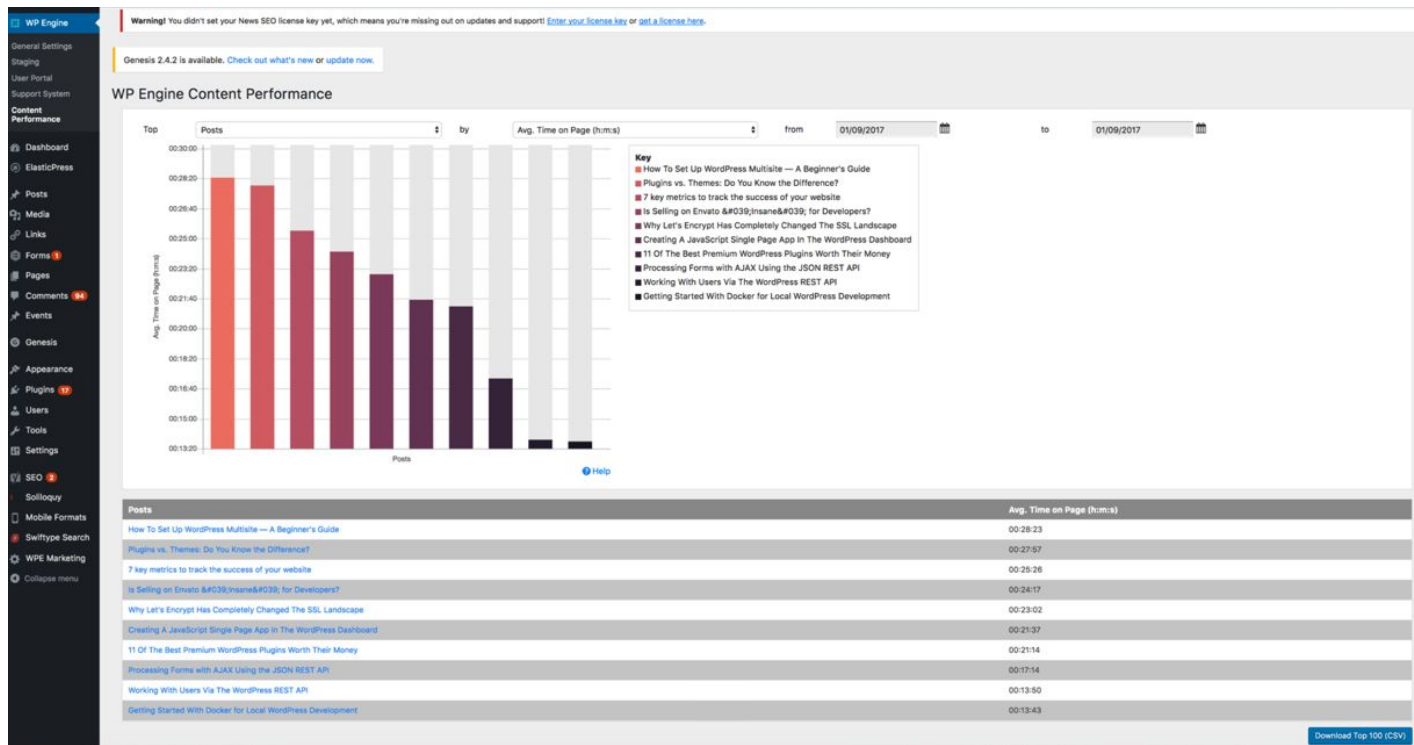
MAKING GOOGLE ANALYTICS MORE ACCESSIBLE FOR WORDPRESS

KEY FEATURES

- See Google Analytics metrics within the WP admin that syncs to taxonomy of your site
- View author performance by tag, traffic and categories vs building custom reports
- Know what categories get the most visits from first-time vs all visitors

BENEFITS:

- Easier way to analyze and measure content strategy
- Identify content to repurpose and reuse
- Easier collaboration and data sharing with CSV reports



* Integrated with Business plan and above

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Support



IT'S NEVER MIDNIGHT AT WP ENGINE

24-7-365 Chat Support for all Customers from
Award-Winning WordPress Experts

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Scaling for Growth

GIVE YOUR GLOBAL SITE A LOCAL FEEL WITH GEOIP



 **WORDPRESS.ORG**

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Plugins

[My Favorites](#) [Beta Testing](#) [Developers](#)



 **WP Engine GeolP**
By WP Engine [Download](#)

[Details](#) [Reviews](#) [Installation](#) [Support](#) [Development](#)

Description

WP Engine GeolP integrates with the variables on your WP Engine site to display content catered to the visitor's location. With the ability to access variables from as broad as country to as specific as latitude and longitude, your website can now display geographically relevant content.

Version:	1.2.0
Last updated:	1 year ago
Active installs:	1,000+
Tested up to:	4.5.9

Tags:

GeolP geolocation localization wpe wpengine

GEO-MARKETING

- Create marketing campaigns targeted only at certain locations.

LOCALIZATION

[Advanced View](#)



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As WordPress Experts, We Do All the Basics Better



- Industry first invention of EverCache technology makes sites 4-6X faster.
- Customized NGINX web server guarantees end-users see content before bots.
- Continuous upgrades ensure sites perform lightning fast.

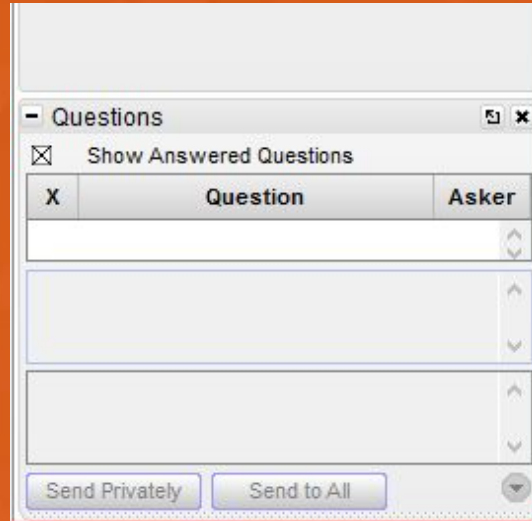


- Proactive patching and updates of WordPress.
- Real-time threat mitigation using IDS and IPS.
- Robust and automatic off-site backups.



- Multiple deployment models to address high availability and failover.
- Scalable architectures to quickly adapt to unexpected traffic spikes.
- 9 data centers worldwide to ensures content is close to audience.

QUESTIONS AND ANSWERS



A screenshot of a software window titled "Questions". The window has a close button (X) in the top right corner. Below the title bar, there is a checkbox labeled "Show Answered Questions" which is currently checked. Below this is a table with two columns: "X" and "Question". The "X" column contains a small 'x' icon. The "Question" column is currently empty. Below the table, there are two buttons: "Send Privately" and "Send to All".

X	Question

Slides and recording will be made available shortly after the webinar

RESOURCES

[WP ENGINE AUTOMATED MIGRATION PLUGIN](#)

[WP ENGINE GEOIP PLUGIN](#) *(Business, Premium, Enterprise plan customers)*

[WP ENGINE SUPPORT GARAGE](#)

[WP ENGINE RESOURCE CENTER](#) *(Ebooks, white papers, case studies, recorded webinars, etc.)*

[WP ENGINE BLOG](#)

[TORQUE](#)

SALES: 1-877-973-6446

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HELP US IMPROVE

Webinar Survey

1. How helpful was this webinar? (1 = least helpful, 5 = most helpful)

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

2. What could we do to improve our webinars/your webinar experience going forward?

3. What topics would you like WP Engine to cover on future webinars?

Close



THANK YOU

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