

# Welcome to **WordPress Toolkit!**

WebPros brings together the expertise of cPanel and Plesk to introduce a new product for managing WordPress instances. Providing more efficient operations, convenient time-saving features, enhanced security, and increased customization for WordPress installations, our joined capabilities have harnessed the power of WordPress and cPanel & WHM.

## **Introducing WordPress Toolkit Lite and WordPress Toolkit Deluxe**



# Who is WordPress Toolkit For?

Whether you're a WordPress user, a hosting company offering WordPress as a CMS, or a Managed WordPress host, WordPress Toolkit offers a multitude of quality of life tools that improve the WordPress experience.

From managing plugins and themes to automatically updating your WordPress instances to building a cloning and staging environment, WordPress Toolkit has the solution to your issues.

## High-density Shared Hosters want:

- The ability to provide a WordPress management tool to their customer base
- To reduce the cost of their support for customers using WordPress
- A straightforward and simple-to-use management interface
- To update outdated WordPress instances that carry a risk of destabilizing their hosting environment by welcoming attacks, requiring domain delistings for instances used to transmit Spam, or utilizing old and vulnerable software components

## Managed WordPress Providers want:

- The tooling to compete with companies like Kinsta, WP-Engine, and others
- Technology to offer their customers a simple and easy-to-use interface that has the features they require

## WordPress Users want:

- An easy-to-use interface where they can manage the various key components (themes, plugins, administrator and database passwords)
- A tool to provide a high-quality maintenance service for customers of WordPress agencies or site developers that opens the opportunity to generate stable, recurring revenue

## What are the Key Features?

WordPress Toolkit is an all-in-one tool, giving hosting companies an easy entry point into premium WordPress hosting and services, as well as providing your customers with the necessary features to manage a number of their WordPress installation's components.

### For you:

- Turn your existing shared hosting into a premium WordPress hosting product, solving common issues and pain points WordPress users face. This includes updating their installations to the latest version, easy-to-manage site migrations, plugin and theme management for multiple sites in a single interface, one-click hardening, and more
- Build a WordPress managed hosting offering that utilizes WordPress Toolkit to separate yourself from companies with basic WordPress offerings
- Leverage Smart Updates\* to automatically test and update WordPress instances in a staging environment, powered by artificial intelligence

### For your customers:

- Keep their WordPress installation updated to the latest available version on demand, either manually (WordPress Toolkit Lite) or automatically (WordPress Toolkit Deluxe)
- Update core files, themes, or plugins individually, or en masse, for one or all of their WordPress installations
- Harden their sites with WordPress Toolkit's security scanner\*. No security expertise required

### Cornerstone Features:

- One-click installer initializes and configures WordPress
- Scan all WordPress sites to identify and protect your installations
- Gain full control with WP-CLI, maintenance mode, debug management, search engine index management, and more\*
- List, create and restore backups for your WordPress site
- Update and test your sites automatically with Smart Updates\*

\*Available with WordPress Toolkit Deluxe

## Revenue Opportunity

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WordPress Toolkit is the tool users and developers have been waiting for, and we anticipate wide adoption rates. WordPress Toolkit Lite is free and available for immediate install on all cPanel accounts and the advanced features of WordPress Toolkit Deluxe can be added with a simple license change.

### Benefits:

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- Frictionless upgrade for your existing customers who are already using the original WordPress Manager
- Easy upgrade path for new users of WordPress Toolkit Lite to WordPress Toolkit Deluxe
- New feature set offers a growth opportunity and differentiates your brand's hosting in a mature market
- Easily create WordPress-specific hosting packages, or support hosting resellers who wish to specialize in WordPress hosting and compete against other WordPress optimizers
- Generate extra revenue through value-added services your WordPress users want and need

Our current pricing model for licenses with our VIP Partners, such as you, is based on a pricing structure that has the potential to bring you a 400% net revenue per license.

*Example: Your company purchases a WordPress Toolkit Deluxe license at \$1 USD and provides the ability to use WordPress Toolkit Deluxe to your customers for a **suggested price of \$5 USD***

Predictable revenue recurs on a monthly basis

**WebPro is excited to launch our inaugural program to our most valued partners.**

**A power tool like WordPress Toolkit needs a bold launch with a power partner like yourself.**

**We're confident that the significant growth potential of a WordPress-centered product is the right fit for your customers and believe that this will bring about a new level of partnership that will help both of our companies grow stronger, together.**

## Questions to Consider

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- How much time/support hours do you currently spend resolving WordPress-related security issues?
- Do you currently have a staging environment set up for websites?
- What portion of your userbase takes advantage of WordPress Manager?
- How many of your users are currently running out-of-date installations?
- How many of your customer's accounts utilize multiple WordPress installations?

## Why WordPress Toolkit is the Answer

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- WordPress Toolkit is geared towards users of all skill levels that want to concentrate on building their websites and automate system administrator-type tasks
- Pre-configure your solutions for optimal WordPress performance on your servers
- Keep your WordPress installations secure and up-to-date without the risk of disrupting any live sites
- Manage multiple WordPress installations from a single, easy-to-use interface
- Flexibility to build a platform that competes with top-level premium WordPress focused hosting providers

## Common Questions

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### **Why isn't WordPress Toolkit included in the cost of cPanel & WHM?**

WordPress Toolkit Lite is included with the cost of cPanel & WHM, with the opportunity to upgrade to WordPress Toolkit Deluxe for premium features like Smart Updates.

### **What does WordPress Toolkit offer that WordPress Manager does not?**

This is the next step in the WordPress management tool evolution, and we listened to our userbase to include features they want and need to manage and develop their WordPress sites, such as the ability to stage and clone sites in development, automatic updates, one-click hardening and more.

### **Isn't there too much security overhead with WordPress?**

The benefit of offering WordPress outweighs the cost of managing security issues with WordPress Toolkit. With one-click hardening and core version updates, the risk of your customers using outdated core files, plugins, or themes, greatly diminishes.

### **Is offering WordPress Toolkit worth my investment?**

Not only is there a profit margin for offering WordPress Toolkit to your customer base, the opportunity to reduce the support cost of various WordPress issues, such as updating out-of-date and vulnerable installations or components, as well as backup and migrations solutions, cloning and staging sites, and more, is a net gain.