



WordPress Toolkit

Build a Better WordPress® Management Experience

Raise The Bar On WordPress Management Tools

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 Deluxe!

This is a the first premium product created by WebPros multi-company efforts, and we are thrilled to launch to our Partners. The next generation of WordPress management for cPanel & WHM are combined together and packaged for you to offer to end-users and resellers alike.

Efficient

Conserve resources with a robust feature set.

Work faster with WordPress Toolkit, whether you are a hosting reseller, developer, or an end-user creating your first site.

Theme and Plugin Management

Upload and manage your own custom-built themes or paid plugins from WordPress.org

Cloning

Allow multiple identical sites to launch and eliminate multi-step site migrations to new domains

Staging

Provide the ability to build and prepare a WordPress site without launching to the public

Search Engine Indexing

Ban or allow search bots at the .htaccess level

Smart Updates

Reduce support tickets from conflicting display and scripting errors



Convenient

Easy to use and saves your agents time.

Theme and Plugin Management

Uses one control panel to directly activate/disable or install/uninstall themes and plugins, without logging in to the wp-admin backend panel

Cloning and Staging

Allow testing new or overhauled WordPress installations without display, for easier push to production

Auto Updates

Ensure that the WordPress core, themes, languages, and plugins are at the latest version from a centralized control panel

Maintenance Mode

Display a landing page while performing maintenance or adjustments on your production websites

Smart Updates

Update your plugins, themes, and WordPress versions safely and reliably

Snapshot Backups

Trigger before major core updates for immediate restore if needed





Secure

Defend your websites and accounts

Safeguard your WordPress installations against malware, compromises, or attackers with a simple “point and click” in cPanel WordPress Toolkit Deluxe.

Automatic Updates

Keep your WordPress installations updated to the most current stable version automatically

Single Sign-On

Safely login to all of your WordPress sites with a single click, and work from a protected staging environment without external access

Search Engine Indexing

Block and deny exploitative spiders, bots, and crawlers

Smart Updates

Protect users from unintended consequences by providing iterative backup restore points

One-Click Hardening

Strengthen your WordPress protection by applying security recommendations directly from WordPress Community experts

Product Overview

WordPress Toolkit utilizes the cPanel & WHM environment and is available as either a free (Lite) or a paid (Deluxe) add-on for cPanel accounts. Access for both cPanel WordPress Toolkit Lite and Deluxe is controlled via the WHM Feature Manager and can be disabled or hidden for selected accounts. You choose who has access to purchase.

cPanel WordPress Toolkit Lite

- Essential features for managing WordPress
- Free for hosting providers to offer to all their customers
- Built-in upsells to help convert your customers to a Deluxe subscription through your store

cPanel WordPress Toolkit Deluxe

- Partners choose which users can access cPanel WordPress Toolkit Deluxe
- Includes Cloning, Staging, Security Hardening, Smart Updates, & more
- Manage your cPanel users' WordPress Toolkit Deluxe websites directly in WHM®
- Partners will only be billed for accounts using cPanel WordPress Toolkit Deluxe
- WordPress Toolkit Deluxe requires a license from Manage2

Integration Overview

- WordPress Toolkit is installed on cPanel & WHM servers
- WHM Feature Manager is configured to provide WordPress Toolkit Lite and WordPress Toolkit Deluxe to desired users
- Sell WordPress Toolkit Deluxe to your customers through the in-product upsells connected to your store

Simply have your store change the account from a WordPress Toolkit Lite package to a WordPress Toolkit Deluxe package using the WHM API

Licensing Overview

Account-based Autoscale Licensing for Shared Hosting Environments

- Assigning the licenses in Manage2 will not require an upfront payment
- The WordPress Toolkit auto-scaling license allows an unlimited number of accounts to be assigned the WordPress Toolkit Deluxe feature

Fixed Licensing Packages for VPS/Dedicated Environments

We offer Fixed Packages for WordPress Toolkit for VPS/ dedicated environments. When the server reaches the limit of accounts included in the package, Partners will need to upgrade the license to allow additional accounts. Partners can upgrade or downgrade to a different fixed package within Manage2 or via the API. These changes will be reflected on your next billing statement. Fixed Packages are available in 1, 5, 10, and Custom account sizes. Custom packages can be created in 10 account increments starting with 20 accounts.

Partners can assign WordPress Toolkit Deluxe licenses (package ID 121689) from the Manage2 system by using:
















































Manage2 Interface:

<https://manage2.cpanel.net/addlisc.cgi>

Licensing API:

<https://go.cpanel.net/Manage2-API-Add-Licenses>

Comparing WordPress Manager, WordPress Toolkit Lite and Deluxe features!

 Available	WordPress Manager	WordPress Toolkit Lite	WordPress Toolkit Deluxe
Customizable Installation			
Manage Existing Installations			
Website Dashboard			
1-Click Login			
Change Admin Password			
Change DB Password			
Open DB in phpMyAdmin			
Restore Backup			
Manual Updates			
Single Site Auto Updates			
Search Engine Indexing Management			
Automatic Hardening			
Password Protection			
Maintenance Mode			
Debug Management			
Plugin & Theme Sets Installation			
Plugin & Theme Sets Management			
Cloning			
Staging			
1-Click Hardening			
Mass Hardening			
Mass Updates			
Security Rollback			
Smart Updates			

Billing



- Partners will be billed for the amount of cPanel accounts using WordPress Toolkit Deluxe
- Accounts using WordPress Toolkit Lite are free
- WordPress Toolkit Deluxe usage will be included on the monthly invoice

Billing will be based on the following approach:

Account-based Autoscale Licensing for Shared Hosting Environments

- Billing is based on the number of accounts using paid WordPress Toolkit Deluxe on Partners servers with “unlimited” licenses
- Example: “Each account licensed with WordPress Toolkit Deluxe costs ‘X’ USD; last month you had ‘Y’ active paid accounts, so the total sum is $X*Y=Z$.”
- Partner pricing will be \$1 USD per account using *WordPress Toolkit Deluxe*
- Billing is done on a postpaid “pay-as-you-go” basis

Fixed Licensing Packages for VPS/Dedicated Environments

- Packages have a fixed number of accounts and prices
- Fixed Licensing packages are billed on the 15th and included on the monthly invoice from Manage2
- Fixed Licensing packages allow Partners to upgrade or downgrade based on their customers’ needs
- Fixed Licensing packages do not autoscale

WordPress Toolkit Account Packages	Partner Pricing (33% Discount)		Store Pricing	
	Per Account	Monthly Cost	Per Account	Monthly Cost
WordPress Toolkit Fixed 1	\$5.00 /account	\$5.00	\$7.50 /account	\$7.50
WordPress Toolkit Fixed 5	\$2.00 /account	\$10.00	\$3.00 /account	\$15.00
WordPress Toolkit Fixed 10	\$1.50 /account	\$15.00	\$2.25 /account	\$22.50
WordPress Toolkit Custom <small>*specify a number equal to 20 or higher, in increments of 10</small>	\$1.00 /account		\$1.50 /account	

Revenue Opportunity



WordPress Toolkit Lite is a timely product that users and developers have been waiting for, and we anticipate wide adoption. WordPress Toolkit Lite is free and available for immediate install on all supported cPanel & WHM servers, and the advanced features of WordPress Toolkit Deluxe can be added with a simple license change.

Benefits:

- Frictionless upsell for your existing customers who are already using the original WordPress Manager or other WordPress site installers.
- Built-in path to help promote users of WordPress Toolkit Lite to WordPress Toolkit Deluxe.
- Highly desired features offer a growth opportunity and differentiates your 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.

Account-based Autoscale Licensing for Shared Hosting Environments

Our current pricing model for licenses with our Partners is based on a pricing structure that will bring you a 400% net revenue per license.

Example: You purchase WordPress Toolkit Deluxe license at \$1 USD per account and your customer pays you a suggested amount of \$5 USD.

Predictable revenue recurs on a monthly basis.

Fixed Licensing Packages for VPS/Dedicated Environments

The Fixed licenses allow Partners to sell a WordPress Toolkit server license that intentionally does not scale, keeping the Partner in control of handling upgrade and downgrade requests from customers.

Partners receive a 33% discount on Fixed Package licenses allowing for the freedom to set up a range of competitive packages.