



# WIN ONLINE WITH WORDPRESS AND THE WP ENGINE DIGITAL EXPERIENCE PLATFORM.

In a world where enterprises seek to be a step ahead with their online businesses, WordPress has become the enterprise CMS of choice. Known for its agility, cost, and ability to integrate across verticals, WordPress makes up over 28% of the Internet today.

Delivering incredible digital experiences doesn't end with WordPress. You need an enterprise-grade digital experience platform to help continually deliver online. We partner with WP Engine to bring brand performance that drives business impact.

Specializing exclusively in WordPress, WP Engine offers a WordPress digital experience platform that is enterprise-grade without the enterprise hassle. You can build remarkable web experiences with the agility, performance, intelligence and integrations that the market demands so you can drive your business forward, faster.

***WordPress is the most popular CMS in the world with 60% share of the global market, and used by over 75M websites. Quite simply it is the Internet.***

*-W3tech*

## WP ENGINE FAST FACTS

Founded in 2010 | 65,000 Customers in 135+ Countries | Supporting 500K+ WordPress Domains  
Serving 2B Page Views/Day | Largest Customer Success Team in WordPress Available 24/7/365

## DEVELOPMENT AGILITY ACTIONABLE INSIGHTS

With WP Engine, you can innovate faster, building remarkable digital experiences quickly and easily. Its platform integrates with the WordPress CMS meaning developers gain the flexibility of open source and access to the massive, global WordPress network of developers, while marketers gain self-service content publishing. Developers also gain unlimited workspaces to create new sites, and one-click tools to simplify staging, testing, and deployment. End result for the business: faster time to market for new sites, campaigns, and communications.

In order to capture audience attention in a fragmented landscape, developers need insights on front-end and back-end issues that may hinder digital experiences, while marketers need daily insights to optimize the consumer experience. Brands can expect WordPress specific insights and actionable recommendations, detailed site visits analysis, and opportunities for innovation and improvement.

## BRAND PERFORMANCE

Consumers now expect to access personalized content that informs or entertains in less than a second. Simply put, if your site loads slowly, your audience moves on to your competition. With a platform deployed on Amazon Web Services and Google Cloud Platform, two of the most forward-thinking cloud infrastructure partners in the category, you can deliver web experiences with lightning fast site speed and scalability, enterprise-grade security and reliability.

## INTEGRATED SIMPLICITY

To compete in today's market, you need to be faster, more nimble, and more entrepreneurial. Open source WordPress opens up a world of creative flexibility and innovation, which helps you maintain your competitive edge. With 50K+ plugins, just about any integration or site capability is possible. And with WP Engine, you gain a "best-of-breed" digital experience platform that brings together functionality from a number of tech partners – so you don't have to.

**WP Engine is the leading managed WordPress platform. 5% of the online world visits at least one WP Engine hosted site, every single day.**

## PRESS AHEAD

WP Engine keeps your online business a step ahead while allowing the digital experiences you create to shine through speed and performance. Specializing exclusively in WordPress, WP Engine's state of the art digital experience platform sets the standard for building, launching, and optimizing enterprise-grade WordPress sites.

AGILITY	PERFORMANCE	INTELLIGENCE	
<ul style="list-style-type: none"><li>Rapid onboarding with auto-migration plugin, centralized user management, and automated SSL configuration</li><li>Accelerated content publishing with multiple authors on WordPress</li><li>Open source platform flexibility and access to WP community with new features a plugin away</li><li>Developer productivity with Flexible Workflows, one-click dev tools, and Git integration to easily setup, organize, and deploy sites between any number of installs</li><li>Easy transfer of billing and hosting ownership</li></ul>	<p><b>Speed &amp; Scalability</b></p> <ul style="list-style-type: none"><li>4-6x faster sites with WP Engine's WordPress-optimized platform and proprietary EverCache™</li><li>Best-in-class performance deployed on AWS and Google Cloud Platform technology</li><li>High Availability configurations available for strong uptime with redundancy across multiple data centers</li><li>Fully managed CDN with globally distributed servers</li><li>Global relevancy with geo-targeted content localization</li><li>Data Centers located worldwide, across North America, EMEA, and Asia-Pacific</li></ul>	<p><b>Security</b></p> <ul style="list-style-type: none"><li>Dedicated security team focused on security engineering, governance, and compliance</li><li>Managed WordPress core patching and updates to resolve security vulnerabilities</li><li>Threat detection and blocking</li><li>Traffic encryption through SFTP and SSL certificates available through User Portal</li><li>Access control with user management and 2-factor authentication</li><li>Penetration testing permitted for dedicated plans</li><li>Security incident response protocol</li></ul>	<ul style="list-style-type: none"><li>Page Performance solution for on-demand speed tests, caching score, and custom recommendations to improve site performance</li><li>Content Performance solution to strengthen content strategy through WordPress-optimized Google Analytics data</li><li>Application Performance Monitoring to reduce troubleshooting time and increase developer agility</li><li>Site visit analysis and detailed views of traffic (mobile vs. non mobile, referral traffic, most popular URLs, geo-location and browser use of visitors)</li></ul>

### INTEGRATIONS

Building the world's best WordPress digital experience platform requires a combination of proprietary technology, expert service, and carefully vetted partner technology that we integrate to extend our innovations long term. WP Engine delivers a full-service platform leveraging technical strengths of AWS, Google Cloud Platform, Google Analytics, MaxCDN, and Let's Encrypt to name a few. The end delivery is your site experience powered by the WP Engine platform and innovations across our entire partner ecosystem.

### 24/7 AWARD-WINNING TECHNICAL EXPERTS AT YOUR SERVICE

We're WordPress experts, plain and simple. Our technical support team goes through months of training before getting on the ground with customers. Available 24/7/365 around the globe, support is with you throughout your journey – from managed onboarding and launch readiness assessments to ongoing technical needs. We're relentless about your success and have four Stevie Awards for customer service to prove it. We were even ranked Highest in Support Quality from the G2 Crowd Report for 2017.

# THE RIGHT PARTNER

Whatever your digital needs are, we have established the right set of partners to deliver exceptional results. For WordPress-powered experiences, WP Engine is that partner. Working closely with their team, we have created the right experience for you as our valued client.

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WP Engine's WordPress digital experience platform provides brands the agility to innovate and build experiences faster and more easily, decreasing total cost of ownership and time to market. It powers the performance of the experience with the speed that consumers expect from sites and applications, as well as the integrity and security that protects enterprise businesses and their customers. Through data and analytics, the platform delivers the intelligence you need to improve your site performance. And, the platform provides integrations with best-of-breed technology partners across the martech stack, so that, as technology evolves, you stay ahead.

When it comes to your web presence, Smart Data SEO is committed to help your business Look Good, Get Found, and Take Control in the increasingly competitive web. Whether you need complete brand development, a new website, or are simply looking to improve what you've got, we'll ensure you're looking your best and that you're getting found in the many places that people today are searching for what you have to offer. And whether you're someone who loves working in the backend of your website, or you'd rather that we "just make the web stuff work," we will collaborate with you to make sure your web presence runs smoothly today and into the future. This allows you to take control and focus on what you do best -- running your business!

**For more information visit [wpengine.com](https://www.wpengine.com)**