

# Tiers

	Basic	Deluxe	Ultimate	Developer	Ecommerce
Website(s)	1	1	1 (as of Dec 15, 2019: <a href="#">details</a> ; previously 1-2 sites)	5	1
Free SSL (New plans and upgrades since Oct 21, 2019)* <sup>4</sup>			Free SSL for the life of plan		Free SSL for life of plan
Malware scan and removal (Website Security – Essentials) * <sup>3</sup> ▼ ⬆ Upgrade opportunity <a href="#">click here to view</a>  While some MWP plans offer free Website Security Essential, we recommend upgrading to Website Security Deluxe because it comes with: <ul style="list-style-type: none"> <li>• Performance Accelerator (CDN)</li> <li>• Advanced DDoS mitigation</li> <li>• Web Application Firewall (WAF)</li> </ul> <a href="#">Click here to learn more</a>			1 site (as of Dec 15, 2019: <a href="#">details</a> )		1 site
WooCommerce					
Easy WooCommerce Setup	Manual	Manual	Manual	Manual	✓
Unlimited products	✓	✓	✓	✓	✓
Bookings and appointment scheduling (Free WooCommerce Plugin)					✓
Real-time shipping rates (Free WooCommerce Plugin)					✓
Free Premium WooCommerce Storefront design themes					✓
Free access to over \$1,000 of WooCommerce addon extensions					✓
General features					
SSD storage * <sup>1</sup>	30 GB (as of Oct 21, 2019; previously 10GB)	75 GB (as of Oct 21, 2019; previously 15GB)	Unlimited (as of Oct 21, 2019; previously 30GB)	50 GB	Unlimited
Monthly visitors * <sup>2</sup>	25k	100k	Unlimited (as of Oct 21, 2019;	800k	Unlimited

			previously 400k)		
\$550 marketing credit to Google, Yelp, and Bing			✓		✓
One-click staging site		1 site	1 site	1 site	1 site
SEO plugin <sup>*5</sup>		1 site	1 site (as of Dec 15, 2019: <a href="#">details</a> )		1 site
SSH access		✓	✓	✓	✓
SFTP access	✓	✓	✓	✓	✓
Full Asset CDN	✓	✓	✓	✓	✓
File Manager ( <a href="#">more info</a> )	✓	✓	✓	✓	✓
1-click Migration	✓	✓	✓	✓	✓
Auto WP software updates	✓	✓	✓	✓	✓
Free backups	Automatic, Daily, keep 90 days	Automatic, Daily, keep 90 days	Automatic, Daily, keep 90 days	Automatic, Daily, keep 90 days	Automatic, Daily, keep 90 days

#### Notes:

- <sup>\*1</sup> SSD storage: Our servers have high-performance SSD drives for both files and databases so your sites load incredibly fast. Storage is shared across your plan's sites.
- <sup>\*2</sup> Monthly visitors: Visitors are the number of unique IP addresses that come to all your plan's sites within a 24-hour period. Daily counts are added to calculate total monthly visitors. We don't count robots (e.g., Google search bot) against your total. Monthly visitors is not hard cap. It's a guideline for the resource load suitable for the plan level. If you have an occasional spike in traffic or resource needs, we'll automatically increase your resources temporarily. For frequent spikes, consider upgrading to a higher plan.
- <sup>\*3</sup> Malware scan and removal (Website Security – Essentials): Website Security Essential's malware detection and removal is free as long as the associated MWP plan is active.
  - To activate: First setup the MWP plan. Then visit MYA to find the free credit for Website Security Essentials. Activate the credit.
- <sup>\*4</sup> Free SSL (New plans and upgrades since Oct 21, 2019): In order to activate the SSL for upgrades, you will need to reach out to a Hosting Tech Lead or switch the primary domain to the temporary domain and then back to the original.
- <sup>\*5</sup> SEO plugin: Includes an integrated SEO wizard for step-by-step instructions to optimize your site with SEO fundamentals to get your site seen on major search engines, like Google.

## | Qualifying

### Target customers

- Small business users looking to build a site in WordPress on their own.
- Want their WordPress hosting already setup, without the hassle of installing it.
- Owns a domain or wants to build a website without worrying about the management, backup, and security of that website.
- Already has a WordPress website and wants to migrate to us.
- Wants to be seen by major search engines like Google – can utilize our WordPress with search engine optimization (SEO)

- Wants to create and view their website in a staging environment before they release to the public.
- Can benefit from the Quick Start Wizard with pre-built sites to customize with a drag & drop editor.

## Ineligible customers

Customers who want to use a [black-listed plugin](#).

## SSL hosting compatibility

- Wildcard SSL certificates: Managed WordPress does support wildcard SSLs when installed on the same MWP plan but not across multiple MWP plans. One example of this would be a multi-site where the same domain is used but multiple sub-domains are added to support different languages or locations.

Note: This includes PWS Starter Sites, Standard Sites, Premium Sites, and Premium Store since they use MWP.

# | Consulting

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### ✦ Should I Offer Basic and Deluxe Managed WordPress or Ultimate?

In most situations, Ultimate MWP is the best overall value for our customers. Not only do they get all the features of MWP, but it comes with 2 products absolutely free for the life of the plan: An SSL certificate and Website Security Essentials plan.

This allows them to build trust with their visitors, keep their site protected, and most importantly, keep their brand protected.

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### ✦ Are you willing to learn something new?

If the customer has never used WordPress before, they have to be willing to put in the time to learn the software before creating the actual website.

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### ✦ How soon do you need the website up?

WordPress does take more time to create a website vs. Websites + Marketing. If the customer needs a website up ASAP, WordPress may not be the best option for them.

## Should I offer Hosting or Managed WordPress?

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▼ ★ Are you familiar with setting up a web hosting environment?

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▼ Yes

### **Offer Web Hosting**

- ★ It's easy to install WP on web hosting (just a click), but interacting with a control panel (cPanel) can be intimidating.
  - ★ Are you going to use cPanel?
  - ★ How many websites do you need to host?
  - ★ How important is security to you?
    - These last two questions will determine the tier that a customer needs, if its multiple sites they'll either need Deluxe or Ultimate. If they only need one site, Economy may be sufficient, unless security is important, then the customer could still get Ultimate for the free SSL.
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▼ No

### **Offer Managed WordPress**

- ★ MWP handles the setup and launches you directly into WP-admin to start building your site – no confusing extra control panel to deal with.
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▼ ★ Do you want full control of your hosting?

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▼ Yes

### **Offer Web Hosting**

- ★ With cPanel, you can manage the domain, DNS, setup, backups, speed optimization, security, log files – all through the control panel.
  - ★ Are you going to use cPanel?
  - ★ How many websites do you need to host?
  - ★ How important is security to you?
    - These last two questions will determine the tier that a customer needs, if its multiple sites they'll either need Deluxe or Ultimate. If they only need one site, Economy may be sufficient, unless security is important, then the customer could still get Ultimate for the free SSL.
    - If a customer wants full control, the advantage of ultimate hosting is that it comes with premium DNS as well.
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▼ No

### **Offer Managed WordPress**

- ★ There's no access to a hosting control panel since we handle the hosting tasks. You launch directly into WordPress to build your site.

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✖ ★ **Do you have time to manage software and security updates?**

Software updates allow you access to new features and close security vulnerabilities found in WordPress. It's important to keep WordPress on the latest version.

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✖ Yes

### **Offer Web Hosting**

- ★ If a site includes plugins or has modifications not compatible with the latest version, then automatic updates may break the site. Those users need web hosting so they can manually choose when to update and test their site.
  - ★ Are you going to use cPanel?
  - ★ How many websites do you need to host?
  - ★ How important is security to you?
    - These last two questions will determine the tier that a customer needs, if its multiple sites they'll either need Deluxe or Ultimate. If they only need one site, Economy may be sufficient, unless security is important, then the customer could still get Ultimate for the free SSL.
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✖ No

### **Offer Managed WordPress**

- ★ MWP Updates WordPress automatically. Web hosting allows a manual update option.
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✖ ★ **Are you comfortable installing plugins to make WordPress faster and more secure?**

✖ Yes

### **Offer Web Hosting**

- ★ Our hosting allows advanced users full control over their hosting environment. This generic hosting platform lets the user install just about any app they want.
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✖ No

### **Offer Managed WordPress**

- ★ MWP does it all for you. Our hosting servers are optimized for speed with added security specifically for WordPress.
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✖ ★ **Do you need to handle large traffic spikes?**

✖ Yes

## Offer Managed WordPress

- ★ Built specifically to scale resources for large traffic spikes. An independent test revealed MWP easily handled over 2,000 concurrent connections. cPanel hosting is set to max out at 250.
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✖ No

## Offer Web Hosting

- ★ Our hosting offers unlimited bandwidth, but does restrict the number of visitors you can have on your site at the same time (concurrent connections aka Entry Processes). This ensures "a good neighbor" policy; it keeps other sites on the same server from hogging all the resources and slowing everyone's site down.
- ★ Are you going to use cPanel?
- ★ How many websites do you need to host?
- ★ How important is security to you?
  - These last two questions will determine the tier that a customer needs, if its multiple sites they'll either need Deluxe or Ultimate. If they only need one site, Economy may be sufficient, unless security is important, then the customer could still get Ultimate for the free SSL.

## Value Proposition statements

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✖ Why Managed WordPress?

- MWP offers a **completely hassle-free experience** where all the technical aspects of running a WordPress site/blog is taken care of.
  - The **servers are optimized for WordPress hosting**, hence, in spite of increase in your website traffic, visitors continue to have the same awesome experience.
  - **Always stay updated**: Automatic update to the latest version of WordPress.
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✖ Why MWP from us?

- Over 75 beautifully designed templates
- Free SSL with Ultimate and Ecommerce plans
- Free Website Security Essentials with Ultimate and Ecommerce plans
- Ideal to manage huge spikes in traffic to your site
- Automatic daily backup & 1-click restore for total peace of mind.
- Automatic account setup
- Managed services like 1-click migration and network monitoring
- Optimized WordPress servers and fast SSD drives
- Security updates, Pre-screened plugins, DDoS protection, and secured SSH/SFTP access

# Personalization

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## ✦ Photographer

Every time I go to a wedding, I always ask the photographer if I'll be able to see the prints online. I love being able to view everyone from the wedding and choose if I want to keep any photos for myself. If this is something that meets your online goals, Managed WordPress is the way to go. I've seen hundreds of Photographers take advantage of the ever-growing themes and plug-ins designed for WordPress.

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## ✦ Blogger, Author, Writer, Reporter

- If you're interested in always promoting your latest article, depending on the theme you choose WordPress has the ability to automatically sort your posts so the newest is always at the top.
- If you're more interested in typing and getting the word out than coding and structuring your website, I would suggest Managed WordPress. It's ready to go out-of-the-box, so you can start typing and getting your website live faster.
- Would it be beneficial to have your post scheduled? (An example would be typing up a blog post for a holiday and not having to worry about remembering to post it manually.)

# Benefits

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## ✦ Access to 76 prebuilt templates

We've created a design-focused onboarding experience that lets customers choose their industry and then be presented with beautifully designed templates to help them build their site faster than ever.

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## ✦ Yoast SEO Preinstalled

We preinstall Yoast SEO on every new Managed WordPress site to help our customers get found online. Yoast SEO is the most popular SEO plugin being used by over 5 million websites.

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## ✦ SSL Certificate Included

Managed WordPress Ultimate and Ecommerce comes with an SSL Certificate free for the life of the plan. This is a great way to keep our customer's sites safe and build trust with their audience.

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✦ File Manager Included

Customers now have access to a built in file manager to easily manage their website's files from within their GoDaddy account.

## WooCommerce

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✦ Free access to over \$1,000 of WooCommerce addon extensions

Managed WordPress Ecommerce has free access to over \$1,000/year of WooCommerce addon extensions such as Live Shipping Rates, WooCommerce Subscriptions, and WooCommerce Bookings.

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✦ Website Security Essential Included

Managed WordPress Ultimate and Ecommerce comes with Website Security Essentials malware removal free for the life of the plan. This is a great way to keep our customer's sites safe.

## Fast WordPress hosting, simplified

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✦ Easiest way to get a WordPress site

- WordPress is automatically setup for you.
- Quick Start Wizard with pre-built sites to customize with drag & drop editor
- Free daily backups for 30 days
- Simple 1-click restore
- Automatics WordPress core software updates.

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✦ Faster and handles large traffic spikes

- Hosting platform optimized and built just for WordPress
- Serves site faster with SSD drives, built in caching layers
- Resources are not limited (CPU, RAM, I/O). Built to scale for big traffic spikes.

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✦ More secure out of the box

- Built in protection from specific WordPress security issues
  - Comment spam
  - Brute force logins
  - DDoS attacks
- Automatic WordPress core security updates
- (Update major plugins only when there is a very severe security issue)

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✦ Training videos and walkthroughs!

All Plans Include over 150 in-app training videos and walkthroughs.



- Pros – save time training your client how to edit and update their site.
- SMB DIY – Help to learn the basic at your finger tips.

## | Overcoming Objections

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### ✦ Using WordPress for multi-sites is more expensive than Web Hosting.

- MWP does cost more as you move into plans with multiple site because it's on a premium hosting platform and includes more features and services than standard web hosting.
    - Premium hardware like SSD drives serves up site content faster.
    - Built in caching layers
    - Built in FREE backups
    - 1 click FREE site and database restore
    - Staging site to test changes before pushing your site live.
    - Software and security patching done for you.
  - Standard Web Hosting offers unlimited sites/storage for a lower cost. Customer should be savvy enough to configure security plugins, manual site backups, software updates, site speed optimization.
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### ✦ Automatic WordPress software updates could potentially break the site.

- Some customers will be concerned about automatically updating WordPress software to the latest version because it might break some of their custom code or plugins that haven't updated their code. If this is a real concern, they need to be on Web Hosting so they can manual update the software when they are ready.
  - To avoid compatibility issues, customers should only use very popular plugins with good reviews that get updated frequently with WordPress core. Some plugin developers do not actively manage their plugins. Also, they need to keep their plugins up to date.
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### ✦ Sub Concern: I want to use a plugin that is blacklisted.

- Many plugins that are blacklisted are only blacklisted for specific older versions and newer versions are good to go. In addition if the plugin is completely blacklisted it's typically done so because the feature it is providing is already part of our Managed WordPress platform such as caching or backups.
  - And you can always go over the list with a Vault article with the customer [here](#)
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### ✦ I'm not sure which package best fits my customer.

- When you consider what is included in our Ultimate WordPress hosting and that our competition in this market is grossly overpriced, it can be summed up easily. Our Basic package fits single sites that are static and don't get updated often. Our Deluxe package is for basic sites that are static, don't get updated often, and are receiving more traffic than what is available for the Basic package.
- For websites that are updated regularly, experience or anticipate high volume of traffic, is serious about SEO, could benefit from a staging environment to mitigate downtime for updates, and takes website security serious we should recommend the Ultimate package.

## | General questions

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### ▼ What is Managed WordPress Hosting?

Built on our state-of-the-art Web hosting, MWP is the perfect solution for anyone who wants the power and simplicity of WordPress without the hassle of constant updates and technical adjustments.

More than just a simple install, WordPress is seamlessly integrated to your hosting so the moment you log in, you're able to build, edit and manage your site. We've also modified our servers specifically for WordPress, giving you a level of speed and security you can't get from a standard Web hosting plan.

### ▼ How does your version of WordPress differ from other installations?

It doesn't. We start you out with the latest version of WordPress, the same one you'd download from WordPress.org. And anytime there's an update, we install it for you automatically. You never have to hassle with installing another update or worry about running an outdated or compromised version of WordPress.

### ▼ How do I add a subdomain?

1. Go to your GoDaddy product page.
2. From the Managed WordPress section select Manage for the site you want to use.
3. In this control panel, open the Settings tab at the top.
4. In the Domains section, select Attach Domain.
5. From the pull-down menu, select Add an external domain or subdomain or select a specific domain within your account.
6. Select Attach to complete finish the process.

### ▼ How does a customer use the WordPress editor?

We have an awesome help article with instructions that you can send the customer [here](#).

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✦ What is CoBlocks?

CoBlocks is the most innovative collection of page building WordPress blocks for the new Gutenberg WordPress block editor.

With additional blocks and true row and column building, CoBlocks gives you a true page builder experience for Gutenberg.

CoBlocks is powerful but lightweight: it adds functionality to the WordPress editor without bloat. This is the plugin you've been waiting for, and it will make you rethink what WordPress is capable of.

Check out [this video](#) to learn more.

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✦ Do I need to set up my database?

No. With MWP, we take care of everything so the process is as easy as possible for you. Once you've purchased your plan, you can immediately create your website or start blogging.

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✦ If I have a WordPress site hosted somewhere else, can I move it?

Yes. You can migrate your site over to MWP in just one click. Either move it to your domain name or put it on a temporary domain, then just do a quick review and you're ready to publish.

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✦ Which version of WordPress do I get?

You will always get the latest version of WordPress. Anytime there is an update we will automatically update it for you.

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✦ How can I access my WordPress installation?

There are a couple ways to log in to your WordPress website or blog.

- Go to your My Account and choose Managed WordPress Hosting from your list of products.
- Type <http://coolexample.com/wp-admin>, where coolexample.com is your domain name, and that will take you directly to the admin login screen.

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## WooCommerce

✦ What Premium Plugins come with Managed WordPress eCommerce?

It depends! During the initial setup of the WordPress site, the customer will select different industries and answer a few questions to determine which plugins will be installed by default. For example, if a customer is a salon, they will be given plugins to help them with their service-based business such as WooCommerce Subscriptions. On

the other hand, if the customer sells products on their website, they'll be given plugins to help with that such as Live Shipping Rates.

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▼ Can I migrate my WooCommerce site to Managed WordPress eCommerce?

At this time, no. The automatic migration tool will not be a feature of the new plan to ensure customers can use the premium WooCommerce plugins.

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▼ What plugins come with the MWP Ecommerce plan?

Plugin	Description	Link
360° Image	An easy way to add a dynamic, controllable 360° image rotation to your WooCommerce site, by adding a group of images to a product's gallery.	<a href="#">View details</a>
Accommodation Bookings	Book accommodation using WooCommerce and the WooCommerce Bookings extension.	<a href="#">View details</a>
Additional Variation Images	Add gallery images per variation on variable products within WooCommerce.	<a href="#">View details</a>
Advanced Notifications	Easily setup "new order" and stock email notifications for multiple recipients of your choosing.	<a href="#">View details</a>
Amazon S3 Storage	Serve digital products via Amazon S3	<a href="#">View details</a>
Bookings	Allow customers to book appointments, make reservations or rent equipment without leaving your site.	<a href="#">View details</a>
Bookings Availability	Sell more bookings by presenting a calendar or schedule of available slots in a page or post.	<a href="#">View details</a>
Box Office	Sell tickets for your next event, concert, function, fundraiser or conference directly on your own site	<a href="#">View details</a>
Brands	Create, assign and list brands for products, and allow customers to view by brand.	<a href="#">View details</a>
Bulk Stock Management	Edit product and variation stock levels in bulk via this handy interface	<a href="#">View details</a>
Cart Add-ons	A powerful tool for driving incremental and impulse purchases by customers once they are in the shopping cart	<a href="#">View details</a>

Checkout Field Editor	Optimize your checkout process by adding, removing or editing fields to suit your needs.	<a href="#">View details</a>
Deposits	Enable customers to pay for products using a deposit or a payment plan.	<a href="#">View details</a>
Follow-Ups	Automatically contact customers after purchase – be it everyone, your most loyal or your biggest spenders – and keep your store top-of-mind.	<a href="#">View details</a>
Min/Max Quantities	Specify minimum and maximum allowed product quantities for orders to be completed.	<a href="#">View details</a>
Order Barcodes	Generates a unique barcode for each order on your site – perfect for e-tickets, packing slips, reservations and a variety of other uses.	<a href="#">View details</a>
Photography	Sell photos in the blink of an eye using this simple as dragging & dropping interface.	<a href="#">View details</a>
Points and Rewards	Reward your customers for purchases and other actions with points which can be redeemed for discounts.	<a href="#">View details</a>
Pre-Orders	Allow customers to order products before they are available.	<a href="#">View details</a>
Product Add-Ons	Offer add-ons like gift wrapping, special messages or other special options for your products.	<a href="#">View details</a>
Product Enquiry Form	Allow visitors to contact you directly from the product details page via a reCAPTCHA protected form to enquire about a product.	<a href="#">View details</a>
Product Vendors	Turn your store into a multi-vendor marketplace	<a href="#">View details</a>
Products Compare	WooCommerce Products Compare will allow your potential customers to easily compare products within your store.	<a href="#">View details</a>
Quick View	Show a quick-view button to view product details and add to cart via lightbox popup	<a href="#">View details</a>
Returns and Warranty Requests	Manage the RMA process, add warranties to products & let customers request & manage returns / exchanges from their account.	<a href="#">View details</a>
Shipment Tracking	Add shipment tracking information to your orders.	<a href="#">View details</a>

Shipping Multiple Addresses	Allow your customers to ship individual items in a single order to multiple addresses.	<a href="#">View details</a>
Software Add-on	Sell License Keys for Software	<a href="#">View details</a>
Store Catalog PDF Download	Offer your customers a PDF download of your product catalog, generated by WooCommerce.	<a href="#">View details</a>
Subscriptions	Let customers subscribe to your products or services and pay on a weekly, monthly or annual basis.	<a href="#">View details</a>
Subscription Downloads	Offer additional downloads to your subscribers, via downloadable products listed in your store.	<a href="#">View details</a>
UPS Shipping Method	Get shipping rates from the UPS API which handles both domestic and international parcels.	<a href="#">View details</a>
USPS Shipping Method	Get shipping rates from the USPS API which handles both domestic and international parcels.	<a href="#">View details</a>
Xero	Save time with automated sync between WooCommerce and your Xero account.	<a href="#">View details</a>