

Tiers

	5 GB	25 GB	50 GB
Number of sites than can be backed up	1	1	1
Supported by All hosting (including 3rd party)	✓	✓	✓
Storage	5 GB	25 GB	50 GB
Daily malware detection ^{*1}	✓	✓	✓
Advanced and continuous security monitoring ^{*2}	✓	✓	✓
Schedule/on-demand backup	✓	✓	✓
Daily backup	✓	✓	✓
Back up and restore files, folders, and MySQL database(s) ^{*3}	✓	✓	✓
1-click restore	✓	✓	✓
Secure and encrypted file transfer/storage	✓	✓	✓
Download copy to local storage	✓	✓	✓
Retains backup for up to 30 days after cancellation	✓	✓	✓
Automatic, daily 30-day rolling backups	✓	✓	✓
Restore to different directory	✓	✓	✓

Notes:

- ^{*1} Daily malware detection: Website Backup comes with a Daily malware scan, Blacklist monitoring, and Reputation monitoring.
- ^{*2} Advanced and continuous security monitoring: Whols record, DNS record, SSL, uptime
- ^{*3} Back up and restore files, folders, and MySQL database(s): By default, Website Backup will backup 1 MySQL database. Sites with several databases may require additional configuration.
- While Website Backup comes with Malware detection features (like Daily malware scan, Blacklist monitoring, Reputation monitoring, and Continuous security monitoring of Whols records, DNS records, SSL, and uptime), if your site is already infected or you need proactive protection, we offer both Website Security and an SSL which will provide detection, remediation, and encryption.

Qualifying

1. **Availability:** All countries and languages
2. **Supported hosting platforms:** Our Hosting (cPanel, Plesk, and Business Hosting) and 3rd party hosting as well, like HostGator and Bluehost.

3. **Incompatible GD platforms:** VPS and Dedicated Servers, Website Builder, Quick Shopping Cart, and Managed WordPress (MWP already includes backups and one-click restore)
4. **Supported database:** MySQL
5. **What we backup:** Single website files and MySQL database(s) (if any).
 - By default, Website Backup will backup 1 MySQL database. Sites with several databases may require additional configuration.
6. **What they need:** FTP, sFTP or sFTP (SSH+key) access and credentials

▼ What file types and sizes do we skip?

We skip files larger than 4GB. We also skip the following:

Folders	Files	Files starting with
<ul style="list-style-type: none"> • zencache • supercache • cachefs • gt-cache • .cache • w3tc • imagecache • awstats • logs • .git • .repo • cgi-bin • __MACOSX • wp-content/cache • catalog/product/cache • var/cache • cache/cachestore_file 	<ul style="list-style-type: none"> • .ftpquota • .attach • .thumb • .cache • .ftpquota • .DS_Store 	<ul style="list-style-type: none"> • cache_ • sess_ • error_log

▼ Who Is It For

- **Social blog and news sites** generate a lot of traffic. They're ideal targets that can unintentionally harbor malicious links, content or code. Website Backup keeps these sites secure with its daily malware scans.
- **eCommerce websites** Ensure your online store is protected and your databases are backed up and secure.
- **Education and government platforms** are most vulnerable to security compromises due to the large databases of personal information they possess. Website Backup can help prevent large-scale break-ins by proactively scanning for malware and keeping backups secure.
- cPanel and Plesk customers with a CMS (WordPress, Joomla, Drupal, Magento, vBulletin) hosted site
- Anyone with a custom-coded site (HTML, PHP, ASP)
- Yes, it will work with hosted websites that are not hosted with us.

| Consulting

- ★ How are you protecting your site from malware?
- ★ Do you have the technical knowledge and resources to back up your website content?

Facts

- 60% of cyber attacks are aimed at small businesses (The State of Cyber Security 2017)
- Those cyber attacks cost small businesses \$84k-\$148k (UPS Capital)
- 30% of websites do not have a trusted SSL Certificate (Google)
- 43% of consumers abandon sites when they see security alert messages (Netcraft survey 2018)

Talking tips

▼ Two-sentence message

Introducing Website Backup – a premium website backup service that safeguards your websites with daily, automatic malware scan and backup. Use 1-click restore to repair a hacked site quickly or retrieve any file, folder or MySQL database from 30 days back.

▼ 15-second audio offer

Website Backup is a premium website backup service that safeguards your websites with daily, automatic malware scan and backup. Use 1-click restore to repair a hacked site quickly or retrieve any file, folder or MySQL database from 30 days back. There is no complicated configuration or installation and we're here to help you at every step.

▼ Value Proposition statement

We built-in malware scan and monitoring services as baseline security to ensure every backup version is clean and safe. If your site gets hacked, you can immediately restore the website to a malware-free state thereby mitigating security risks and minimize disruption to business.

▼ Positioning statement

Automatic backup that protects your website against hacked, damaged, or lost files and databases. Keep clean copies of your website in a secure cloud and easily retrieve any file, folder or entire MySQL database with 1-click restore.

| Personalization

▼ eCommerce sites

I see that you take orders online / you have an eCommerce site. What measures do you have in place if your website files were accidentally deleted or infected by malware?

▼ Growing business

Is your business growing at such a rapid pace that your website needs constant updates? With Website Backup we store the latest changes to your site so you can restore a version up to 30 days back, in case anything goes wrong.

▼ Web developers

How do you currently maintain backups of your clients' sites, in case they accidentally delete their files or their site becomes infected?

| Benefits

For cPanel sites hosting with us, the service will automatically collect the FTP username and password upon setup.

▼ Quick and easy

No matter what you do to secure your website, the risk will never be zero. If your website functionality is damaged, you need a way to recover. Our system ensures you are covered in the event of a critical failure.

- File system backed up over FTP
 - MySQL Database auto-detection
 - Customer support available
 - Download backups from the Website Backup dashboard
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▼ Automatic schedule

Set the frequency of continuous backups and receive notifications on every successful backup, or only when there is an issue. Rest assured you have a complete backup of your site and schedule them at a time that works for you.

- Daily, weekly, or monthly
 - Schedule backups at specific time
 - Alerts on failure to backup
 - Skip directories if needed
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▼ Secure storage

Keep your website backed up on servers operated by our security team. As a company known for website security, we take precautions to ensure that your website files and MySQL database are safeguarded in a remote location.

- Backups organized by date
- Locked down in the Sucuri cloud infrastructure
- Off-site storage keeps hackers out
- Platform agnostic configuration for any website

▼ Incremental backups

To keep backups fresh, we only store the latest changes to your website. This ensures you can roll back up to 30 days of history in the event of an issue. Each backup is a complete copy of your website on that day.

- Full initial backup
- Retain backups for 30 days
- Restore complete backup by date
- Quick and easy recovery process

| Overcoming Objections

▼ Shouldn't my Hosting come with backup services?

We *do* keep backups on our servers. However, we don't offer restore services. If something goes wrong and you need to retrieve a file or a MySQL database, you'd need to contact our Disaster Recovery team. The restore process could take days and additional fees apply. With the premium backup, all of your files will be backed up daily and you can restore anytime you need to.

▼ I just started my hosting, I don't need Website Backup now.

Daily backup from day one is just good hygiene and easy to get started. You simply need to enter a URL to set up the backup and it'll kick in every day at your scheduled time. Waiting until content pile up might take longer to backup down the road. Plus, it's a security risk, b/c you never know when a file might get corrupted or hacked. Our backup also includes daily malware scans, so you can always revert back to a clean state.

▼ It's too much of a chore, I don't have time to manage this.

Website Backup takes only a couple of minutes to setup and it'll keep backing up your website every day without additional work or maintenance. Simply enter a URL to set up the backup and it'll kick in every day at your scheduled time.

General questions

✓ Does Website Backup provide security?

Yes, Website Backup encrypts all files, folders and MySQL databases that are transferred and stored. In addition, Website Backup provides daily malware scan and continuous security monitoring so that you can have peace of mind that you can always roll back to a clean and hack-free version of their websites.

✓ How does schedule backup work?

In the Website Backup dashboard, you can select the time for daily, weekly or monthly backup.

✓ What type of scans are used to monitor the site?

Website Backup uses HTTP scan to monitor the site, same as Website Security.

✓ How does 1-click restore work?

If you want to restore an entire website, simply go to the Website Backup dashboard, locate the website you want to backup and click "restore". You can also restore any file or folder and select the directory you want to restore to.

✓ How do we backup the website?

We make full daily backups. The backup system is incremental, meaning only the first time we need to backup all your files. After that we identify new and changed files and backup only those to create the full backup of the day.

✓ Where are backups are stored?

In the Sucuri Cloud Infrastructure

✓ How long do we back up a website?

We backup client website for 30 days, unless: (a) they cancel the backup service or deletes site (b) storage quota is reached.

✓ Do we send notifications?

You can select to get notification after every backup, only on failure, or choose to disable notifications.

▼ How do I restore a website?

You can select to auto restore files and MySQL database. You can also download full zip of backup files, can select files you want to download and also can download the database.

▼ What if the database is not automatically detected?

You can enter database credentials manually – custom setup info is kept in file in your website home directory. Or setup a cron job on your server. Example file content we store on client's side:

```
<?php
define('DB_NAME', 'dbname');
define('DB_USER', 'dbuser');
define('DB_PASSWORD', 'secretpassword');
define('DB_HOST', 'dbhost');
```

▼ What happens when backup service is cancelled?

We still keep files for 30 days until fully removed, but you will lose the ability to retrieve them.

If you cancel your backups subscription (or it gets cancelled for some other reasons, i.e. card expired and didn't get renewed), we still keep your backups on our system for 30 days. If you pay for your backups in that period – we simply enable your account again and resume service. The history of previous backups is still on your account and you can restore if needed, but if 30 days has passed – we don't have any history and your backups will have to start again.