



Why agencies should use WordPress, WP Engine, and Genesis.

WHITE PAPER

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As a developer or agency, you're on the forefront of finding the latest technology to help your clients win online. At the same time, you're trying to be more profitable, improve your offerings, and gain more exposure to potential clients.

The purpose of this white paper is to provide an introduction and overview of WordPress, the market's leading Content Management System (CMS), and learn what the possibilities are for building a WordPress digital experience. You'll also learn how partnering with a Digital Experience Provider such as WP Engine can help you present more cost-effective solutions to your clients, freeing you up to focus on your strengths, and grow your business.

Why WordPress.

WordPress is the world's most popular CMS, powering [a third of all sites on the web](#). When it comes to sites specifically running a CMS, WordPress dominates with more than [60% of CMS market share](#).

So what is WordPress and why is it so popular?

WordPress has [roots](#) as a personal publishing system built on PHP and MySQL. It's open-source software licensed under the [GNU General Public License](#) (GPL) and has been under active development for more than 15 years.

Over the years, WordPress has matured from a blogging platform into a fully-featured content management system, providing developers with the ability to create highly customized digital experiences via a [variety of APIs](#).

In addition to custom development, WordPress users can also choose from a wide variety of third-party themes (used to control site design) and plugins (used to add features) to extend their site.

The power of WordPress combined with a thriving ecosystem of product and service providers means that developers, designers, marketers, and agencies alike can create everything from simple brochure-ware sites to enterprise-level solutions.

Why do businesses choose WordPress?

From small and medium-sized business to large enterprises, WordPress is the go-to website solution for a combination of reasons.

OPEN SOURCE

Because of its open source nature, WordPress can be fully customized as either a standalone solution or as an extension of an eCommerce store, membership-only content, or other type of website. Sites aren't limited in scope thanks to its ease of modification through technology like the [JSON REST API](#) and fully adjustable theme frameworks, like the [Genesis Framework](#). Also, because it's open source, costs are relatively low (there are no licensing fees), other than the costs for hosting, paid extensions, and development.

Gutenberg is a new spin on the classic WordPress editing experience that makes publishing easier for people who aren't coders or designers.

SEO-OPTIMIZED

WordPress is optimized for technical SEO; plugins like [Yoast SEO](#) can take a business' online marketing efforts to the next level by optimizing content for searchability and readability. By producing fresh content, businesses reap the benefits of discoverability through search engines.

USER-FRIENDLY

It's extremely easy for content creators and marketers alike to log-in to WordPress and start producing content. No coding knowledge is required for content production either. Any beginner can quickly become familiarized with WordPress' easy-to-navigate interface.

FULLY-INTEGRATABLE

WordPress comes with more than 50,000 [free plugins](#). You can do just about anything you desire with endless options for extended functionality.

SECURE

Despite common news coverage of security breaches, [WordPress core is quite secure](#). As long as you take precautions like keeping themes, core, and plugins up to date, enforcing strong passwords, using 2FA, and being vigilant about user role permissions, your site will be secure.

OWN YOUR OWN DATA

If you've ever tried to migrate content away from a proprietary solution, you know how frustrating it is to not be able to cleanly export data, images, etc. With WordPress, you have full access to and control over your data. All of your WordPress data and content is stored in a MySQL database and any images uploaded to your WordPress site are stored on your web server. This structure gives you the flexibility you need for site migration or third-party software integrations.

Why do developers choose WordPress?

While WordPress is popular for its ease of use for content and design, you'll find a developer-friendly structure under the hood.

Below are a few reasons that developers enjoy working with WordPress.

EXTENSIBILITY

WordPress supports a variety of APIs that enable developers to add project-specific features to the platform and interact with the data in interesting ways. This can be done through custom development or via one of the tens of thousands of free and premium WordPress plugins in the marketplace.

With the flexibility of WordPress, you can mold the platform into just about any kind of site you need.

Ease of onboarding

As mentioned earlier, WordPress is built on PHP and MySQL. Also, with the release of [WordPress 5.0](#), the WordPress content editing experience is based on React JS. Developers who already have experience with these technologies can quickly onboard themselves with WordPress.

For front-end developers more familiar with HTML, CSS, and Vanilla JS, there's still ample opportunity to work with WordPress template and theme designs.

CODING STANDARDS

The WordPress project embraces a [common coding standard](#) for CSS, HTML, JavaScript, and PHP. These standards create a baseline for collaboration within various aspects of the WordPress open source project and community, from core code to themes to plugins.

EDUCATION & COMMUNITY

With the world's most popular CMS comes a large network of designers, developers, and users. Like other open source communities, WordPress has a vibrant community that provides peer-support on social media, educational content, and even in-person events.

As a developer working with WordPress, you can take advantage of a wide variety of free community resources and tutorials on the web to help build your understanding of working with the platform and solve specific coding hurdles.

Examples of Fortune 500 companies using WordPress

For anyone who doubts the legitimacy of WordPress as a powerhouse CMS solution, they need look no further than the impressive roster of Fortune 500 and Global 500 companies using WordPress.

Here are just a handful.

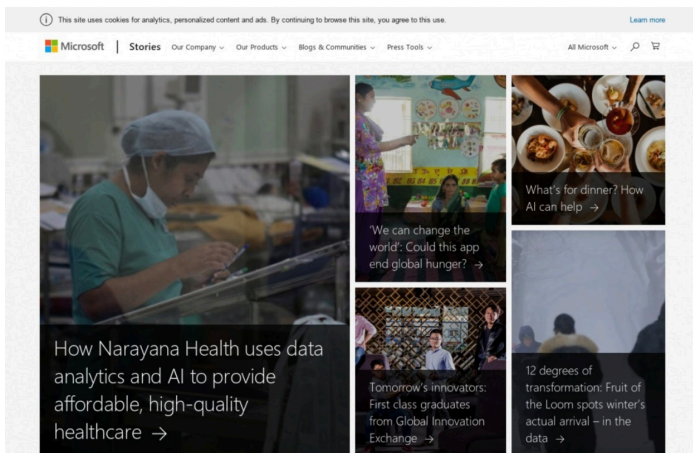
Walt Disney Company



In 2018, The Walt Disney Company ranked 55 on the Fortune 500 list, 176 on the Global 500 list, and brought in \$59.43 billion. It's no stretch to say they're one of the world's most popular brands.

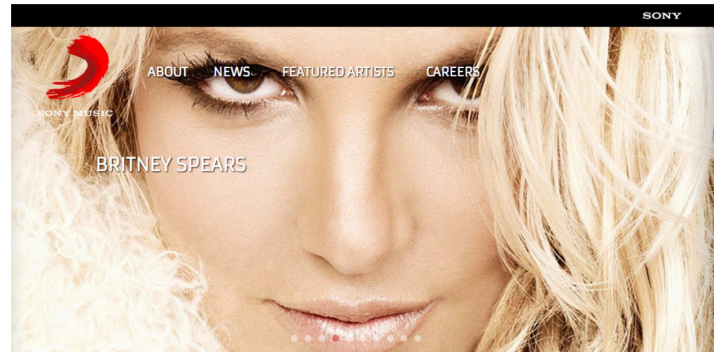
WordPress powers the [official Disney website](#) as well as multiple other websites that are part of the Disney brand.

Microsoft



Microsoft, another massive brand that's enjoyed 20+ years on the Fortune 500 and Global 500 lists, uses WordPress to power the [Microsoft News Center](#), the [Skype Blog](#), [TechNet](#), and [a variety of other brand properties](#).

Sony



Sony is another Global 500 brand that uses WordPress to power sites that are part of the Sony family, including [Sony Music](#) and the [PlayStation blog](#).

That a single brand would choose WordPress again and again to power a family of websites is a testament to the performance, security, and flexibility of WordPress.

To learn more about big name brands who use WordPress, check out these [additional examples](#).

What is WordPress hosting?

WordPress is a powerful and scalable platform for building practically any type of website. However, your site will only be as stable as your choice of host. This means choosing a web host that knows all the ins and outs of WordPress.

You may already be familiar with traditional cPanel web hosting, and WordPress hosting works in much the same way. There are many generic web hosts that support PHP and MySQL, which means there are many options to choose from when it comes to hosting WordPress sites.

Given the platform's popularity, many web hosts now offer dedicated WordPress-centric plans. Other hosts (such as WP Engine) go a step further and dedicate themselves entirely to WordPress in order to provide the best service possible for their users. These are called managed WordPress hosts and often provide custom dashboards for site management, which means no more cPanel!

You can read more here about the [different types of available WordPress hosting](#).

Why WP Engine?

As mentioned above, some web hosts are fully-focused on WordPress. While WP Engine is a managed WordPress host, it's much more than just a server configuration with a few bells and whistles for WordPress: WP Engine is the leading WordPress digital experience platform.

What is a DXP? (Digital Experience Platform)

An extraordinary digital experience can turn founders into tomorrow's industry leaders. Startups and Fortune 500 companies alike are competing for relevance online with everything from the .com to apps, campaign sites, content hubs, and more. Consumers expect to be informed and entertained with their preferences known, and receive all this rich content on lightning fast, secure sites. It's extremely challenging for today's digital experience creators to stay cutting edge and keep pace with new technology, while also carrying the burden of site management and maintenance.

This is where WordPress and WP Engine come in. The combination of open source WordPress CMS with WP Engine's DXP for WordPress delivers five key outcomes:

- **Enterprise Performance** - You'll gain the peace of mind that comes with a site that's up and running smoothly, securely, and lightning fast as traffic volumes fluctuate.
- **Creative Agility** - Dramatically improve your time to market and cost of ownership leveraging both WordPress and WP Engine's one-click dev tools and flexible workflows.
- **Actionable Intelligence** - Developers can gain analytics to pinpoint how to increase front-end page performance and application performance; and marketers or content publishers can gain insights on top performing content and authors.
- **Ecosystem Integrations** - Take advantage of WP Engine's status as a master integrator, combining and optimizing 40+ technologies into our platform while building our own proprietary solutions, plugins, and tools.
- **WordPress Expertise** - From onboarding to learning new features to troubleshooting and everything in between, we are with you every step of the way with award-winning service and support 24-7. With WP Engine, you can focus on innovation—not site administration.

Enterprise performance

WP Engine has what you need to deliver scalable and secure digital experiences optimized for WordPress, all at a lower total cost of ownership than traditional solutions.

Stop losing projects to big agencies and let WP Engine be an extension of your development team, giving you the resources you need to win bigger projects.

Here are a few of the ways WP Engine helps deliver the speed, scale, security, and service needed for enterprise-level performance.

CLOUD

Google Cloud Platform - Our technical partnership with Google brings incredible connectivity through its fiber network, live migration technology, and its ability to adapt to the evolving enterprise cloud requirements through its integrated suite of open-source innovations.

Amazon Web Services - Integration with AWS architecture delivers high availability and multi-zone redundancy through its active-active configuration, along with a well-integrated suite of enterprise-ready cloud services.

Global Data Centers - We offer domestic hosting options through data centers across North America, EMEA, and Asia-Pacific, enabling data management controls and reduced latency for local site visitors.

HIGH AVAILABILITY

Uptime Monitoring & Protection - Site uptime is protected by dedicated environments in active-active configuration and three-tier architecture, designed for resilience and failover protection of business-critical sites.

Multi-Zone Redundancy - Our standby servers in separate zones provide data redundancy, DB instance protection, and elimination of single points of failure.

SPEED & SCALE

PHP 7.X and **HTTP/2** enabled - High performance HTTP/2 and the latest version of PHP can serve up to 3x more requests per second, resulting in better SEO, visitor retention, and improved conversions.

Proprietary EverCache® Technology - With WordPress-specific rules designed to move hundreds of millions of hits per day through our system, EverCache runs your sites faster with less strain on resources.

Fully Managed Global CDN - Content delivery network comprised of globally distributed servers around the world routes local requests to the nearest server so the content loads faster for site visitors.

Scalable Architecture - Our scalable platform enables customers to scale seamlessly to manage traffic spikes for campaigns and events, and to support long-term business growth, no matter the size of your business.

SECURITY

Global Edge Security - Protect your site from attacks with a managed WAF, advanced DDoS mitigation, Cloudflare CDN with over 150 PoPs, and SSL/TSL Encryption, powered by Cloudflare and WP Engine.

Dedicated Security Engineering Team - Our in-house security experts focus on managing up-to-date security protocols across engineering, governance, and compliance to always keep you protected. The team runs continuous audits to adapt our security technology and prevent attacks targeting WordPress users.

Threat Detection and Blocking - Our proprietary security system is comprised of thousands of finely-tuned custom WordPress security rules designed to dynamically analyze incoming traffic and automatically block millions of malicious behaviors everyday to protect you from security vulnerabilities.

Core Updates and Security Solutions - Built-in platform security includes core WordPress updates, firewalls, 2FA, automatic backups, user access controls, encryption through SFTP, and free SSL certificates.

Business Continuity and Disaster Recovery - WP Engine partners with SOC 1 and SOC 2-compliant cloud infrastructure providers who have BCDR processes and controls in place to host our customer environments.

Log backup to S3 - Automatically store website access and error logs on your Amazon S3 storage bucket.

Creative agility

To a creative technologist, IT director, or developer, creative agility means increasing productivity, improving workflows, and accelerating project completion.

With WP Engine, brands can build remarkable web experiences quickly and easily with the flexibility of the WordPress open source platform as well as access to hundreds of thousands of WordPress developers located around the world. We help our customers build, manage, and launch sites and applications faster with developer tools and a flexible environment, combining your vision with our platform.

BUILD FASTER

Developer Tools - Simplify time consuming development tasks such as site setup, site migration, and deployment.

Genesis Framework - The theme framework that provides the secure and search-engine-optimized foundation for WordPress experiences that drive business results.

StudioPress Themes - Quickly create sleek, professional sites with a collection of 35+ premium WordPress themes, no coding required.

Efficient Development Workflows - Get started faster with Development, Staging, and Production environments that shorten development cycles.

Git and SFTP connections - Use your favorite development tools to continue improving productivity and speed time to market.

Application Performance - Shorten development time by providing validation after deploys.

Launch Readiness Assessments - Gain technical pre-launch assessment of performance and best practice applications through a series of code compatibility tests and site staging to ensure your successful, stress-free launch.

White Glove Onboarding - Ensure a smooth start with technical onboarding support, launch readiness assessment, and ongoing account service for select Premium and Enterprise plans.

MANAGE EASIER

User Portal - Keep it simple with a single place to manage all your WordPress installs and user access levels.

Auto Migration - Accelerate and simplify your move to the WP Engine platform with our migration plugin.

WP Engine API (beta) - Programmatically manage site administration tasks like creating new sites or updating domains.

SSH Gateway - Gain efficient management of any number of WordPress installs through the command line.

Automated backups - Protect your data and gain peace of mind with daily backups and one-click restore in case of any site issues or code change.

Deploy Site - Move code and content between sites easily.

Continuous Integration/Deployment - Whether you prefer **CodeShip** or **DeployBot** as a CI/CD pipeline, you can deploy to WP Engine using GitHub, GitLab, or Bitbucket and Git push.

Ownership transfer for agencies or freelancers - Easily transition site ownership and billing to clients post-launch.

WordPress core updates - Automatically manage updates to ensure sites stay secure and up to date.

CDN and Free SSL certificates - Improve site performance and encrypt data transfers with integrated solutions.

Multisite - Easily enable multisite with a single click within the WP Engine portal.

User Permissions - Maintain security and control with user roles and access level management.

Activity Log - Gain visibility on your account activities and changes made by your team or your clients to help provide governance.

24/7/365 support - Access technical support from award-winning WordPress experts, available to you around the clock.

Dedicated Development Environments - Perform load tests, pen-tests, and compatibility tests in isolated development and staging environments.

PERSONALIZE EXPERIENCES

WP Engine GeoTarget - Drive global engagement and transactions with location-specific content delivery tailored to geographical audience needs.

Actionable intelligence

You can have access to all of the analytics and evaluations in the world, but those mean nothing if you don't know what to do with that data.

WP Engine is the only WordPress DXP that offers intelligence solutions to help you make meaningful changes based on site data.

MARKETING

Content Performance - Report on Google Analytics metrics like pageviews, time on page, and bounce rates, organized by WordPress dimensions including Posts, Categories, Tags, and Authors, or custom post types. Content Performance empowers your entire team with WordPress-relevant Google Analytics, accessible right in your WordPress admin. No GA expertise required.

DEVELOPMENT

Page Performance - Improve the customer experience with performance tests and actionable recommendations on how to reduce page load times.

Application Performance - Gain code-level visibility to help teams troubleshoot faster, optimize their WordPress experiences, and increase development agility. Application Performance combines New Relic APM Pro with WP Engine's award winning technical support.

User Portal Reports - Access summary statistics on metrics like top requested hits, referral traffic, and geographic information that gives you a bird's eye view into the type of traffic coming to the site so you can approach capacity planning and site optimization with greater clarity.

Ecosystem integration

From leveraging the WordPress REST API to port WordPress to anything across the Martech stack, to experiencing integrated partner solutions within the WP Engine platform, to speeding your research process with our **curated WordPress Plugins**—we believe the future is open and best of breed is truly best.

TECH INNOVATION

Integration DNA - WP Engine is a master integrator, with proprietary solutions, plugins, and development tools plus a

combined 40+ technologies tested and integrated into our platform.

WordPress REST API - Distribute content to other channels and integrate WordPress with back-office systems in a programmatic way.

WP Engine API (beta) - Programmatically manage site administration tasks like creating new sites or updating domains.

50k+ WordPress plugins - WordPress has grown into a full-service application servicing eCommerce, business, and Fortune 500 brands with tens of thousands of plugins that enable robust and versatile functionality.

Technology partnerships - We work with best-in-class innovators and tech leaders like Amazon Web Services, Google Cloud Platform, Google Analytics, New Relic, MaxCDN, Let's Encrypt, WooCommerce, and more, to test and integrate their technology into our WordPress platform.

Modern technology stack - PHP, Python, Ruby, NGINX, AppArmor, Varnish, MySQL, Git, New Relic, Google Analytics, WooCommerce, Let's Encrypt, MaxCDN.

Let's Encrypt - WPE offers free, unlimited Let's Encrypt certificates so you can secure your site with HTTPS without spending a penny. HTTPS encrypts information exchanged between your site and your visitors, which keeps your visitors' information safe and their privacy intact on the web.

WordPress expertise.

Digital experiences can't be remarkable when your site has performance issues, your security is at risk, or you are up against a deadline and just have a question about WordPress. When you need help, support means everything. WP Engine's trusted experts act as an extension of your business and are passionate about delivering a world class experience to drive your success

WordPress core contributors - Our engineers contribute code to the open source WordPress project to continually give back to the community and improve their digital experiences.

24/7/365 technical support - It's never midnight at WP Engine. Your site is covered by a team of rigorously trained, award-winning WordPress experts around the clock to help you troubleshoot and provide recommendations for optimizing your site.

Enterprise onboarding and account management - We provide premier, hands-on service to ensure even the most complicated clients have the solutions they need.

Premium Plus service - Your Customer Success Team provides technical project management, go-live monitoring, optimization recommendations, strategic planning for campaigns and events, and executive business reviews.

Support Garage - Self service knowledge base to help with setup and resolving common issues.

How WP Engine partners with agencies and developers.

WP Engine offers best-in-class technology solutions, but we don't stop there. Our mission is to help you win online, whether that's helping you grow your development business or web agency.

Below are a just a few ways we can partner with you beyond our [product documentation and support](#).

Thought leadership & industry insights

One of our [core values](#) is that we aspire to lead and committed to giving back. We aspire to earn a leadership position in the WordPress community through original contribution, sharing expertise, and active participation.

A rising tide lifts all boats. Regardless of whether you're a WP Engine customer, we want to share what we learn so that you can take WordPress further.

WP ENGINE BLOG

From platform announcements and tutorials to information about the WordPress community and live events, the WP Engine blog aims to inform and educate WordPress developers and users.

TORQUE

Torque Magazine is a leading resource for WordPress news and information. Content equips new and advanced WordPress users with expert insights and information to help them create,

grow, and optimize their WordPress sites and build better experiences online.

VELOCITIZE

Geared toward digital marketers and agencies, Velocitize is a WP Engine publication that offers strategic insights on open source digital experiences. Topics include digital trends and reports, marketing expertise, innovation, agency insights, and interviews with industry leaders.

Content equips agencies and marketers with the ideas and inspiration they need to navigate the digital transformation of their industries and improve their business strategy.

WP Engine Resource Center

With unlimited (and free) access to ebooks, whitepapers, webinars, case studies, and other knowledge from our ecosystem of digital experts, you can dive deep into the topics that affect your work.

You can filter [available resources](#) by **topic** (i.e. [eCommerce](#), [Security](#)), **role** (i.e. [Developer](#), [Agency](#)), and **type** (i.e. [Webinar](#), [Case Study](#)).

Agency Partner Program

WP Engine helps agencies build their business with digital innovation instead of administration. We handle performance and security. You impress clients.

Unique in the WordPress ecosystem, the WP Engine [Agency Partner Program](#) provides a comprehensive, tiered offering to agencies of all sizes, enabling them to select the appropriate level of business benefits they need to be more competitive in the marketplace and innovative with their clients.

Agencies enrolled in the program have access to a suite of sales enablement assets, joint marketing opportunities, enhanced permissions on the platform and lead referral opportunities via the new Partner Portal.

Our Agency Partner Program is available in three tiers to enable you to partner with us in the way that makes the most sense for your business: Member, Advanced, and Strategic.

You can [learn more about the program here](#).

Why the Genesis Framework?

There are so many options to choose from when building WordPress sites. In addition to traditional theming, you can use page builders, starter themes, or choose from various other frameworks.

So, as a developer, why would you choose [Genesis](#) over other development platforms? Here are a few of our favorite reasons.

Extensible

In the same way you can extend WordPress by using action hooks and filters inside plugins, you can extend Genesis by using its extensive library of hooks and filters inside a child theme. Rather than build a theme from scratch, you can build a child theme with unique specifications while leaning on the framework for core site functionality.

If you've ever been coding a theme and thought to yourself *I wish there was a hook there so that I didn't have to rewrite this template/partial/function just to replace one thing...* You'll love the way Genesis gives you complete control over every aspect of page layout, markup, and data output through its hook API.

REUSABLE CODE

With Genesis you can easily reuse code across projects. You can create a library of code snippets, template files, and plugins with commonly used functionality and pull from that library as needed for new projects.

Your library grows with every project.

FAMILIARITY THROUGH REPETITION

No more wasting time trying to orient yourself to a new theme created by a different developer for every single project. When you start your projects with the Genesis Framework and either one of StudioPress' consistently-structured child themes or your own custom starter theme, you'll become intimately familiar with the code, speeding up your development every time.

RAPID DEVELOPMENT

As a developer, you want to perform your work as effectively and efficiently as possible. You're always looking for ways to improve your workflow, write DRYer code, and dial in your development tools.

New web development projects typically involve repetitive tasks, such as setting up development and hosting environments, initializing repositories, and getting up to speed on chosen technologies. WP Engine and the Genesis Framework empower you to give your projects a jump start, saving you both development time and cost.

With WP Engine, you get access to one-click tools, an SSH gateway, and version-controlled server environments for a more streamlined development workflow. By reducing the redundant tasks required to manage and deploy sites, you can move faster to produce and maintain cutting edge digital experiences.

Layer this with the tools and APIs inside of Genesis and you're ready to hit the ground running.

TURNKEY WEBSITES WITH STUDIOPRESS CHILD THEMES

Not every client has the budget for a fully custom site design and build. Keep your profit margin intact AND offer clients affordable solutions with ready-made themes for Genesis.

WP Engine offers a suite of [StudioPress Themes](#), all built to run on the Genesis Framework. They are professionally-designed, mobile-responsive child themes that look great right out of the box, making it easy for you to deliver turnkey digital experiences for your clients.

You can also use a StudioPress theme as a starting point for a custom theme or build your own custom theme from scratch.

DEVELOPER RESOURCES

With the world's most popular framework comes a large network of enthusiastic and experienced users. Not unlike the larger WordPress community, Genesis users, designers, and developers have grown into a vibrant community that provides peer-support on social media, educational content, and even in-person events.

As a developer working with the Genesis Framework, you can take advantage of a wide variety of free community resources and tutorials on the web to help build your understanding of working with Genesis as well as help you solve specific coding hurdles.

Here are a few resources we recommend to get you started with Genesis and WP Engine. Enjoy, and happy building!

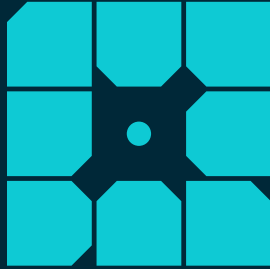
Note that the last two links require a WP Engine account login to access.

[Developing with the Genesis Framework and WP Engine](#)

[Flexible WordPress Development on Your Terms](#)

[Genesis Action Hooks Reference](#)

[Genesis Filter Reference](#)



About WP Engine.

WP Engine is the world's leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. WP Engine's combination of tech innovation and an award-winning team of WordPress experts are trusted by over 70,000 companies across 130 countries to provide counsel and support, helping brands create world-class digital experiences. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland; and Brisbane, Australia.

www.wpengine.com

