



WordPress on Shared Hosting: Plague or Opportunity?





Status of WordPress on Shared Hosting



WordPress Success



WordPress Trouble



WordPress Monetization Strategies



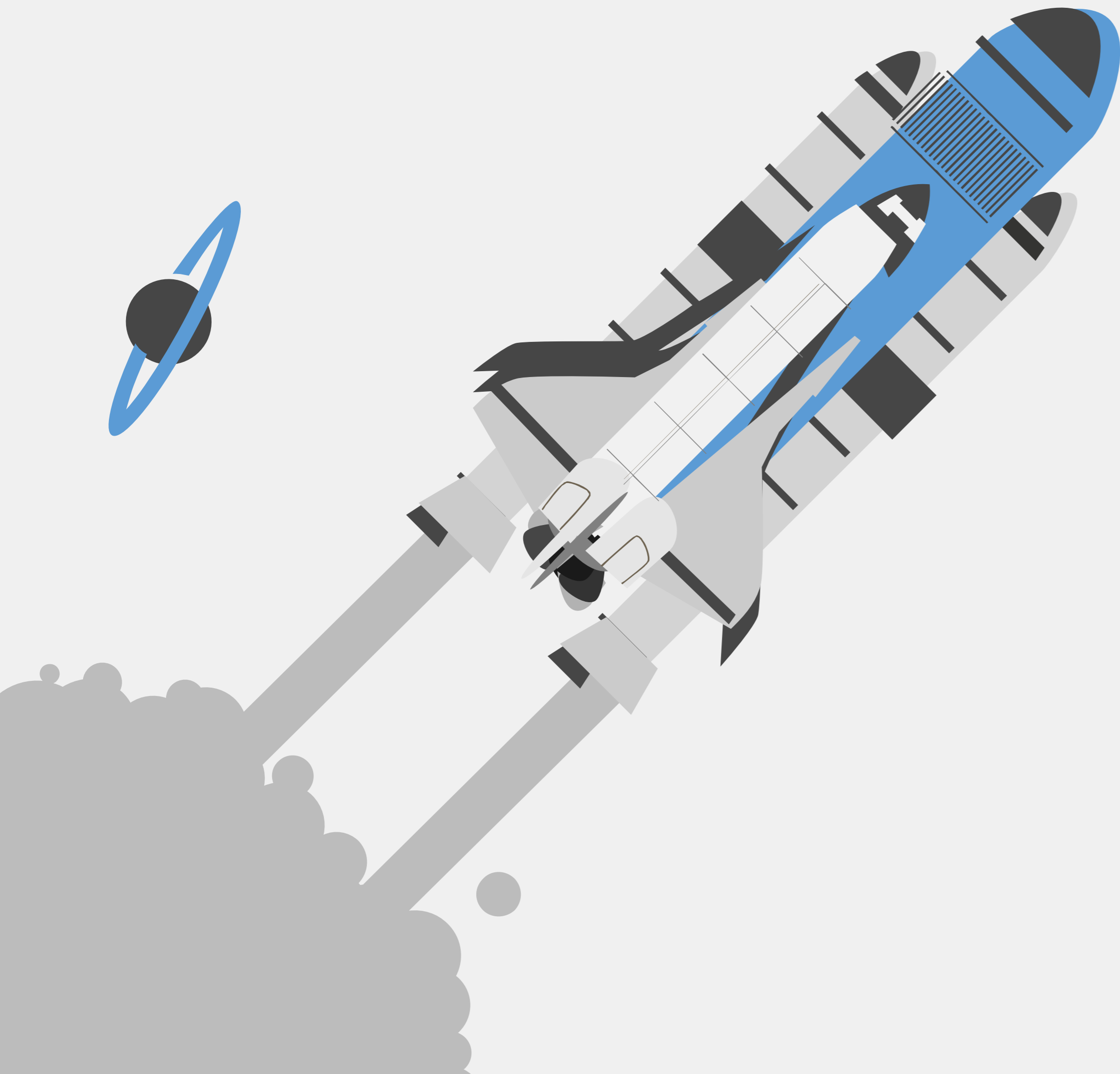
Future

Status of WordPress on Shared Hosting



30% of Internet is already running WordPress

source: w3techs.com



Growing at 29% a year
// source: builtwith.com



Powers 42% of all ecommerce
// source: builtwith.com

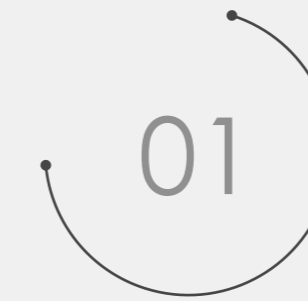


500.000 downloads every day
// source: wordpress.org

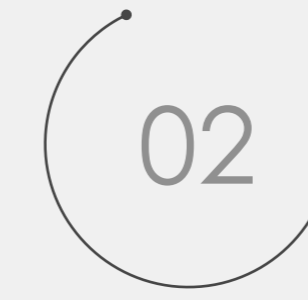
But revenue growth
does not follow



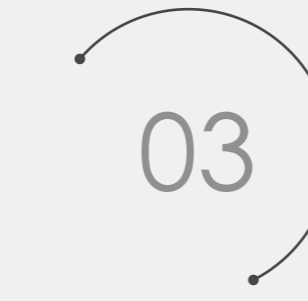
WordPress Success



Vision



Stability



Open source



Excitement



Vision

01

Democratizing content

02

Maintaining backwards compatibility



Stability

01

Steady leadership

02

Corporate backing





Open Source

01

Extendibility

02

Free of charge



Excitement

01

Brand loyalty

02

Community

03

WordCamps



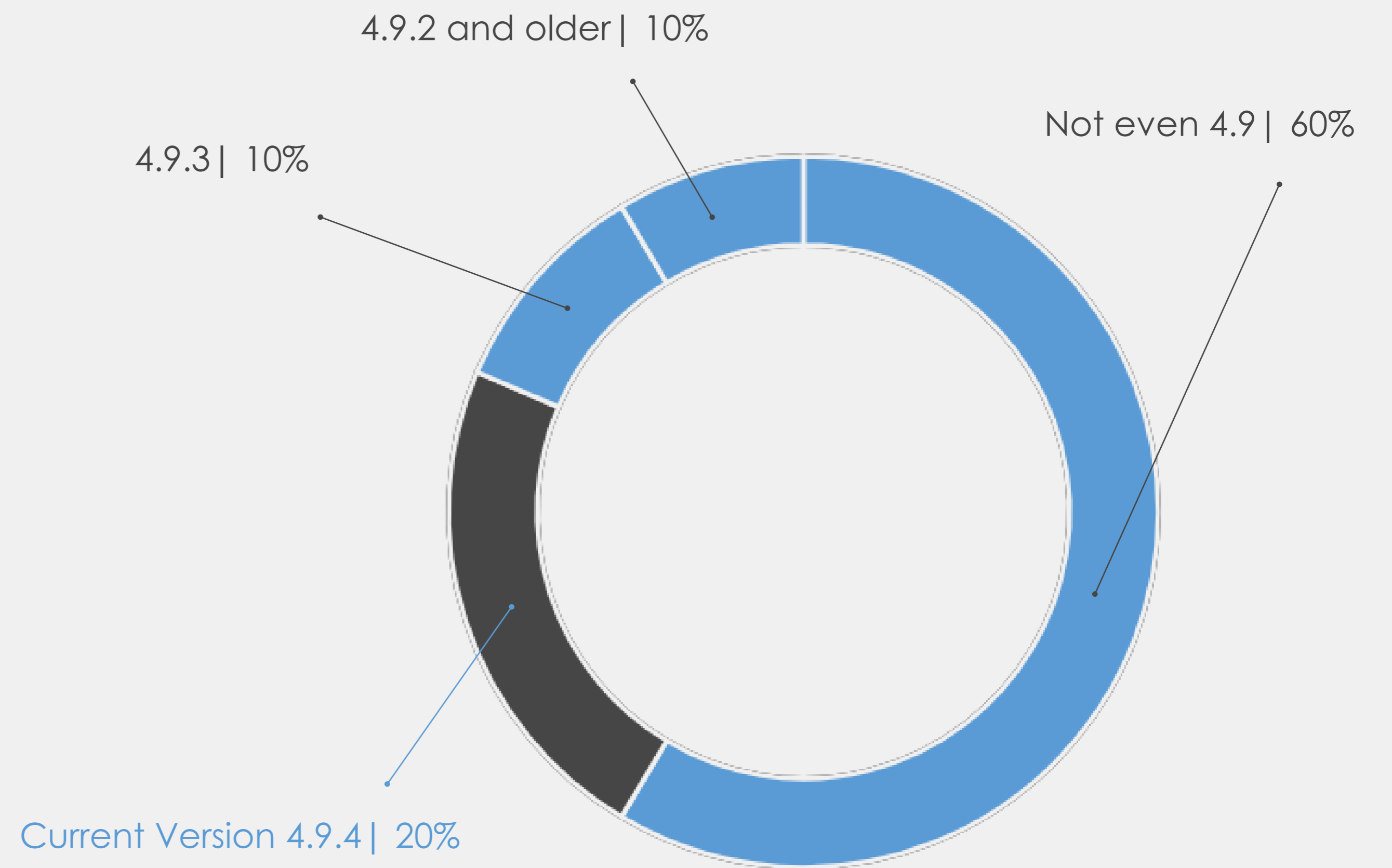


Wapuu



WordPress Trouble

Not updated
source: own data



WordPress 4.9.3
breaks
auto updating



Looming Disaster



80% of WordPress websites
had outdated software at
moment of hacking

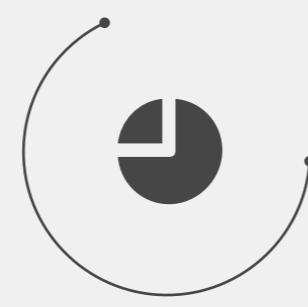
source: sucuri.net



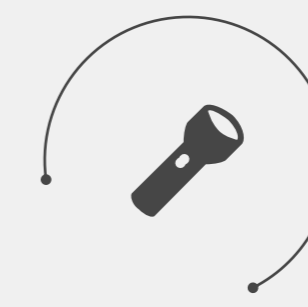
Brand Damage For A Host



Support load



Cost of spam



Churn



WordPress Monetization Strategies



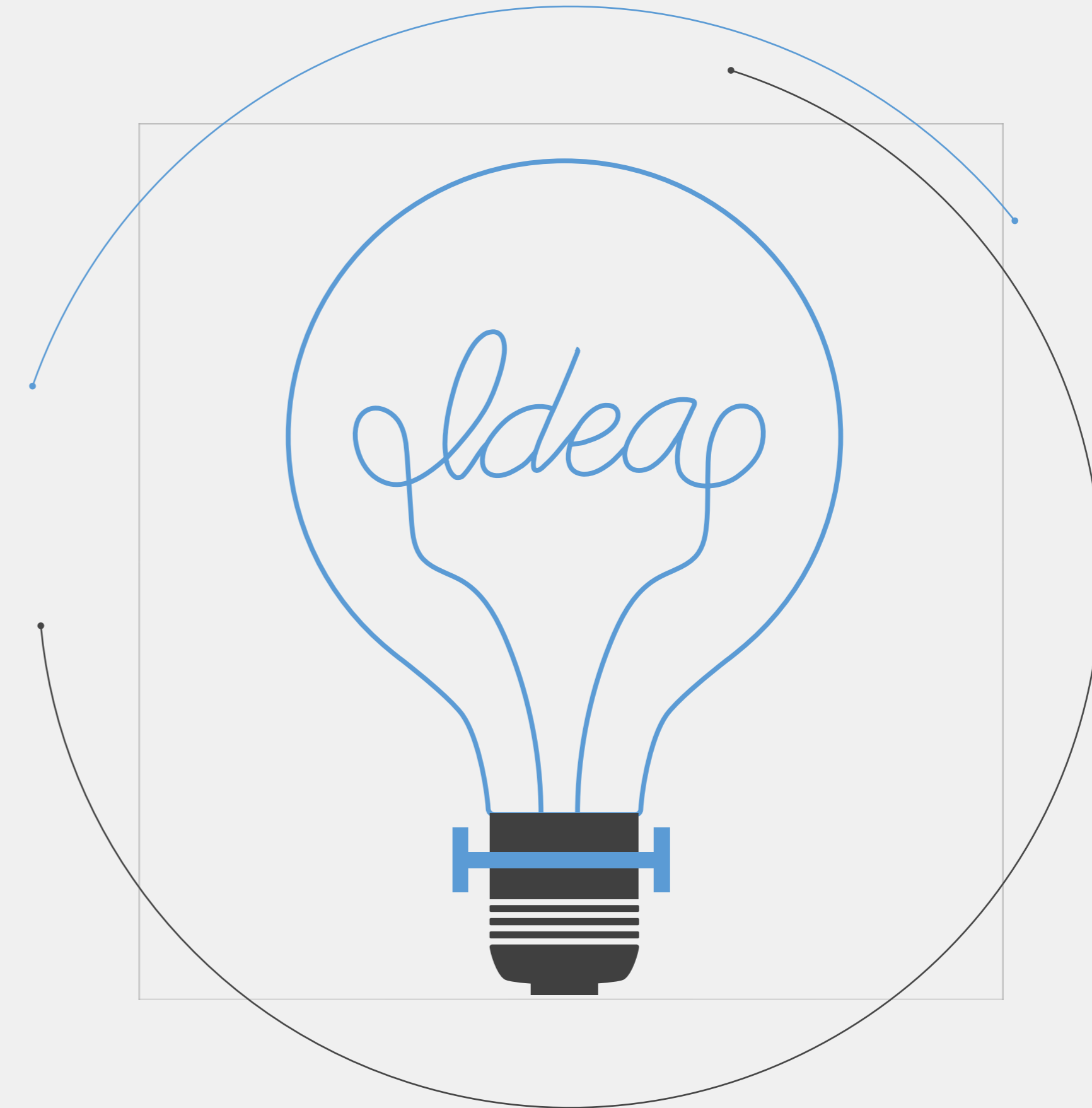
01 WordPress Optimized Hosting

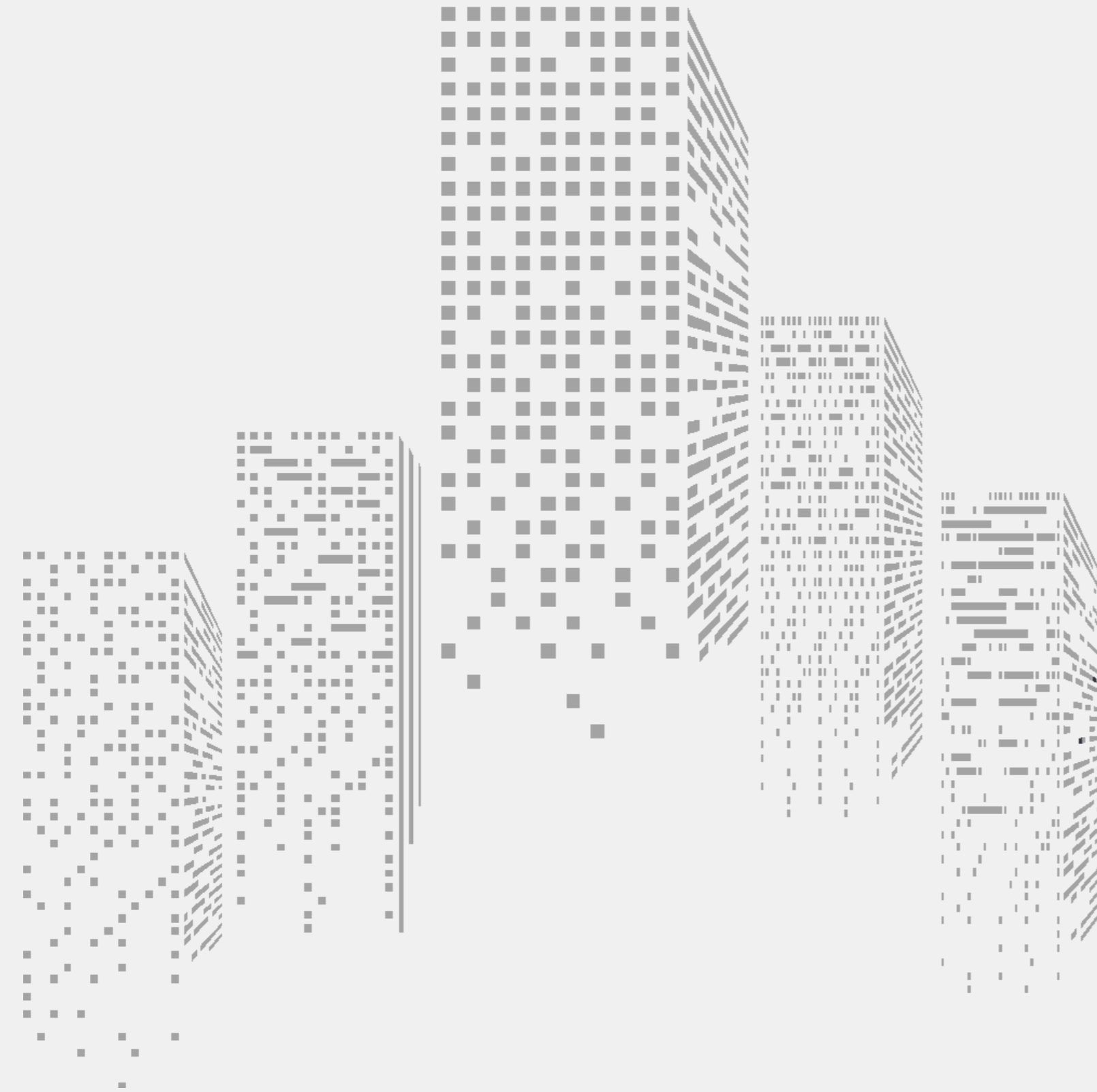


02 Managed WordPress



03 Auto Updating

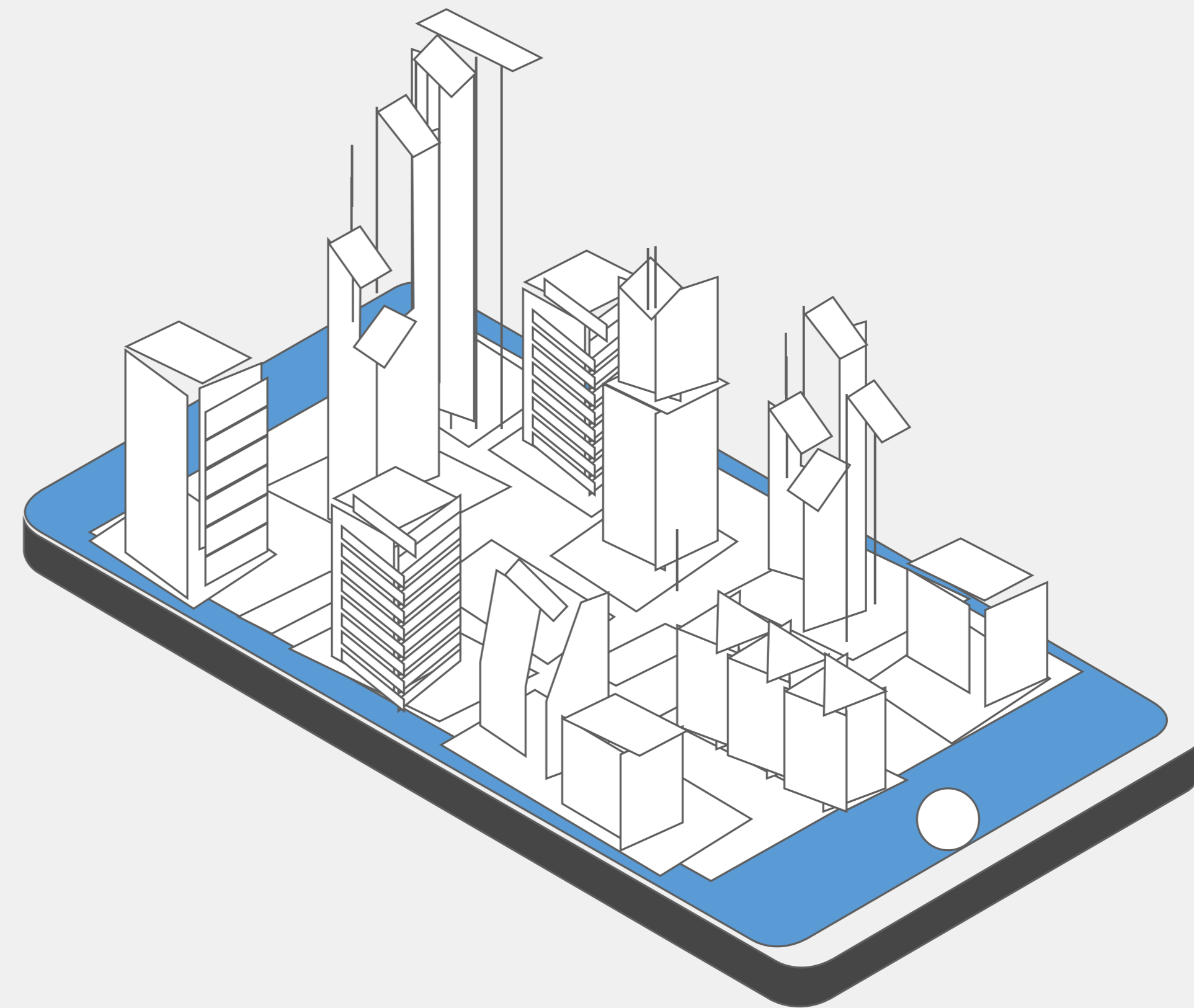


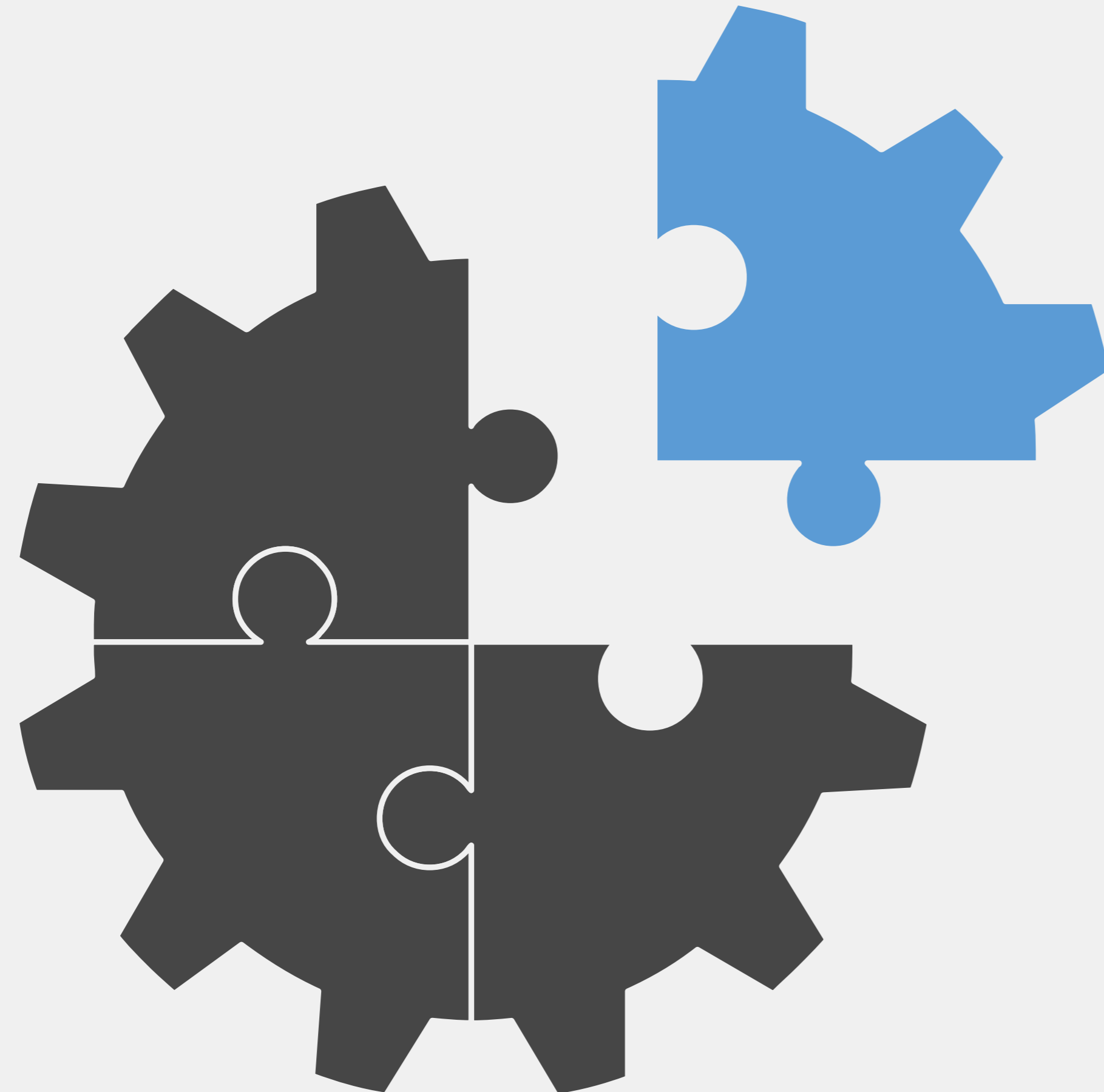


WordPress Optimized Hosting

Managed WordPress

Managed WordPress hosting means that hosts handle basic hosting administrative tasks, such as installing WordPress, security, speed, WordPress updates, daily backups, website uptime, and scalability.





Core Business

WordPress Auto Updating



Future



WordPress Is Here To Stay

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