



Stewart Lemalu
Sr Partner Account Manager | APAC



WP Engine is the leader in WordPress



1,000
EMPLOYEES



175,000
CUSTOMERS



150
COUNTRIES

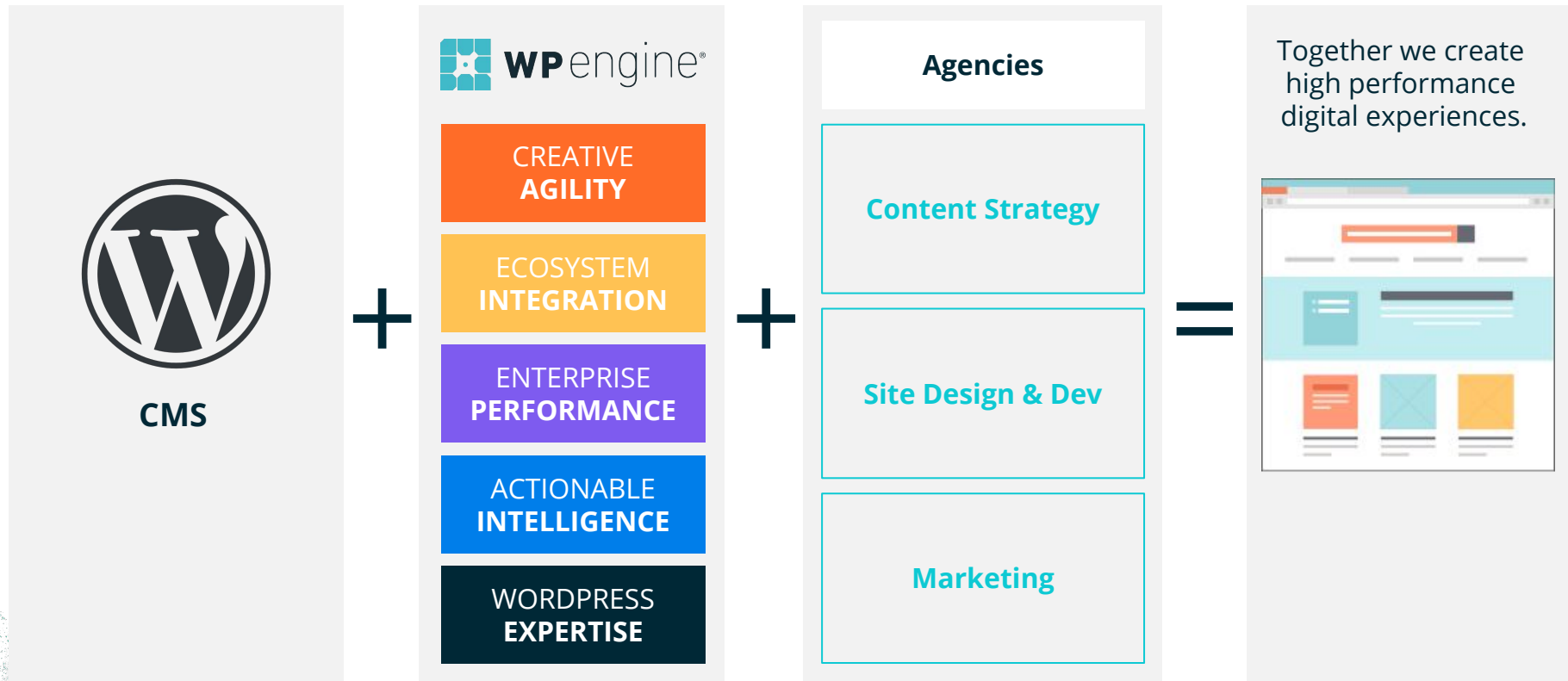


1.5M+
WEBSITES



5,000+
AGENCY PARTNERS

What we do



Wordpress Hosting & Digital Marketing?



Understanding Site Performance



Studies show what happens on average due to
just a one second improvement on your load times:

11%

MORE
PAGE VIEWS

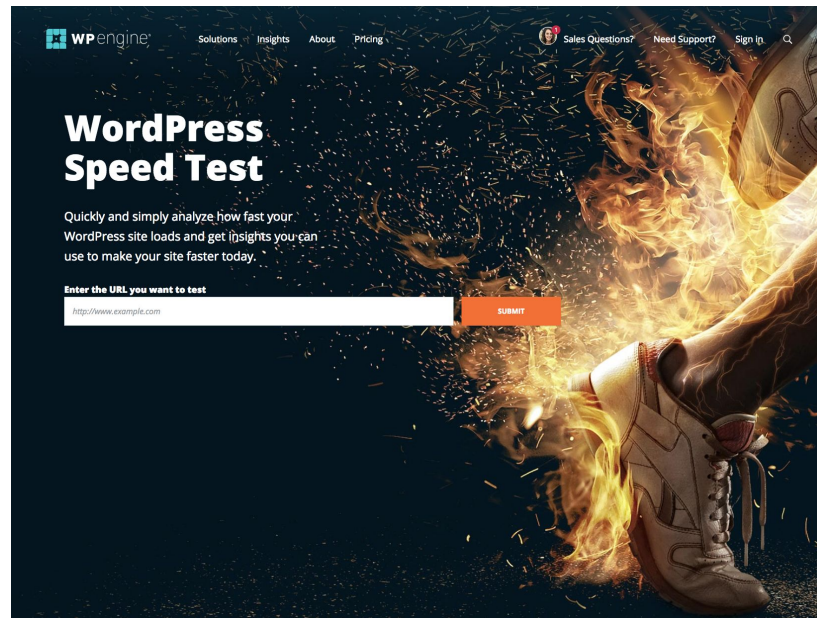
16%

INCREASE IN
CUSTOMER SATISFACTION

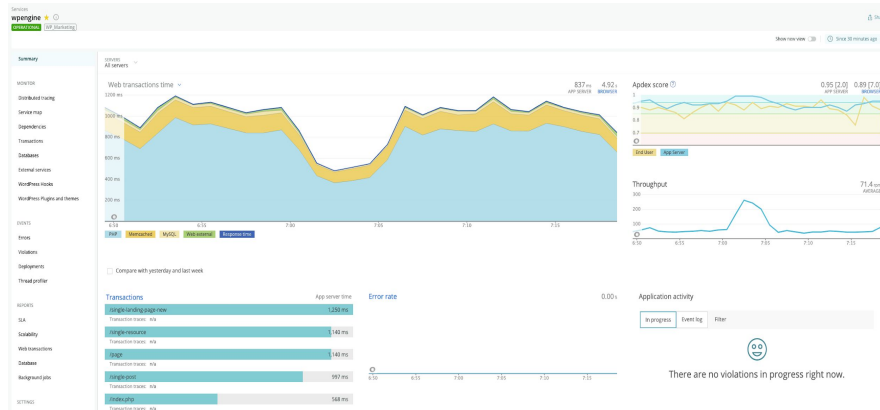
7%

GAIN IN
CONVERSIONS

Pulse **check** on site performance



New Relic for site performance



Drivers of performance



Case Study



Results

- 15% Increase in page views
- 2.2% new users
- 20.71% page sessions
- 2.44% increase conversion rate

“

Having the ability to go in and add our design touch was important, but matching that with WP Engine's performance boost really made this a one-two punch for the client

”

Improving Site Performance: Themes & Plugins



free wordpress theme

Google Search

I'm Feeling Lucky

Picking the right plugins

Version: 4.62

Last updated: 6 days ago

Active installations: 30,000+

WordPress Version: 4.0 or higher

Tested up to: 5.8

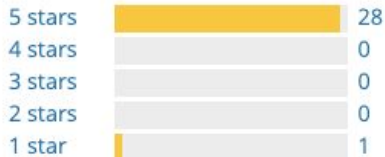
PHP Version: 5.4.0 or higher

Tags: [migration](#) [wpe](#)
[wpengine](#)

[Advanced View](#)

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Solution Centre

AWS for WordPress

wp

engine

SOLUTION CENTER

All Solutions

Plugins

Themes

Education

Services

Featured plugins.

Find the best plugins for all things WordPress. Vetted by WP Engine.

AWS for WordPress

AWS for WordPress

Amazon Polly for WordPress is a plugin that turns text into lifelike speech.

Metorik

Analytics, insights, and management for WooCommerce

GEOTARGET

GeoTarget by WP Engine

Change content based on a visitor's location

Site Kit

Site Kit

Site Kit makes it easy to set up and configure key Google products, and gives you overall insights for how to succeed on the Web.

World's first AI-powered mobile app builder

AppMySite

AppMySite's mobile app builder empowers businesses with WordPress apps and WooCommerce apps. Build premium native mobile apps with AppMySite's app maker.

WP ROCKET

WP Rocket

Make your site even faster

DESIGN PALETTE PRO

Design Palette Pro

Design Palette Pro is a premium styling plugin for Genesis.

WP Search with Algolia

Algolia Search

Search plugin that helps users find your best content.

ElasticPress

ElasticPress

ElasticPress.io is a fast and flexible search and query engine for WordPress

Case Study

“

Having the ability to go in and add our design touch was important, but matching that with WP Engine's performance boost really made this a one-two punch for the client

”

GOAT
. C O M . A U

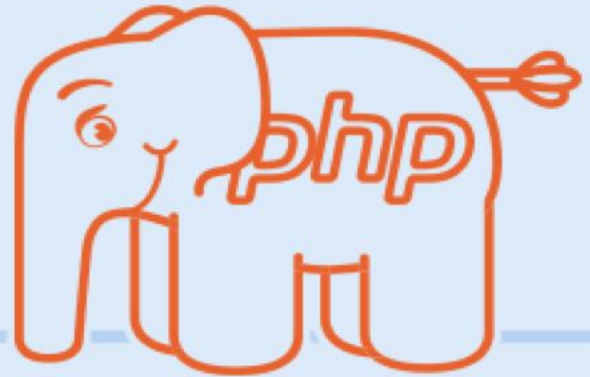


NOVA
ENTERTAINMENT

Improving Site Performance: Platform Optimisations

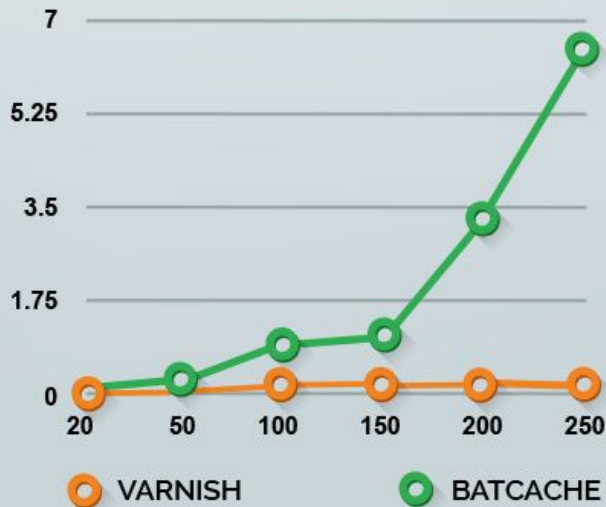
Maximise your site speed & stay secure

PHP
COMPATIBILITY
CHECKER

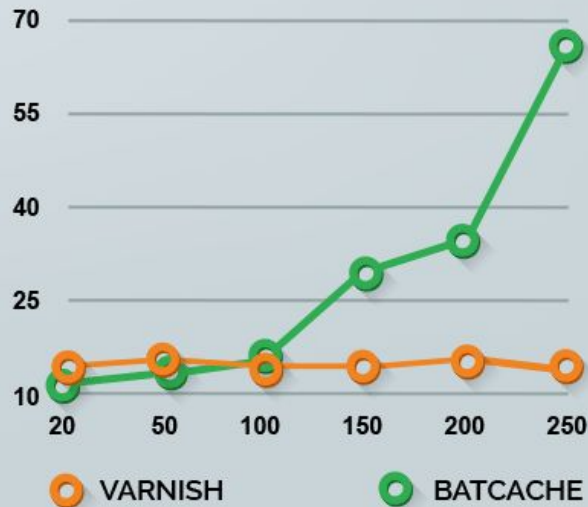


Implement caching and CDN's

LOAD v CONCURRENCY



RESPONSE TIME v CONCURRENCY



Source: Joe Hoyle <https://hmn.md/2012/12/17/testing-batcache-versus-varnish/>

Improve Site availability



Maintain Performance & Availability During Campaigns



Maintenance & Housekeeping



Improving Content & SEO

Gain actionable
insights



Google Analytics

Case Study

“Two of our most popular pieces of content were Top EdTech Conferences and Crossword Puzzle Day. We found a place on our calendar for newer versions and published both”



Additional actionable insights..



Search Console

COMPLETE	29% Unique Content	71% Plagiarized Content
100%		
Welcome to WordPress. This is your first post. Edit or - plagiarized		
delete it, then start writing!Welcome to WorfsasddPress. - Unique		
This isfsdsdsd your first post. Edit or delesdfe it, thenfsa - Unique		
start writing!Welcome to WordPress. This is your first post. - plagiarized		
Edit or delete it, then start writing!Welcome to WordPress. - plagiarized		
This is your first post. Edit or delete it, then start writing!Welcome - plagiarized		
to WordPress. This is your first post. Edit or delete it, - plagiarized		

AI powered SEO suggestions Wordlift..

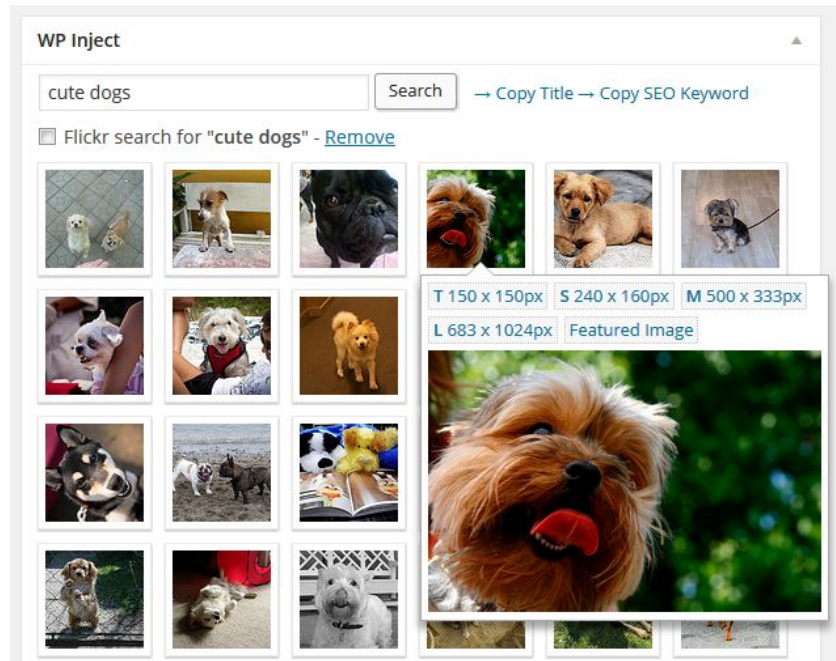
The screenshot displays the WordLift interface integrated into a content management system. The main content area shows an article titled "Athletes of the century awards" with a permalink: <http://test.wordlift.it/2016/04/13/athletes-of-the-century-awards/>. The article text includes several entities identified by WordLift, such as "November 22 1999", "The International Association of Athletics Federations (IAAF)", "Monte Carlo", "Monaco", "Carl Lewis", "Son of the Wind", "Francina Elsie Blankers-Koen", "Fanny Blankers-Koen", "Monaco", "Summer Olympics of 1948", and "women athletics".

On the right side, the WordLift sidebar is visible, featuring a "Create new entity" button and a "Content classification" section. The "What" field is set to "Athletics (sport)" with a count of 3, and the "Principality" field is set to "Monaco".

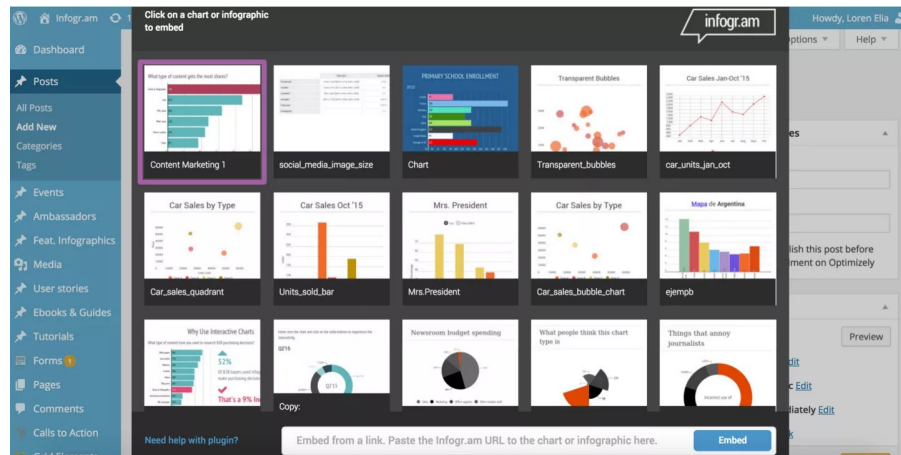
Below the main content area, there is a paragraph of text: "An energetic woman, with glasses, white shirt, a long black skirt, no make-up, a neckless of pearls and big earrings: Francina Elsie Blankers-Koen. Not everyone knew this 81-year-old woman, known just as Fanny. Fanny Blankers-Koen, as the prince of Monaco called her name. Winner of 4 gold medal at the age of 30 in the Summer Olympics of 1948 when she was mother of two children and women athletics was still considered a secondary sport."



Add images with Imageinject



Create graph and infographic with Infogram



Engagement and Interactivity

What Kind Of Foodie Are You?

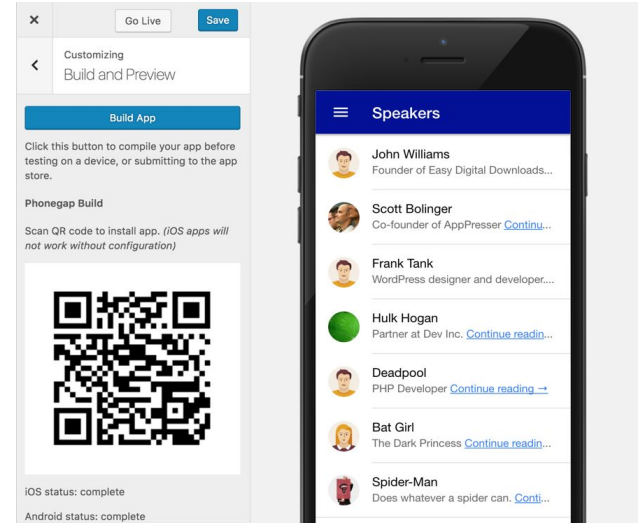
These days everyone's a foodie. The real question is, what kind of foodie are you? From true gourmets to adventurous free spirits, find your spot on the foodie scale.



START

Powered by
opinion stage

Create mobile app tied to your WordPress Site



Organise and Schedule content with Editorial Calendar

- Dashboard
- Posts**
 - All Posts
 - Add New
 - Categories
 - Tags
 - Calendar
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings




Posts Calendar

« April, 2012 - May, 2012 » Show Today

Show Drafts

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	May 1	2	3	4	5
01:00 pm Deadline Joyland	10:00 am Write the book 10:00 am FTS Testing today	10:00 am We come in peace for cats and mice everywhere	10:00 am Popular spelling mismakes	10:00 am Better blogging through chemistry 10:00 am test9	10:00 am The 20 second work week 10:00 am Sean's test	10:00 am Just a note to remind you to do this. 10:00 am Session
6	7	8	9	10	11	12
10:00 am testing	10:00 am Scheduling the unscheduled	10:00 am Post 1		10:00 am runmp 10:00 am Hello	10:10 am How I met your mother	10:00 am Test Draft

Leverage content distribution tool

 **Revive Old Post** by Themelsle

[SHOW YOUR LOVE](#) [LEAVE A REVIEW](#)

Revive Old Post is not set to post!

Here you can see errors and notifications if they exist.

Accounts


General settings

Post Format


Custom Scheduler

Log


Twitter Login
Login using your Twitter account.

 [Add Account](#)


Facebook Login
Login using your Facebook account.

 [Add Account](#)


LinkedIn Login
Login using your LinkedIn account.

 [Add Account](#)

Xing Login
Login using your Xing account.

 [Add Account](#)

Tumblr Login
Login using your Tumblr account.

 [Add Account](#)

Now is: Sat, 02 Apr 2016 22:28:26 GMT

Beta user ☐


As a beta user you will have access to the latest stable releases before going to production


Remote check ☐


We will send you a ping each 15 minutes in order to assure that posts will be sent to social networks on time.


[UPGRADE TO PRO NOW](#)

FOR 47% MORE TRAFFIC

 [RESET](#)

 [SAVE](#)

 [START SHARING](#)

 [SEE SAMPLE POST](#)

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yoast



Key Takeaways

1. Use analytics to better understand your site speed and content performance
2. Choose plugins/themes carefully
3. Complete housekeeping tasks & apply updates (PHP, WP, Plugins/Themes, Database/Media)
4. Leverage tools to make content more engaging and distribute via all channels to improve SEO
5. Ensure your site is secure, speedy and highly available, especially during campaigns



Questions?

