The Agency Owner's Guide to Managing 60+ WordPress Sites

KINSTA

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You're running your web agency to help your clients boost their business through their website.

But as you know, launching a site is just the beginning. Websites need updates, optimization, debugging, and security checks to continue working as intended.

That's where maintenance and hosting packages can be very lucrative for web developers, either as their main service or as an add-on to a new website project. Not only is it recurring revenue, but it can help build a healthy portfolio of trusted clients who will come back to you for new projects.

Scaling a web services business in a way that allows you to take on more clients without sacrificing the quality of your work is all about streamlining tasks, using efficient tools, and choosing the right technology partners.

In this guide, we'll give you tips and resources to scale site management effectively so that you can increase your client intake and revenue.

Here's what we'll be covering:

- The Foundation to Great Maintenance Services: Choosing the Right Providers
- How to Migrate WordPress Sites
- Keeping Your Clients' Sites Properly Backed Up
- Keeping Your Clients' Sites Updated
- Keeping Your Clients' Sites Secure
- Improving Your Clients' Sites' Performance
- Troubleshooting Issues With Your Clients' Sites
- A Sneak Peek at the MyKinsta Dashboard

CHAPTER 01:

The Foundation to Great Maintenance Services: Choosing the Right Providers

You can't talk about maintenance best practices without starting off with site hosting.

Why? Because where a website is hosted changes drastically what you—as the site manager—are able to reach in terms of goals and deliverables for your clients.

Non-optimized, shared, and cheap hosts are never a good business option for your clients or for your own business's, as you'll be left facing issues and limitations that negatively affect your results.

Your role as a professional is to provide clients with the best options to choose from. That's why you should always assess their current hosting provider. Consider how hosting is going to impact your client's desired outcomes, and anticipate the associated work from your business' point of view.

Here are a few questions that should lead your research:

- How deeply do my clients want to get involved in site maintenance?
- What level of technical knowledge do my clients have?
- Which tools do my client's current host provide?
- What's the quality and proactiveness of support with my client's current host?

These questions can be helpful to get your evaluation process started. And it could be the case that, based on your research and findings, you'll need to move some or all of your clients' sites to a new home because the cons outweigh the pros.

Introducing Kinsta's Agency Partner Program

Adding hosting to the services you offer is a great way to meet client needs and make recurring revenue.

This is where Kinsta's Agency Partner Program comes in. As a managed WordPress hosting solution that's obsessed with performance, security, and support, we remove all the hassle of hosting so that you can get back to growing your agency.

Members of our Agency Partner Program receive:

- Unlimited free migrations, no matter the complexity of each site
- Free hosting for your agency's site
- White-labeled Clear Cache plugin
- 30-day backup retention for every site you host
- An extended Hack Fix Guarantee
- Unlimited team member slots at no additional cost
- Highly customizable plans, perfect for diverse web needs
- Smart management tools
- Early access to new tools

> We wanted to focus on what we do best and what we do best is code WordPress sites. Hosting comes with the territory. When we were self-hosting, I did a cost analysis and realized I was spending a lot on system administration DevOps and dealing with bugs and maintenance.

Greg Hunt,
CTO of Motto

I love how we can sleep at night knowing that Kinsta is so reliable. We've never had one issue with any of our websites that are on there and we have close to 100 at this point. Kinsta does such a good job at what they do and it's such an important aspect of what we do. Kinsta makes us look great, which allows us to look great in front of our customers.

Julian Fernandez,
CTO of Motto

Reap the benefits of offering hosting to your clients without losing a wink of sleep.

Join Kinsta's exclusive Agency Partner Program.

If you're not interested in hosting your client sites, our affiliate program might be a better fit for your business. We offer up to $500 for every referral and a 10% monthly recurring lifetime commission, making it one of the hosting industry's best deals.

CHAPTER 02:

How to Migrate WordPress Sites

You might encounter different scenarios where you need to migrate your clients' sites to your preferred host. We bet you already know that migrations can be tricky.

If using third-party plugins, there could be cases where these don't bring over everything and migrating could result in data loss if you don't know what you're doing.

Nevertheless, if you want to embark on this undertaking, here are some of the best migration plugins you should be considering:

1. Duplicator
2. Migrate Guru
3. WP Migrate DB
4. Super Backup & Clone
5. VaultPress
6. Backup Guard

Before migrating your client's site using any plugin or tool, make sure to double-check with their current hosting provider to see what they allow.

Migrating larger and more complex sites on your own is a tough task that might fail partially or entirely if something doesn't work properly during the migration process. That's why it's much safer to let migration experts take care of everything for you.

> Our agency has worked with all the major hosting platforms. Kinsta is crazy fast and the support is stellar! We moved all our clients to Kinsta and haven't looked back.

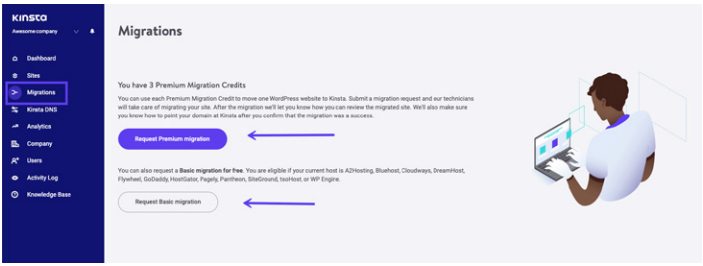
Brent Martel, Co-Founder
Inkline Media

Migrations at Kinsta

Kinsta offers different types of migrations which vary based on the plan you choose, the type of WordPress site you have, and the number of sites you need to migrate.

Moving sites to Kinsta usually won't incur any downtime and we'll help **you inspect your migrated sites prior to going live**.

You can choose the most suitable migration process for any of your clients' sites directly from your MyKinsta dashboard:



Premium and Basic migration buttons can be found under "Migrations" in your MyKinsta dashboard.

By "premium," we mean sites that have complex requirements. This typically includes sites that change continuously (ecommerce sites, membership sites, etc.) or those that use a reverse proxy. These often require additional setup, including placing the site into maintenance mode and carefully scheduling your updates to avoid data loss.

To start any migration from within your MyKinsta dashboard, you can simply click on **Migrations** on the left-hand side and then pick the appropriate option for your client sites.

The number of free migrations you can request is based on your plan. All of our plans include one or more premium migration credits, and we also provide unlimited free migrations from select hosting providers:

- WP Engine
- Flywheel
- SiteGround
- Pagely
- Pantheon
- Cloudways
- GoDaddy
- DreamHost
- Bluehost
- HostGator
- A2 Hosting
- tsoHost
- WPX Hosting

And if you need a greater number of migrations than your plan covers, you can buy additional migrations in bulk at a discounted price.

Rest assured that all your clients' sites—no matter if there are 1, 10, or even 60+—will be handled and migrated smoothly by our expert migration team. Therefore, we recommend taking advantage of our free migrations.

Now it's time to get some maintenance work done.

Let's get started!

CHAPTER 03:

Keeping Your Clients' Sites Properly Backed Up

One of the most important aspects of maintaining any WordPress site is keeping it backed up. If something goes wrong after an update, you have a working copy you can roll back to.

Having a solid and powerful backup system in place goes way beyond standard maintenance. WordPress backups are essential to the security game as well. If any of your clients' sites are hacked, modified, or damaged in any way, you're able to check back on the list of backups and restore the site to its original state or one of the most recent versions.

You have two options when it comes to creating and logging backups for websites. The first is choosing a hosting company that completes automated backups for you. The other is looking through some of the best WordPress backup plugins and deciding on the one that works for your business.

Let's take a look at both options in more detail.

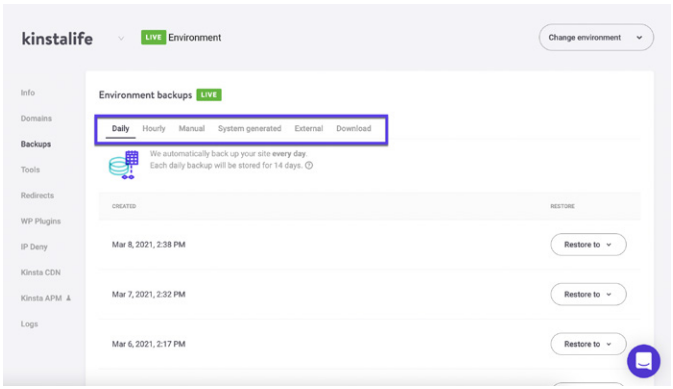
Environment Backups at Kinsta

When you're doing maintenance work on your clients' sites, like running an update, editing a theme, or installing plugins, having a backup system that works for you gives you a no-stress working environment.

Kinsta offers a feature-filled backup system with six different types of backups that free you from relying on plugins or third-party tools:

- **Daily**: Kinsta creates automated backups of all your clients' sites every 24 hours so that you can rest easy at night.

- **Hourly**: If you need a more frequent backup schedule, Kinsta offers 6-hour or hourly automated backup add-ons for any target site that requires it.
- **Manual**: If automated backups aren't enough, you can create manual backups for each site you're managing and have this additional copy available for 14 days or more, based on your current plan.
- **System generated**: Kinsta will trigger system-generated backups before the initiation of critical tasks such as using the search-replace tool in MyKinsta, pushing a staging environment live, and restoring a backup to your live environment.
- **Downloadable archive**: If all this isn't enough, you can download a zip file of each client site once per week containing website files and an SQL file with the full contents of the site database.
- **External**: Last but not least, with our external backups add-on, you can automatically back up your WordPress site to Amazon S3 or Google Cloud Storage at either a weekly or monthly frequency.



Choose between different backup options under the sub-menu "backup" option. Test this feature for free with the MyKinsta demo.

These backup options are available for **each site you're managing**. And when you start increasing that site list, you can easily imagine the peace of mind it would give you.

Backup options also need to be actionable and Kinsta allows you to easily restore any site with a single click.

If you still think you'd need to use backup plugins, though, Kinsta allows incremental backups as they're the preferred way to obtain backups without losing disk space and site performance.

Selected Backup Plugins

If your host doesn't have backups, you'll need to install and configure a backup plugin that you can use to automate the process.

WordPress backup plugins allow you to grab your backups via FTP or integrate with an external storage source such as Amazon S3, Google Cloud Storage, Google Drive, or Dropbox:

- Duplicator
- WP Time Capsule
- BackUpWordPress
- BackWPup
- WP BackItUp

If you want to be extra cautious, you might want to take a manual backup before you start, which requires just a few clicks in the MyKinsta dashboard or you could do you with your preferred backup plugin.

As they say: better safe, than sorry!

Try it for free – see how easy it is to create backups with MyKinsta!

CHAPTER 04:

Keeping Your Clients' Sites Updated

As an agency owner, one essential aspect of managing and maintaining clients' sites is keeping them up to date. This includes regularly updating themes and plugins as well as WordPress itself.

Why Updates are Important

There are three reasons plugins should be kept up to date:

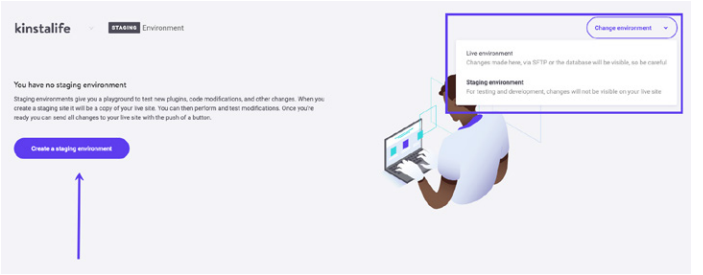
- Most updates include security patches. Your clients' sites will be more secure if you have these installed.
- Updating their theme or plugins allows them to have access to the latest features.
- Some updates to themes and plugins are to ensure compatibility with the latest release, so updating ensures their site won't have any problems.

You can either initiate regular updates manually, or you can set up automated updates to save yourself time and hassle. Either way, best practice tells us to run any updates on staging sites first and then, if it all checks out, push them over to live sites.

One-Click Staging Site Creation With MyKinsta Dashboard

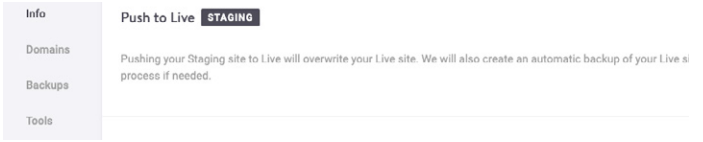
Kinsta includes staging sites in all of its hosting plans, meaning that you can test plugin and theme updates, as well as core updates, in a safe environment before pushing them to your live client sites.

Setting up a new staging environment in MyKinsta is a one-click task:



Change between live and staging environments by toggling the "Change Environment" button in the MyKinsta dashboard. Test this feature for free with the MyKinsta demo.

To create a staging site, click on **Change Environment** from the drop-down menu at the top right and choose **Staging Environment**. If a staging environment doesn't already exist, then click on the **Create a Staging Environment** button.



Push your staging site to live in your MyKinsta dashboard. Test this feature for free with the MyKinsta demo.

Once you're happy and ready with the updates and testing, you can send all changes back to the live version of your client's site with the push of a button and move on to the next one.

Develop Locally With DevKinsta

Keeping your clients' sites updated will be easier if you remove any themes or plugins that are inactive.

If your agency's projects require a local development tool, look no further than DevKinsta.

DevKinsta makes local site creation and development quick and easy. It's 100% free (even to non-Kinsta users) and is available for macOS, Windows, and Ubuntu/Linux.

Use DevKinsta to design, develop, and deploy WordPress sites from the comfort of your local machine. With its built-in features, you can:

- troubleshoot email issues with the email inbox tool,
- view and manipulate data with the database manager, and
- ship your projects to production by pushing and pulling content to your Kinsta staging or live environments.

For agencies like yours, DevKinsta means avoiding site-breaking changes during tests, updates, and development.

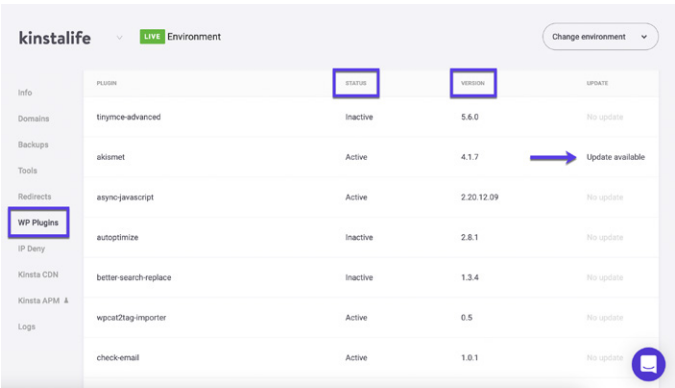
Try it out today!
Free Download » DevKinsta

Removing Unused Themes and Plugins

Keeping your clients' sites updated will be easier if you remove any themes or plugins that are inactive.

Every theme or plugin you have installed on your clients' sites is an extra source of potential incompatibility or insecurity, so it makes sense to only keep installed those themes and plugins you're actually using.

In MyKinsta, you have access to a list of all plugins installed on each site:



Find a list of plugins under the "WP Plugins" submenu item.

Specifically, for each client site you're taking care of, you'll find a **Plugins** tab where you can see a list of all installed plugins, their status (activated vs inactive), their current version number, and whether there's an update available.

This gives you a useful bird's eye view of what needs to be done and will help you decide on how to act.

CHAPTER 05:

Keeping Your Clients' Sites Secure

When it comes to WordPress security, there are a lot of things you can do to prevent hackers and vulnerabilities from affecting your clients' sites. The last thing you want to happen is to wake up one morning to discover one of these sites in shambles.

To avoid hacks and other security breaches, it's essential to keep your clients' sites secure. That will involve a combination of implementing the right security stack elements such as security plugins, advanced techniques for hardening your WordPress site, and securing your servers.

We have an extended guide on securing client sites, but here are the very key basics:

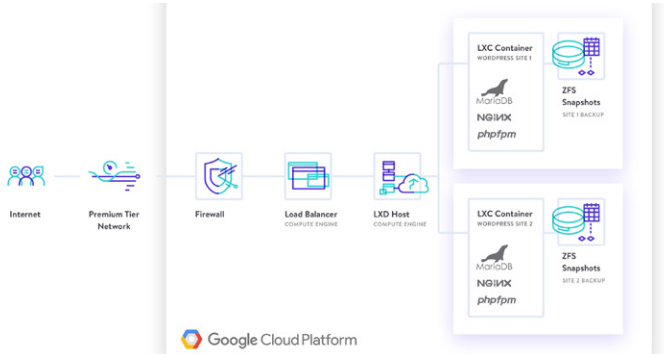
- Always use secure passwords.
- Keep plugins and themes up to date.
- Don't download free themes or plugins from sources other than the official plugin or theme directories.
- Ensure all user accounts are being managed properly (check their roles and privileges).

Security at Kinsta

If your clients trust your agency's services to take care of their business sites, you don't want to find yourself trying to fend off a hacker or stop a DDoS attack, especially at night or over the weekend.

Even if you have advanced technical knowledge when it comes to site defense, it's only a matter of time before you run into a serious security problem that has you scrambling.

If you go with a managed WordPress host like Kinsta, we can take care of all this for you. Here are just a few security features that we offer with all of our hosting plans:



- Kinsta detects DDoS attacks, monitors for uptime, and automatically bans IPs that have more than 6 failed login attempts in a minute.
- Only encrypted SFTP and SSH connections are supported when accessing WordPress sites directly (no FTP).
- Hardware firewalls, along with additional active and passive security measures, are in place to prevent access to your data.
- We hide both the WordPress and PHP versions your clients are using from frontend requests. Our open_basedir restrictions also don't allow the execution of PHP in common directories that are prone to malicious scripts.
- Kinsta uses Linux containers (LXC) on top of Google Cloud Platform (GCP), which together provide complete isolation for not just each account, but each separate WordPress site. This is a much more secure method than offered by most

competitors. GCP also employs data encryption at rest.

- The MyKinsta dashboard uses authenticator-based two-factor authentication (2FA) to keep your site secure. With 2FA enabled, all MyKinsta login attempts will require an additional verification code from your mobile device or password management app.
- We're in the process of integrating Cloudflare at the infrastructure level so that you'll be able to take advantage of Cloudflare's intelligent firewall and DDoS protection.

With Kinsta hosting, you can be confident that security is taken pretty seriously—so much so that Kinsta offers a security guarantee with each plan—and should something bad happen, security specialists will fix your site for no additional charge.

Free Download » The Ultimate Guide to Securing Client Sites

CHAPTER 06:

Improving Your Clients' Sites' Performance

If security, updates, and automated backups are taken care of properly, you can rest easy knowing that you've got the basics covered.

What's next, then? Speed!

Speed and high performances are what people expect to see in a website, with your clients' sites being no exceptions. That's why it also pays to work on improving your clients' site performance and page speed.

There are a few benefits to this:

- A fast site will enjoy higher search engine rankings, which will boost its SEO.
- A fast site means fewer visitors leaving before the first page has even loaded.
- Speed and performance optimizations are perfect cross-sell or upsell services that are often well-appreciated on top of "standard" maintenance services.

You can test your clients' site performance regularly using a performance plugin and/or external tools such as Google Page Speed Insights.

Key Areas for Speeding Up Client Sites

If the performance of your clients' sites isn't what it should be, you can then take steps to speed up their sites.

Included for free in every Kinsta plan is Kinsta's custom-built Application Performance Monitoring (APM) tool. Kinsta's APM tool captures timestamped information about your WordPress site's PHP processes, MySQL database queries, external HTTP calls, and lots more.

What does this mean for you? You can use Kinsta's APM tool to:

- Evaluate and troubleshoot the speed of your client sites without paying for third-party APM tools
- Debug WordPress performance issues for all client sites in MyKinsta
- Expand your services by providing more technical reports to clients

Free Download »
How to Speed Up Your WordPress Site

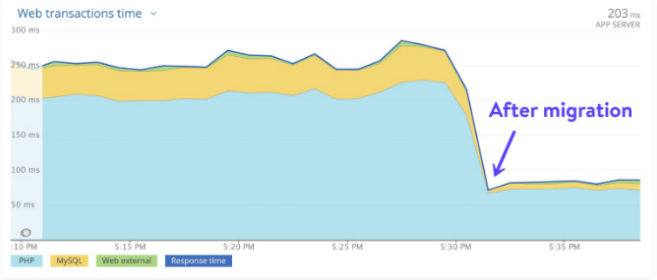
In addition to our APM tool, we've published a thorough guide on speed and optimization. The following are the main areas where you should focus your resources to make performance improvements::

- **Database:** Optimize database tables so that WordPress can read from them more quickly.
- **Revisions:** Optimizing revisions will reduce the amount of unwanted content in your clients' databases and improve performance.
- **Assets:** Make sure you enqueue scripts and stylesheets correctly in themes and plugins.
- **Images:** Avoid loading images that are larger than they need to be, by editing them before upload or using an image

optimization plugin. Consider using a Content Delivery Network (CDN) to deliver them as well.

- **Cache:** Caching makes WordPress websites faster and reduces the load on the webserver. Kinsta uses four different types of cache so you don't need to worry about setting up caching plugins.

Kinsta uses state-of-the-art technology to improve performance. When compared to other hosting providers, our clients have experienced up to a 200% speed increase just from moving their site over to Kinsta.



The comparison in a client site's load time before and after migration.

Remember: just like running a car with flat tires, no matter how many optimizations you make, your site won't get any faster if it's hosted on a lousy server. A significant portion of your site's performance depends on the quality of your clients' hosting!

Check out how Kinsta is helping agencies and freelancers deliver top tier performance.

CHAPTER 07:

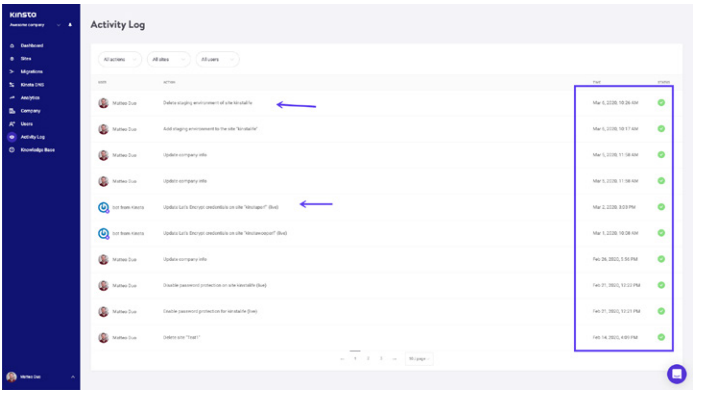
Troubleshooting Issues With Your Clients' Sites

Sometimes your clients' sites will develop problems such as broken links, images that don't load properly, plugin or theme conflicts, and the like.

Here we've put together a handy list of resources for some of the most common issues websites experience to help you identify and fix them fast:

- Fix 404 errors with pages not found.
- Fix broken links without having to manually trawl through your site.
- Fix the HTTP error when uploading images to your media library.
- If images aren't loading, use the Fix Media Library plugin to fix database entries for images.
- Troubleshoot and repair WordPress database issues.
- Fix the SSH "Connection Refused" error.
- Review best practices for WordPress redirects.
- Reference our HTTP status code list.

Other than fixing issues, you should also be proactive in anticipating them. To do so successfully, there's one task that needs to be done regularly: monitoring activity and checking error logs.



Monitor activity using the "Activity Log" option in the MyKinsta dashboard. Test this feature for free with the MyKinsta demo.

Monitoring activity on your clients' sites means you'll know when something happens that shouldn't, such as a new user unexpectedly being added or unwelcome files being uploaded.

Thanks to the Activity Log in MyKinsta, everything is logged globally, from site creations to deletions, domain changes, redirects, etc. If you have multiple users on your account, you can see who did which action.

On top of this, you should also monitor errors on their sites so you can fix them as quickly as possible. Some tools to help you with this include the following:

- MyKinsta analytics will help you to monitor your site and troubleshoot any issues.
- Viewing raw WordPress error logs or enabling error logs in the wp-config.php file will help you troubleshoot and debug any issues.

Using these tools might help you avoid any problems in the future so that instead of being forced to take retrospective action to fix sites that have gone down or stopped working properly, you can take preventative action to keep things ticking along.

What's the Next Step?

When managing client sites, there are plenty of things you'll be taking care of and held accountable for. Many of these are time- and resource-consuming tasks that, if streamlined effectively, can have hugely positive effects on your web agency.

> Managing more than 100 websites carries the potential for overwhelming tech support issues. But the switch to Kinsta has decreased our support tickets by roughly 50%. Our sites just work–they're live, they're fast, they're protected, and they're (expertly) supported. And that frees us to take care of our clients, which keeps (1) them happy (98+% retention rate) and (2) our families fed! Kinsta frees me from spending time on things that are outside our wheelhouse. Kinsta's ability to do what they do frees us to what we do in a way that **far exceeds what we've experienced from other managed hosting companies**.

Chad Barnes, Head Honcho
skyrocketwp.com

That's the key reason Kinsta has built one the fastest platforms in the world and paired it with the powerful MyKinsta dashboard: to make site management a breeze

Growth should never be a burden for business. Actually, it should be your North Star to help you push your horizon out even farther. Yet

there can't be sustainable growth if the quality of your work is at stake.

We've crafted this actionable guide with tips, tools, and best practices to help you achieve exactly that without ever compromising on the quality of your services.

Happy growth!

Talk to someone from Sales at Kinsta

Or

Check out how easy site management is with the MyKinsta demo (100% free).

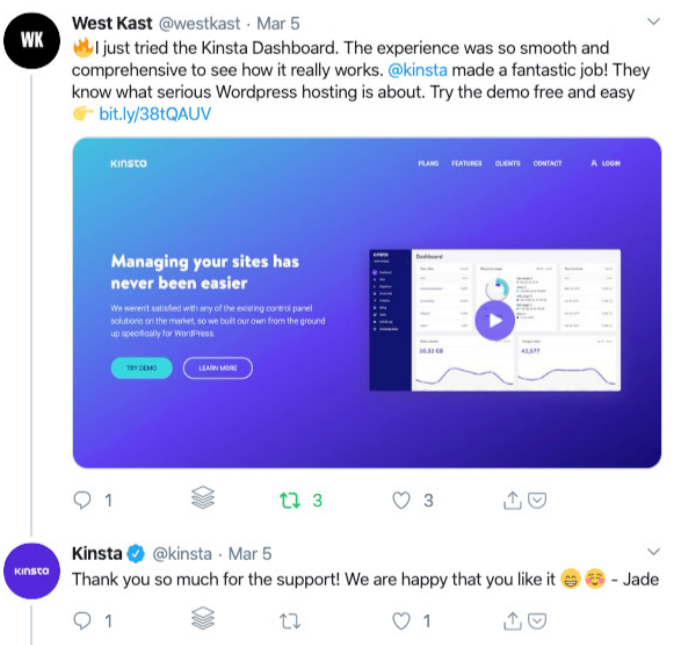
BONUS CHAPTER:

A Sneak Peek at the MyKinsta Dashboard

We weren't satisfied with any of the existing control panel solutions on the market, so we built our own from the ground up: the MyKinsta dashboard.

And we did this by listening carefully to feedback from customers managing multiple sites—like you—and developed MyKinsta with their needs front-of-mind.

This bonus chapter is a sneak peek at some (but not all!) of the key features for managing and troubleshooting client sites that you'll get access to as a Kinsta customer.

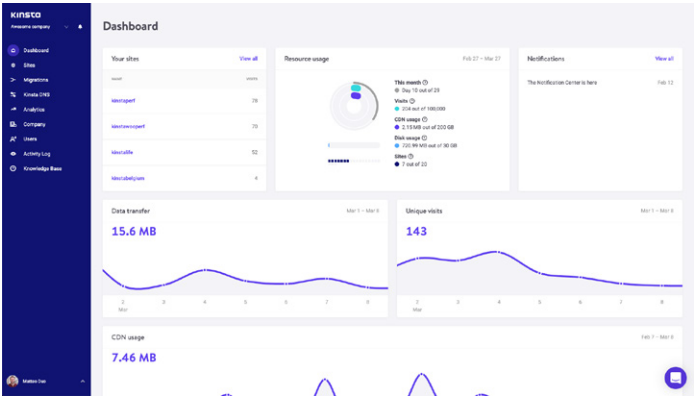


Don't feel like reading? Then, go straight ahead and test MyKinsta 100% for free in our MyKinsta demo.

Main Dashboard

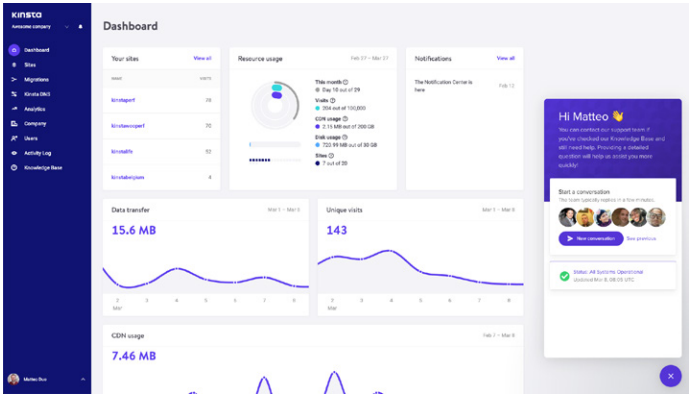
When you first log in to MyKinsta, you'll access the Dashboard tab, where you can quickly see an overview of all your clients' sites, their total visits for the month, disk and CDN usage, data transfer, unique visits, and other vital information.

Everything you need to manage your client sites is quickly accessible from the left-hand side menu.



MyKinsta main dashboard

All of your websites should be treated as mission-critical. That's why the knowledgeable Kinsta support team is always just a click away on the bottom right-hand side of the dashboard.



MyKinsta WordPress hosting support

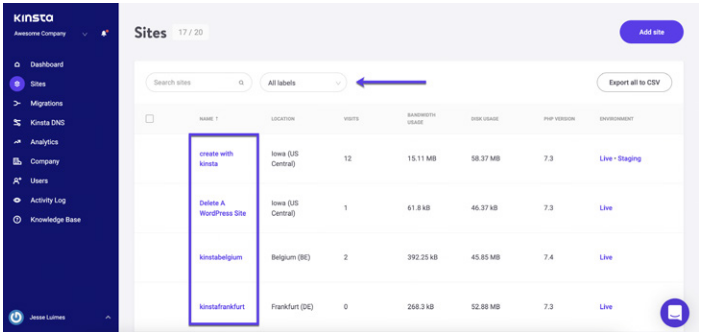
For those always on the go, we made sure MyKinsta is also fully responsive—no additional app needed. This means you can easily manage sites from anywhere.

Make backups, launch migrations, check for plugin updates, chat with our support team, and even clear the cache on your WordPress site, right from your phone.

Managing Client Sites

The next section in MyKinsta is “Sites.” Here you can see a full list of the WordPress sites you’re managing and hosting with Kinsta. You can arrange them by name, total number of visits, bandwidth usage, disk usage, and PHP version.

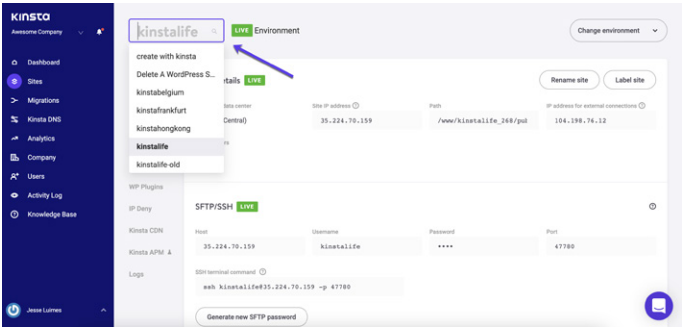
For those of you with lots of sites, there is an easy search functionality at the top.



Managing multiple sites in MyKinsta

If the search bar isn't enough, there is a quick site navigation option one level down. This way you no longer need to go back to the main **Sites** page. Simply click on your **Site** at the top, and you'll get a quick dropdown with all your sites.

You can also use Kinsta's site labeling tool to easily organize and filter your WordPress sites based on unique tags. Toggle between different labels to find specific sites.



Site navigation in MyKinsta

You can easily add new sites by clicking on the **Add Site** button, which gives you three options:

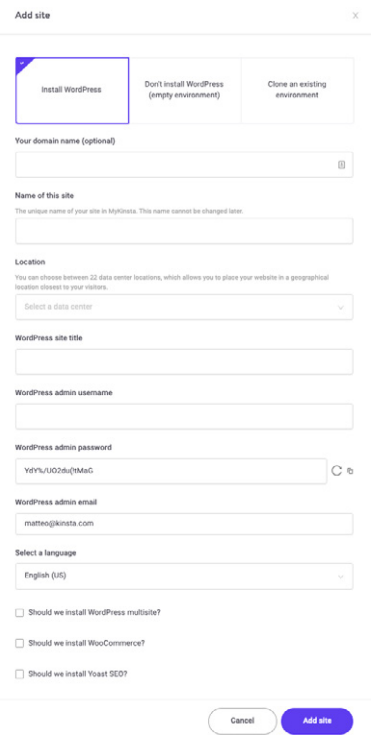
- Don't install WordPress (just create a new site container).
- Add a brand new WordPress install.
- Clone an existing environment (you can now clone your live site or staging).

Everything has one-click install options. You can launch a new WordPress site in a matter of seconds!

You can also choose from any of the Google Cloud Platform data center locations available, which allows you to place your clients' sites in a geographical location closest to their visitors. This decreases network latency, lowers the time to first byte (TTFB), and ensures blazing fast load speeds for their visitors.

You also have the option to install WooCommerce and the Yoast SEO plugin.

Need to run a multisite setup? No problem! Our installer lets you preconfigure multisite for subdirectory and subdomain installs, without all the domain mapping complexity.

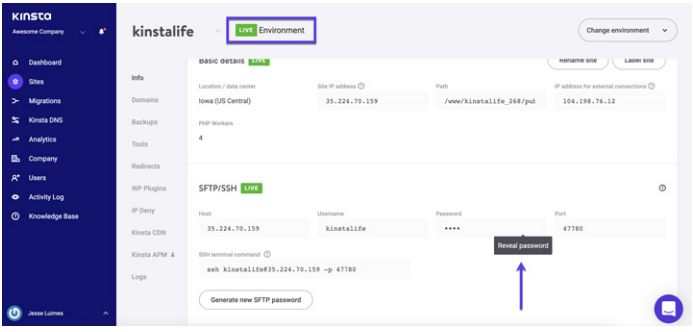


One-click install options available in MyKinsta

Sites Info

When you click into one of your client sites, you are first met with the site's **Info** tab. This allows you to see its data center location, IPv4 address, SFTP/SSH, and database connection information. This is also where you can rename and label your site for easier identification.

Additionally, you'll find a link to manage their database directly in phpMyAdmin (Open MySQL) directly from this interface.

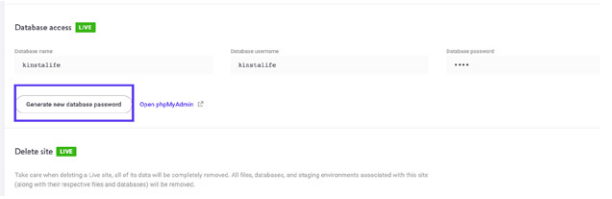


Site info found under the submenu of 'Sites' in MyKinsta

Thanks to status indicators **Live** and **Staging**, you always know which version of your client's site you're currently managing.

There is a handy **Copy to clipboard** option that makes copying your credentials to third-party tools (SFTP and SSH clients) faster. Need a new SFTP password? Just click the button and you're good to go.

No more asking for database password changes. Under the **Database Access** section, you will find a **Generate New Database Password** option. When you use this, the *wp-config.php* file is automatically updated (as long as it's located in the site root, which is the default).

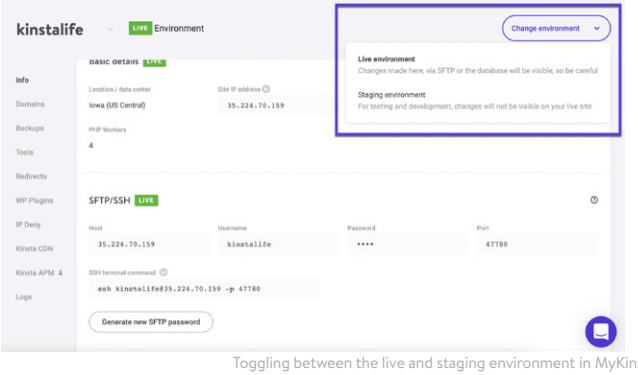


Generating a new database password in MyKinsta

You can easily switch between live and staging environments from the dropdown menu. Staging environments give you a sandbox to test new plugins and themes, the latest PHP versions, code modifications, and other changes.

Once you're ready, you can send all changes back to the live site with the push of a button.

To create a staging site, click on **Change Environment** from the drop-down menu at the top right and choose **Staging Environment**. If a staging environment doesn't already exist, then click on the **Create a Staging Environment** button.



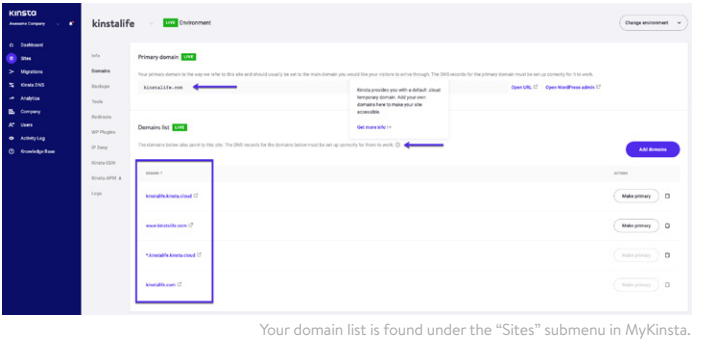
Toggling between the live and staging environment in MyKinsta

Domains

The next section is the **Domains** tab. Here you can add your clients' primary and additional domains. If you don't choose to add your own domain on a fresh install, you will see your temporary Kinsta URLs (yoursite.kinsta.cloud).

When switching to a new primary domain in MyKinsta, be sure to take advantage of the dashboard's automatic search and replace function.

There is also a link to open your WordPress admin.



Your domain list is found under the "Sites" submenu in MyKinsta.

We now also have tooltips available throughout each section of the dashboard that links to our helpful, in-depth knowledgebase articles. We spend a lot of time (thousands of hours) writing content in order to help save you time.

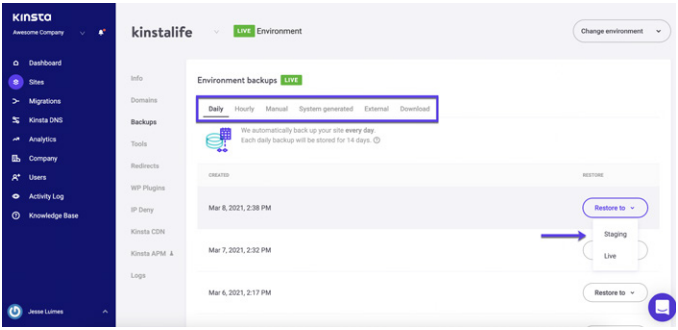
Backups

The next section is the **Backups** tab. We already covered this earlier when providing tips on how to implement a backup system, but given its importance, it's worth repeating.

For each client site, you'll have access to six different backup options:

1. **Daily:** We create a backup automatically every day.
2. **Hourly:** For many of our clients, daily backups weren't enough, and we heard that feedback loud and clear. For those of you dealing with highly dynamic sites (ecommerce, LMS, membership), we now have an hourly backup add-on.
3. **Manual:** You can create up to five manual backups. These are recommended when you're rolling out a change on your live site which perhaps couldn't be tested on staging.
4. **System-generated:** We create an automatic system backup at certain events (for example, when you restore a backup, a separate system backup is automatically generated).
5. **External:** As an additional add-on, you can automatically back up your WordPress site to Amazon S3 or Google Cloud Storage at a weekly or monthly frequency.
6. **Download:** You can never have too many backups. Want to manually download a secondary backup and store it offsite? No problem—you can create a downloadable backup once per week (per site). Our system will generate a *.zip* file for you containing your files and MySQL database.

Daily, hourly, manual, and system-generated backups are stored for 14, 20, or 30 days, depending on the plan you're on. You can easily restore your site from a backup with a single click, and you can even restore it to staging.

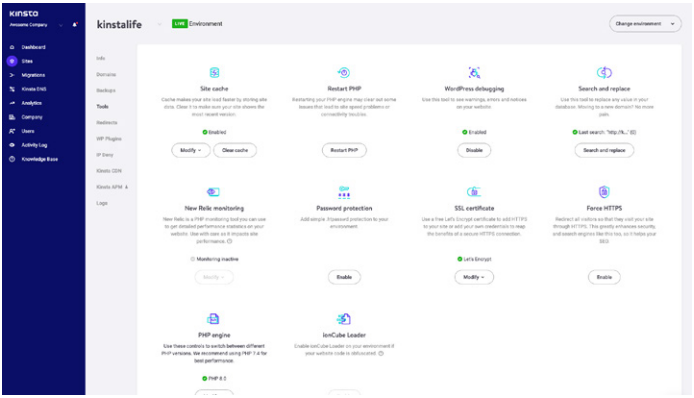


Backups options in MyKinsta

Tools

The next section is the **Tools** tab. This is where all the really fun features are! In here you can do all sorts of things:

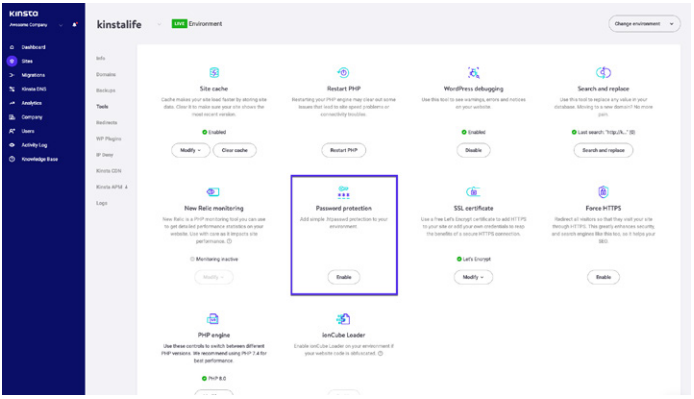
- Clear your clients' sites' caches. This is useful if you want to make sure your sites show the most recent version. Remember, the Kinsta MU plugin is also installed by default on all new sites.
- Enable a free SSL certificate with Let's Encrypt or add a custom SSL certificate.
- Force all traffic to redirect over HTTPS.
- Change between supported PHP Engines (PHP 7.2, 7.3, 7.4, and 8.0).
- Restart PHP. This may clear out some issues that lead to site speed problems or connectivity troubles.
- Enable New Relic monitoring with your own custom license key.
- Perform a bulk search and replace task.



Site tools in MyKinsta

Password Protection (htpasswd)

Need to lock down any of your client sites during maintenance or development? We've got you covered with our one-click password protection (htpasswd) tool. Don't let the public access your site until you and your client are ready.

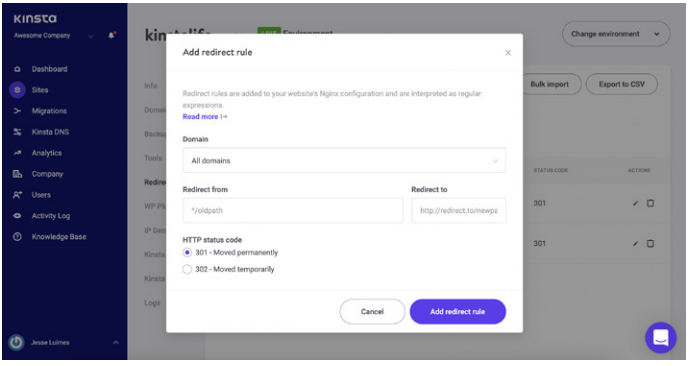


Enabling .htpasswd protection in MyKinsta

Redirects

You can add redirect rules from right within the MyKinsta dashboard. Redirect rules allow you to seamlessly direct traffic from one location to another. It's particularly useful for preventing 404 errors, ensuring proper SEO when you make changes, and routing visitors to the correct locations on your site.

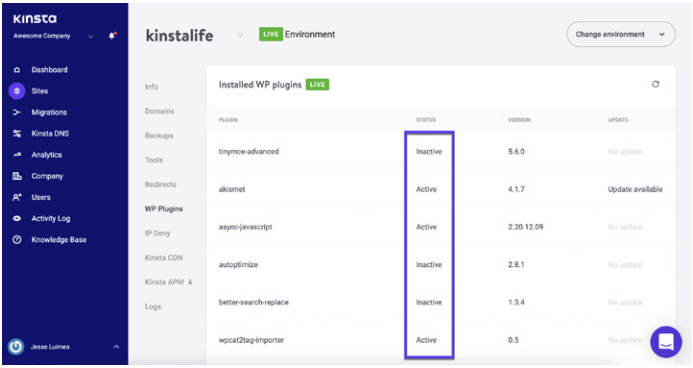
You can use both bulk import rules as well as export redirects to a CSV file at any time. It also supports regex!



Redirects in MyKinsta

Plugins

The next section is the **Plugins** tab. In here, you can see a list of all installed plugins, both activated and inactive. View the current version number as well as if there is an update available.



Plugin list in MyKinsta

Kinsta APM (Application Performance Monitoring)

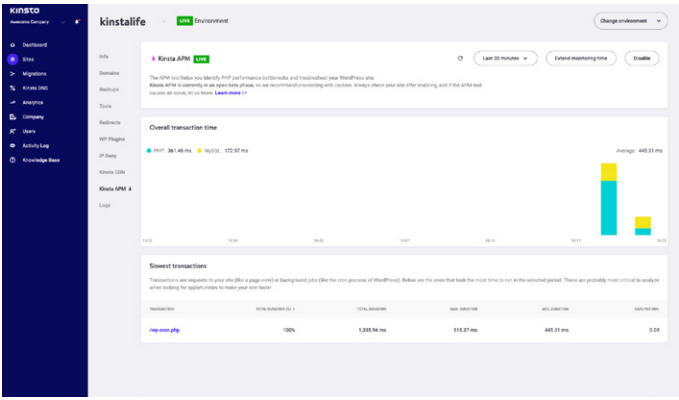
We mentioned this tool earlier, but it's 100% worth mentioning again.

Available at no additional charge on all plans, Kinsta's custom-built APM tool can be really useful when it comes to troubleshooting and speeding up your clients' websites.

Use its data to dig into slow page loads and identify the root cause of the issue.

As with other APM tools, Kinsta APM's agent might add additional load to your server's CPU and RAM resources and could potentially slow down your WordPress site for a limited time.

We strongly recommend only enabling Kinsta APM when you're actively diagnosing a performance issue on your client's site.



Enabling Kinsta APM in MyKinsta

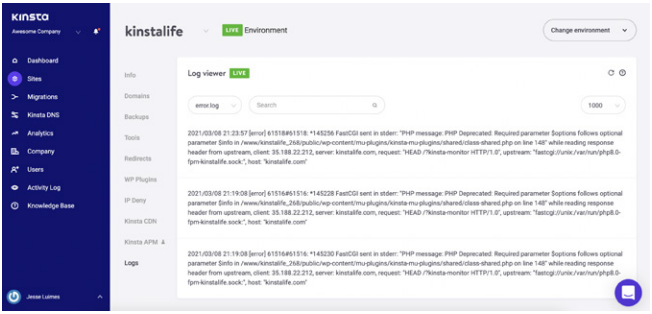
Logs

The next section is the Logs tab. Being able to view log files from the dashboard is a fast way to quickly debug something without having to spin up your SFTP client or command line.

Directly from within the MyKinsta dashboard, you can view:

- Error.logs
- kinsta-cache-perf.logs
- access.log files

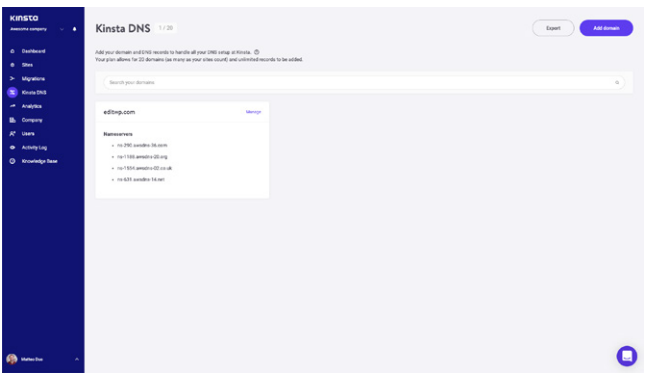
By default, this view will show the last 1,000 lines of data. You can drag the slider across to see the last 20,000 lines. There is also a search and a force reload functionality.



access.log file in MyKinsta

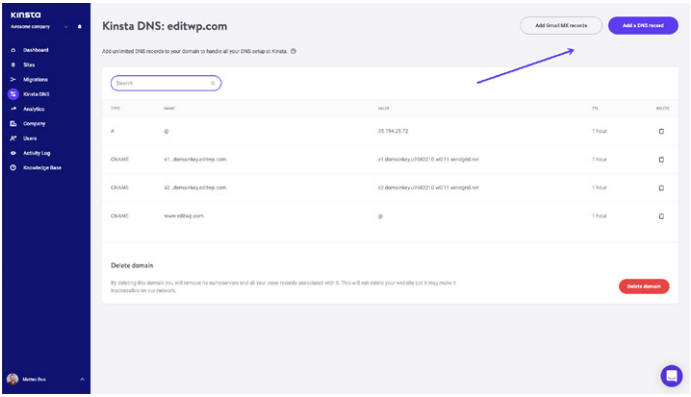
Kinsta DNS

If you're taking advantage of our premium DNS services with Amazon Route 53, the **Kinsta DNS** section is where you can manage all of your DNS records. It also supports in-line editing for quick changes.



Kinsta DNS in MyKinsta

We support the following records: A, AAAA, CNAME, MX, TXT (SPF can be entered as TXT), and SRV. You can also change the TTL time.



Editing DNS records in MyKinsta

Site Analytics

We love data at Kinsta! Therefore, one of our favorite sections is **Analytics**. Here you can view all sorts of different data about what is happening on your clients' sites. It's split up into different sections:

- **Resource Usage:** Visits, bandwidth usage, top requests by bytes, and top requests by count.
- **CDN Usage:** View bandwidth usage, top files by requests, top files by bytes, top file extensions, and HTTP response codes.
- **Dispersion:** Mobile vs desktop traffic.
- **Performance:** Average PHP + MySQL response time, PHP worker limit, PHP throughput, AJAX usage, top average PHP + MySQL response time, and top maximum upstream time.
- **Response:** Response code breakdown, response stats, 500 and 400

error breakdown, redirect breakdown, and 404 error breakdown.

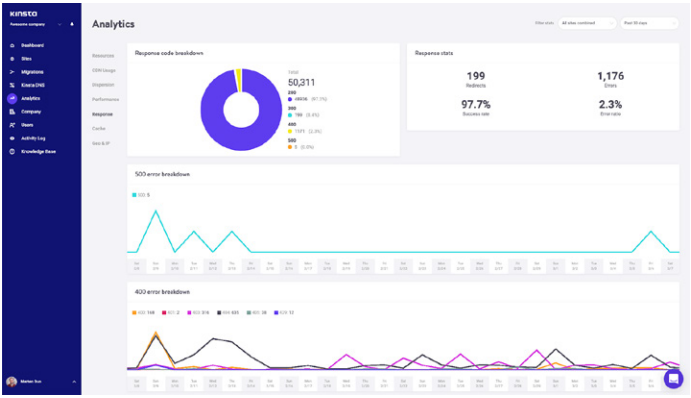
- **Cache:** Cache component stack, cache component chart, top cache bypasses.
- **Geo & IP:** Top countries, top regions, top cities, and top client IPs.

Below is just a preview of some of the many stats you can view in MyKinsta. Use filters to see a combined total, or you can choose to view each site individually.

Resource usage in MyKinsta

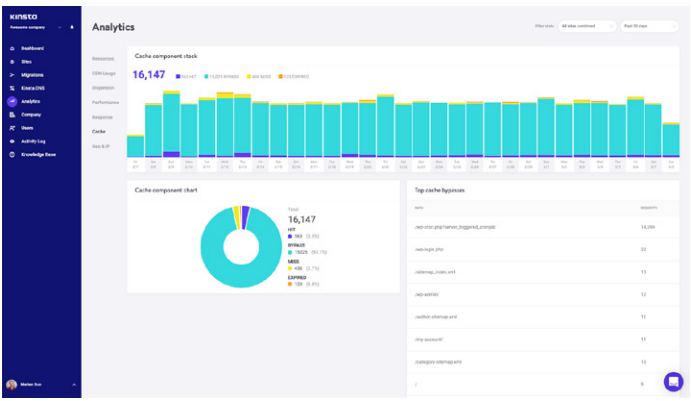
You can also toggle your view between the last 24 hours, the last 7 days, and the last 30 days. If you highlight a specific point in time on the graph, it will show you some comparison statistics, such as the total number of visitors being higher than the previous day.

Under the response analysis section, you can see a response code breakdown, response stats, errors, error rate, and so forth.



Response analysis in MyKinsta

Or under the cache analysis section, you can see how many requests are serving directly from cache, bypassing cache, missing, expired, etc.



Cache analysis in MyKinsta

Want to see how it works?
Play around with our MyKinsta demo account!

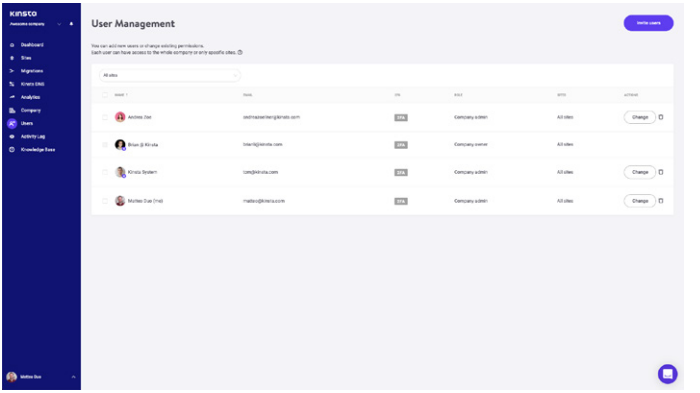
User Management

Our powerful multi-user feature allows you to add any number of users to your team. Give them access to all your sites, to just billing, or to a subset of your sites as developers or administrators.

In MyKinsta, we offer company- and site-level users. Company-level users can access company-level information, while site-level users have access to individual sites only.

We offer three permission sets at the company level. Company administrators have access to everything, including all sites. Company developers can manage all websites but don't see company billing or settings. Billing users only have access to company settings and billing information.

Site-level users can be site administrators who have access to all site environments (live and staging) or site developers who only have access to staging environments.

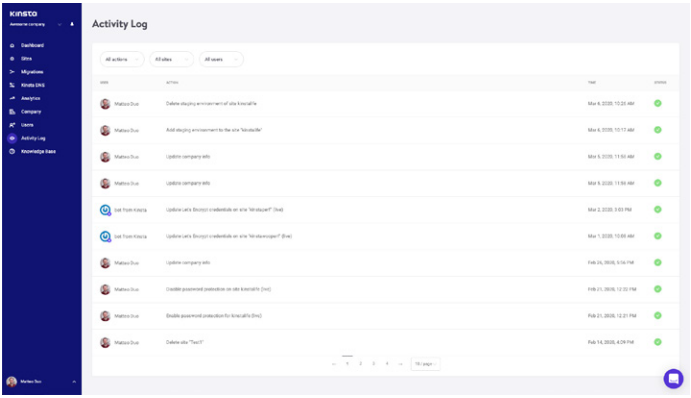


MyKinsta user management

For more information about our user levels, take a look at our Knowledge Base article outlining how MyKinsta roles work.

Activity Log

Don't forget our activity log! Here you can view all actions that were taken within the last 8 weeks, such as site creations, deletions, domain changes, etc. If you have multiple users on your account, this logs it globally so you can see who did what action.



MyKinsta activity log

User Notifications

There are a few notifications that will help your business stay on track.

Under User Settings, you'll find overage notifications and automatic invoice emails.

Overage notifications are exactly what they sound like: if you reach your plan's visits, CDN bandwidth, or disk space limits, we'll keep your clients' sites running while charging you an overage fee. To help you avoid these charges, we'll send you a notification at 80% and 100% usage.

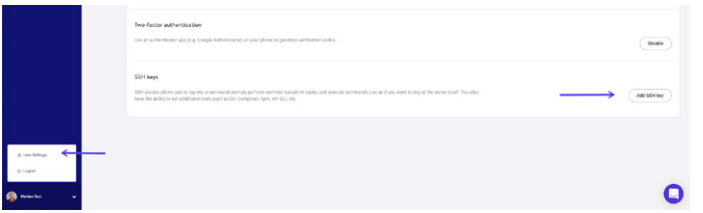
The automatic invoice emails feature means you'll receive invoices via email attached as PDF files. This is delivered for all companies in which you have permission to visit the Company section.

The MyKinsta Notification Center is a great place to stay up to date on new features, site info, migration status updates, and more.

SSH Keys

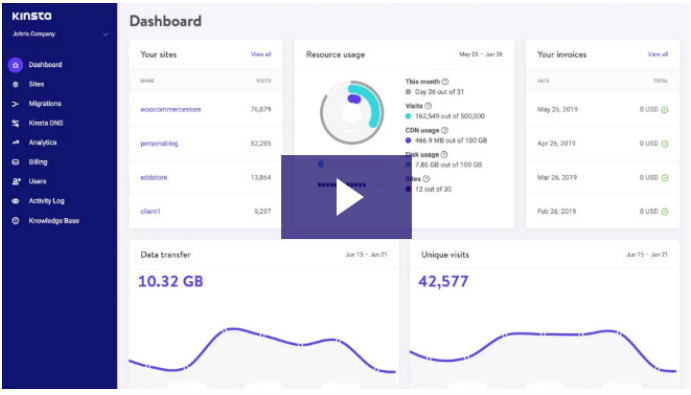
Kinsta provides SSH access on all of our plans as a more secure way of logging into a server while eliminating the need for a password.

To add your public SSH key, click into **User Settings,** and you'll find a section at the bottom of your user profile to add SSH keys, along with a label.



MyKinsta SSH keys

Enough with reading—it's time to see the MyKinsta dashboard in action:



Check out the MyKinsta dashboard.

Are you still unsure about making the switch? Schedule a live demo and a member of our team will answer all of your questions.

KINSTA