



# **The 2020 Guide to Managing 40+ WordPress Sites**

**KINSTA**



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# **The 2020 Guide to Managing 40+ WordPress Sites**

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When your clients put lots of time into creating their site, it can be disheartening for them to think their work isn't over. In fact, it's only just begun.

Creating a WordPress site isn't enough to get a business going. Any site owner needs also to pay attention to some good old WordPress maintenance.

It doesn't have to be a burden, though, because there are professionals – like you – who help businesses keep their sites in perfect shape. No matter whether this is your primary business focus or not, you are there for your clients, ensuring everything gets updated, fixed, and kept secure.

But there's one silent yet inevitable truth that both parties involved are aware of:

*Will you be able to keep delivering high-quality maintenance services along with new clients knocking at your (business) door?*

Well, if you know how to take care of your clients' sites and have the right tools to support your business, you'll never need to compromise quality over new work!

In this guide, we'll give you tips and resources, as well as show you how to scale site management effectively using the right tools to increase your client intake.

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 of 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 and for your own business as you'll be 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 and consider how that is going to impact their desired outcomes on one hand, while also anticipating how much harder your work will be on the other.

Here are a few questions that should lead your research:

- How deep do my clients want to get involved in site maintenance?
- What level of technical knowledge do my clients have?
- What 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.



CHAPTER 02:

# How to Migrate WordPress Sites

There can be 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 activity, here are some of the best migration plugins you should be considering:

- |                  |                  |                   |
|------------------|------------------|-------------------|
| 1. Duplicator    | 4. All-in-One WP | 7. Super Backup & |
| 2. Migrate Guru  | Migration        | Clone             |
| 3. WP Migrate DB | 5. UpdraftPlus   | 8. VaultPress     |
|                  | 6. BackupBuddy   | 9. Backup Guard   |

Before migrating a site using any plugin or tool, make sure to double-check with your current hosting provider [what they allow](#).

Migrating larger and complex sites on your own is a tough task that might fail partially or entirely if not everything works 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.



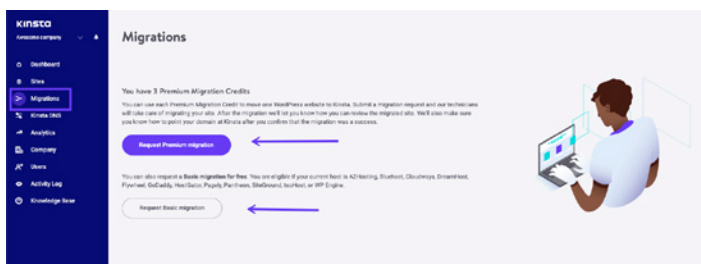
**Brent Martel, Co-Founder**  
Incline Media

# Migrations at Kinsta

Kinsta offers **different types of migrations** which vary based on the plan you choose, 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 appropriate migration process for any client sites directly from 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 the placement of the site into maintenance mode, additional setup, and careful scheduling 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 right option for your client sites.

The number of free migrations you can request is based on your plan but we also provide unlimited free migrations from selected hosting providers, such as:

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

And if you need a greater number your plan doesn't cover, you could buy [additional migrations in bulk](#) at a discounted price.

Rest assured that all your clients' sites, no matter if 1, 10, and even 40+ sites, will all 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. 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.

Now 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 see both options in more detail.

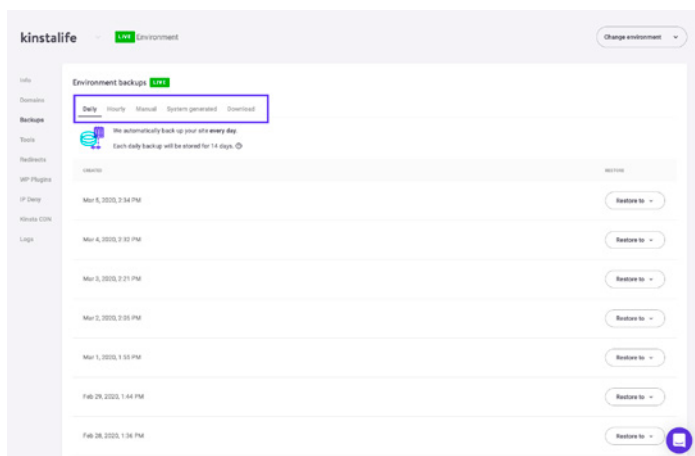
## Environment Backups at Kinsta

When you're doing maintenance work on your client's 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 five 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:** before critical tasks such as using the search-replace tool in MyKinsta, pushing a staging environment live, and restoring a backup to your live environment, Kinsta will trigger system-generated backups.
- **Downloadable archive:** if all this isn't enough, once per week, you could download a zip file of each client site containing website files and an SQL file containing the contents of the site database.



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 see how the peace of mind it gives you can be significant.

Backup options don't come alone, though, as 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 [only 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
- BackupBuddy
- UpdraftPlus
- 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.

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



CHAPTER 04:

# Keeping Your Clients' Sites Updated

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 for doing this:

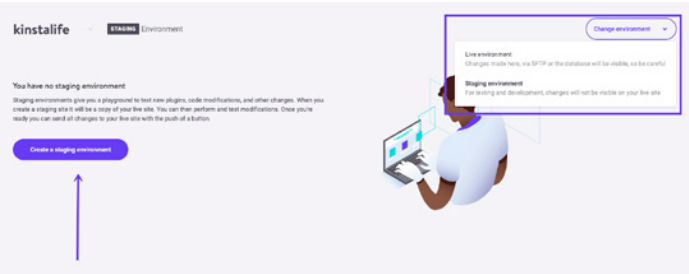
- Most updates include [security](#) patches. Your clients' sites will be more secure if you have these installed.
- Updating their theme or plugins allows them to have access to the latest features.
- Some updates to themes and plugins are to ensure compatibility with the latest release, so updating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

You can either have 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 at first and then, if it all checks out, push them over to live sites.

## One-Click Staging Site Creation with MyKinsta Dashboard

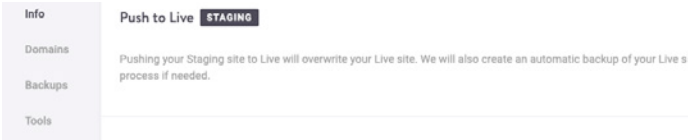
Kinsta includes [staging sites](#) in all of its hosting plans, meaning that you can test plugin and theme updates, as well as [core updates](#), in a safe environment before pushing them to your live client sites.

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



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.



Test this feature for free with the [MyKinsta demo](#)

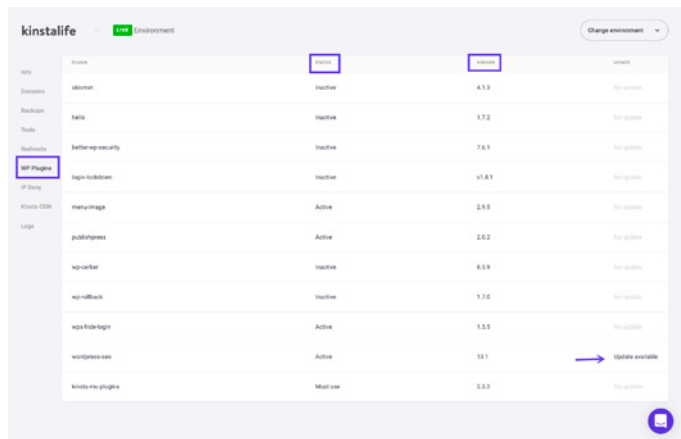
Once you're happy and ready with the updates and testing, you can send all changes back to the live version of your client's live site with the push of a button and move on to the next one.

## 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 have those themes and plugins you're actually using installed.

In [MyKinsta](#), you always have access to a list of all plugins installed in each site:



	name	status	version	update
akismet	akismet	inactive	4.1.3	No updates
hello	hello	inactive	1.7.2	No updates
better-wp-security	better-wp-security	inactive	7.6.1	No updates
login-lockdown	login-lockdown	inactive	v1.8.1	No updates
manytag	manytag	Active	2.5.5	No updates
pubsubpro	pubsubpro	Active	2.0.2	No updates
wp-cerber	wp-cerber	inactive	6.5.9	No updates
wp-malware	wp-malware	inactive	1.7.0	No updates
wp-file-login	wp-file-login	Active	1.5.5	No updates
wordfence-sc	wordfence-sc	Active	19.1	Update available
kinsta-mu-plugins	kinsta-mu-plugins	Muall user	2.0.2	No updates

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, as well as if there is 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's a combination of implementing the right security stack 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 role and privileges).

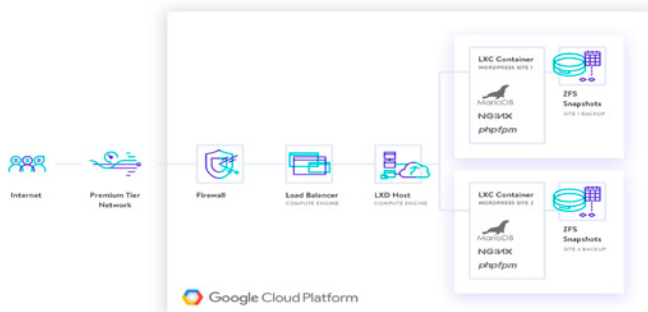
## Security at Kinsta

If your clients trust your 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](#), maybe at night or over the weekend.

Even if you have advanced technical knowledge when it comes to security, 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 take care of all this for you. Here are just a few [security features](#) that we offer on 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 (no FTP) are supported when accessing WordPress sites directly.
- 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 version 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 provides complete isolation for not just each account, but each separate WordPress site. This is a much more secure method than offered by other competitors. GCP also employs data encryption at rest.

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, in case something bad happens, 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 very basics done.

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 their [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 which 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](#).

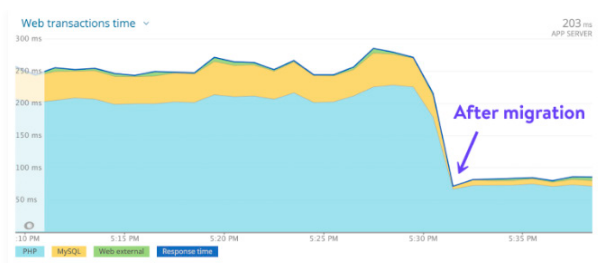
## Key Areas for Speeding Up Client Sites

If the performance of your clients' sites isn't what it should be, you can then take steps to speed up their site, which might include switching to better-performing plugins, [editing the code of a theme](#), turning on minification, and [optimizing images](#) and other assets.

We published a thorough guide on speed and optimization. These 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 it 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, clients experienced up to a [200% speed increase](#) just from moving their site over at Kinsta.



Before vs after migration load time on client site

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 client's hosting!

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



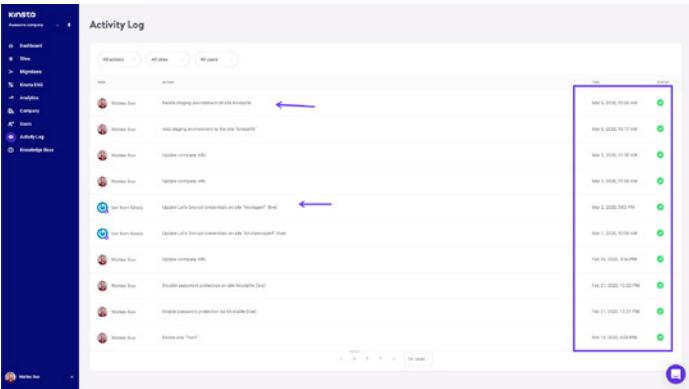
CHAPTER 07:

# Troubleshooting Issues With Your Clients' Sites

Sometimes your clients' sites will develop problems such as broken links, images not properly loading, 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
- Best practices for [WordPress Redirects](#)
- [HTTP status code](#) list



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 files being uploaded that shouldn't be.

Thanks to the Activity Log in MyKinsta, everything is logged globally: from site creations, 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:

- [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, instead of taking retrospective action to fix sites when they go down or stops working properly, you can take preventative actions 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 hold accountable for. Many of these as time- and resource-consuming tasks that, if streamlined effectively, could have hugely positive effects on your business.

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](https://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 farther ahead. 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).**

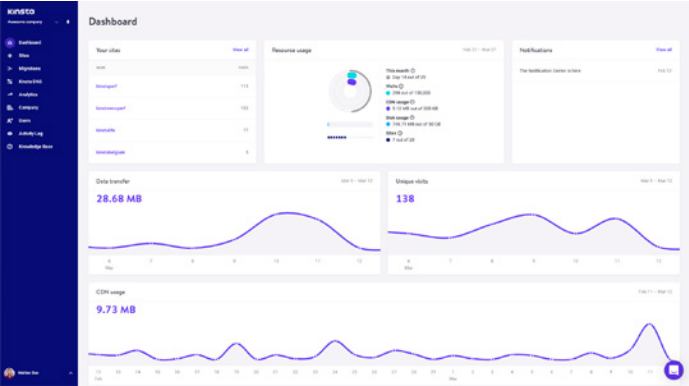


BONUS CHAPTER:

# A Sneak Peek of 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 all feedback from customers managing multiple sites – like you – and developed MyKinsta with their needs front of mind.



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

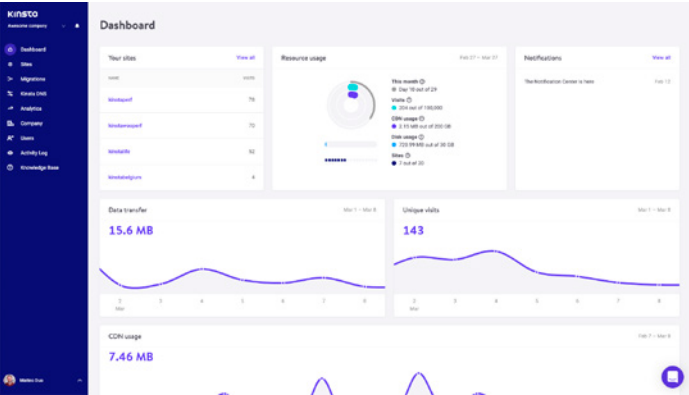


Don't feel like reading? Then, go straight ahead and [test MyKinsta 100% for free in our MyKinsta demo](#).

## Main Dashboard

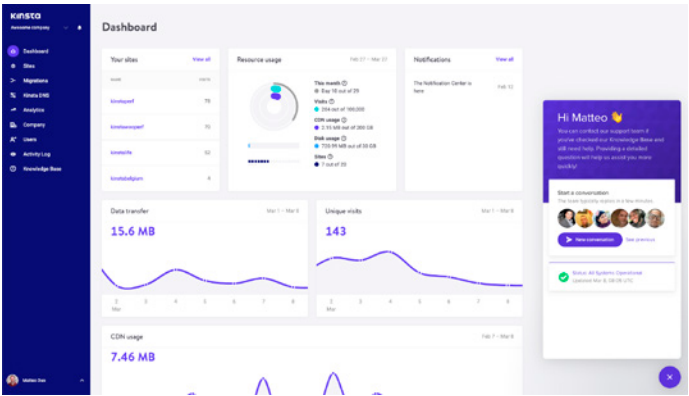
When you first log in to [MyKinsta](#), you'll access the Dashboard tab where you can quickly see an overview of all your clients' sites, their total visits for the month, disk and CDN usage, data transfer, unique visits, and other information.

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



MyKinsta main dashboard

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



MyKinsta WordPress hosting support

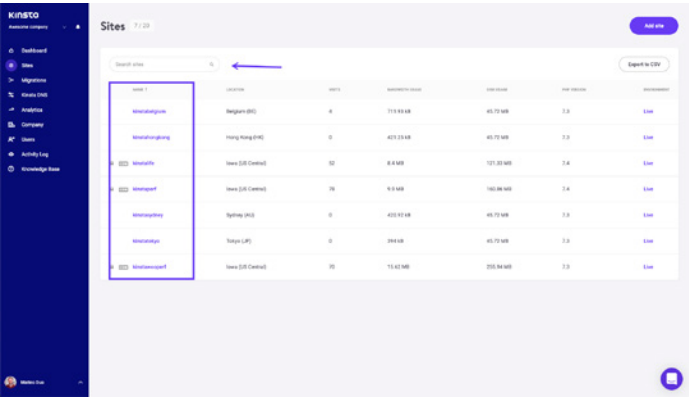
For those always on the go, we made sure MyKinsta is also fully responsive, no additional app needed. This means you can easily manage sites from anywhere.

Take 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,” in which you can see a full list of the WordPress sites you are managing and hosting with Kinsta. You can arrange them by name, total number of visits, bandwidth usage, and disk usage.

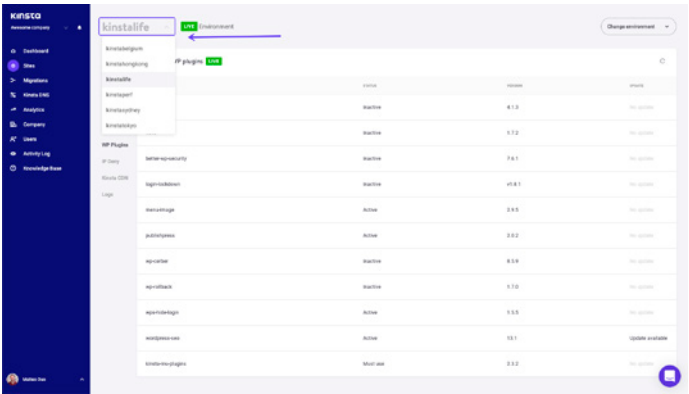
For those of you with lots of sites, there is an easy search functionality at the top.



Managing multiple sites in MyKinsta



If the search bar isn't enough, there is a quick site navigation option a 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.



Site navigation

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!

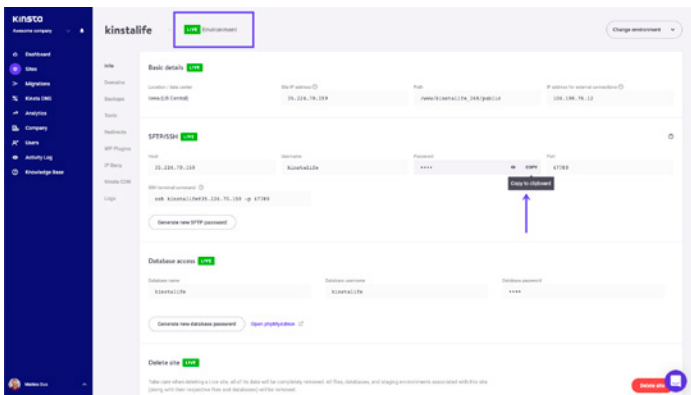
You can choose from any of the [Google Cloud Platform data center locations available](#), which allows you to place your clients' sites in a geographical location closest to their visitors. This decreases



## Sites Info

When you click into one of your client sites, you are first met with the site “Info” tab. This allows you to see their data center location, IPv4 address, SFTP/SSH and database connection information.

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



Site info

Thanks to status indicators “Live” and “Staging”, you always know which version of their site you are currently managing.

There is a handy “Copy to clipboard” option which 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).



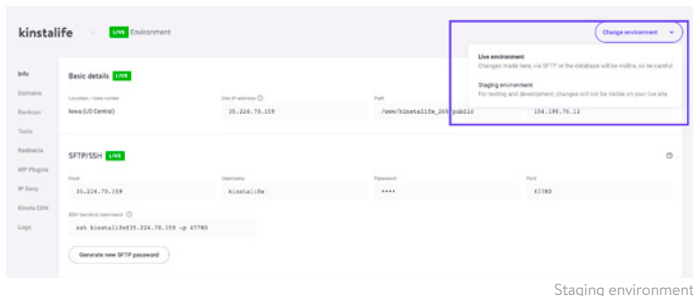
The screenshot shows the 'Database access' section of the WordPress dashboard. It includes fields for 'Database name' (kinetallife), 'Database username' (kinetallife), and 'Database password' (masked with dots). A button labeled 'Generate new database password' is highlighted with a red box. To its right is a link 'Open phpMyAdmin'. Below this is the 'Delete site' section, which has a 'Delete site' button and a warning message: 'Take care when deleting a Live site, all of its data will be completely removed. All files, databases, and staging environments associated with this site (along with their respective files and databases) will be removed.'

Generating new database password

You can easily change 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.

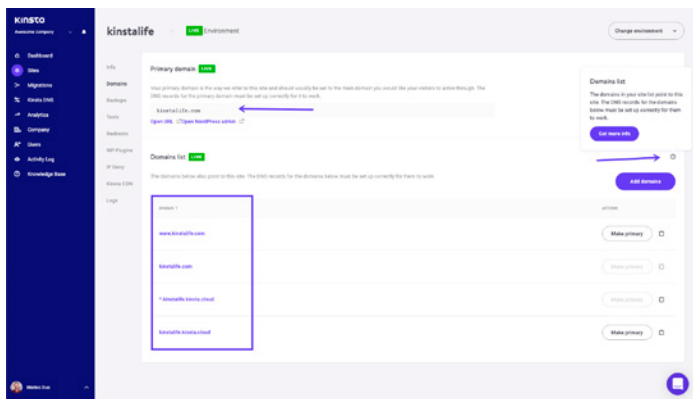
To create a staging site, click on “Change Environment” from the drop-down menu at the top right and choose “Staging Environment.” If a staging environment doesn’t already exist, then click on the “Create a Staging Environment” button.



## 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).

There is also a link to open your WordPress admin.



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

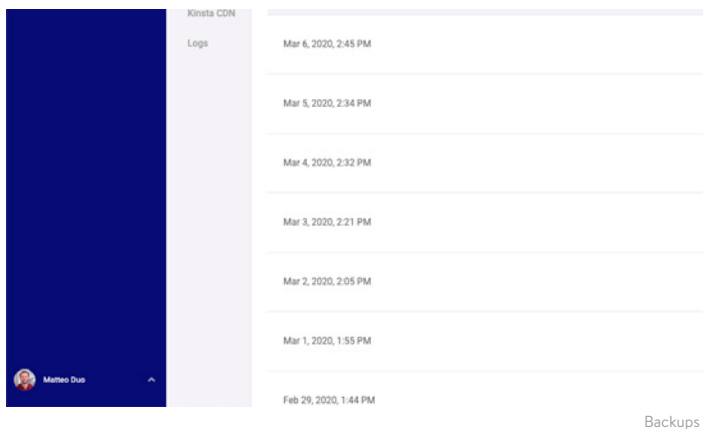
## Backups

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 five different backup options:

1. **Daily:** We create a backup automatically every day.
2. **Hourly:** For many of you, daily backups weren’t enough and we heard your feedback. For those of you dealing with highly dynamic sites (ecommerce, LMS, membership), we now have an hourly backups add-on.
3. **Manual:** You can create up to 5 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 system backup is automatically generated).
5. **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 you a .zip file 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, or you can even restore it to staging.

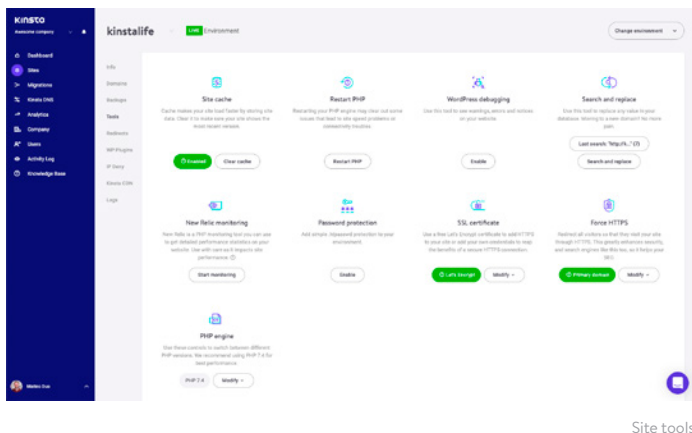


## Tools

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

- Clear your clients’ site’s cache. This is useful if you want to make sure your site shows 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, and 7.4).

- 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.

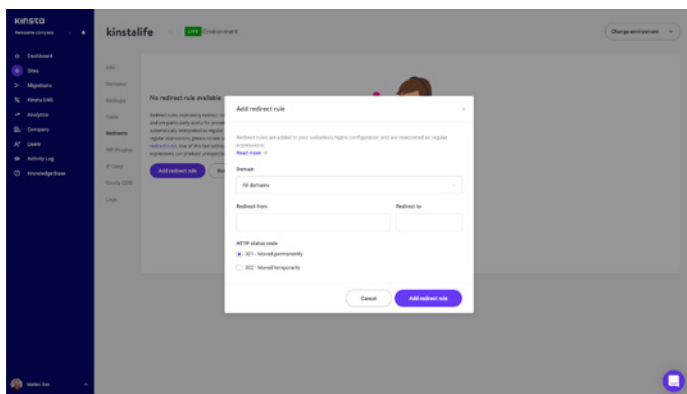


## Redirects

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 at any time to a CSV file. It also supports regex!

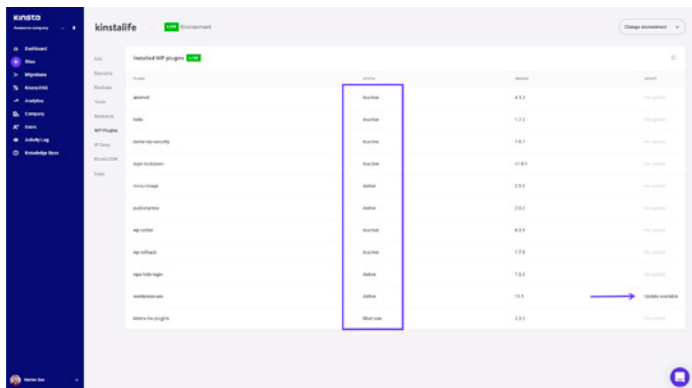




Redirects

## Plugins

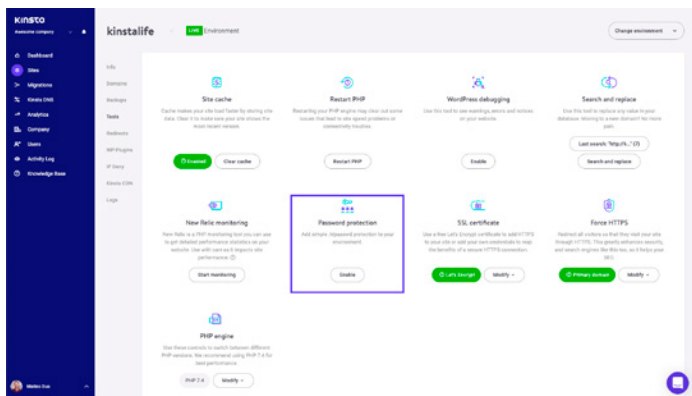
The next section is the “Plugins” tab. In here, you can see a list of all installed plugins, both activated and inactive. View the current version number as well as if there is an update available.



Plugin list

# Password Protection (htpasswd)

Want 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 it until you or your client are ready.



Enabling .htpasswd protection

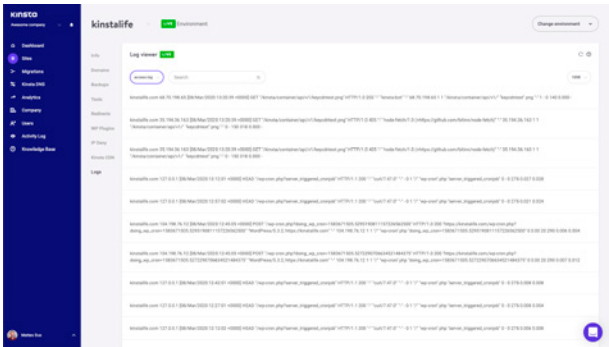
## Logs

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

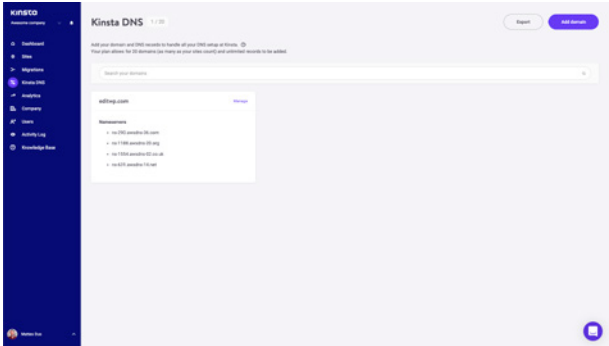
By default, it will show the last 1,000 lines. You can drag the slider across to see the last 20,000 lines. There is also a search and force reload functionality.



access.log file

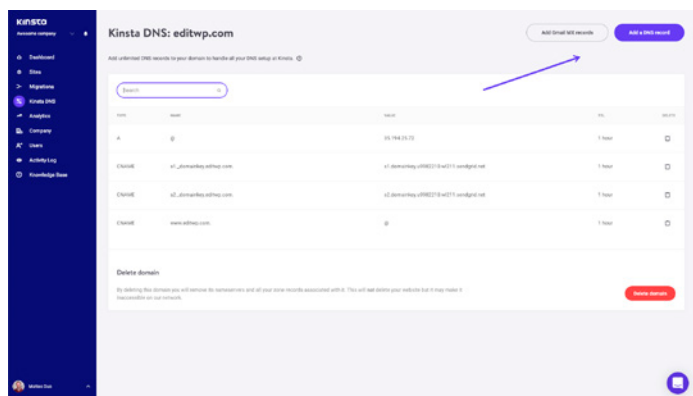
## Kinsta DNS

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

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

## 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 is split up into different sections:

- Resource Usage: Visits, bandwidth usage, top requests by bytes, 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, top maximum upstream time.

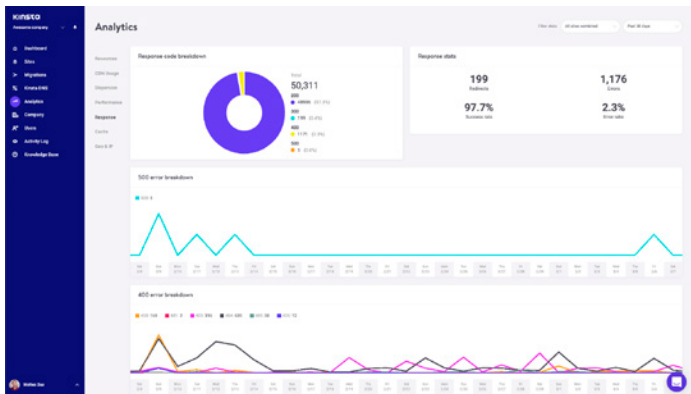
- Response: Response code breakdown, response stats, 500 and 400 error breakdown, redirect breakdown, 404 error breakdown.
- Cache: Cache component stack, cache component chart, top cache bypasses.
- Geo & IP: Top countries, top regions, top cities, top client IPs.

Here is just a preview below of some of the many stats you can view in MyKinsta. There are filters that allow you to see a combined total or you can view each site individually.



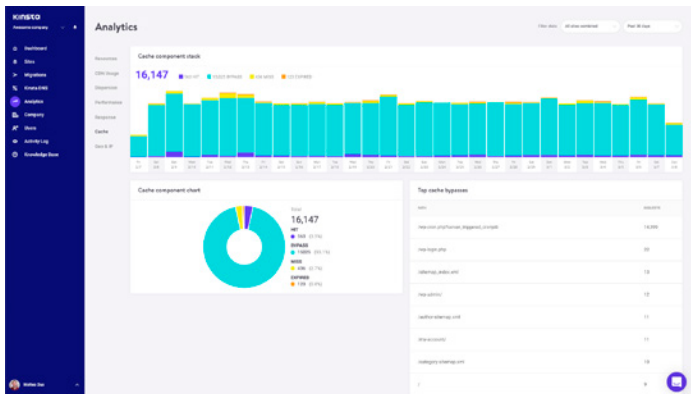
You can also toggle it between the last 24 hours, last 7 days, and the last 30 days. If you highlight a specific point in time on the graph it will show you some comparison statistics, such as the total number of visitors being higher than the previous day, etc.

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



Response analysis

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



Cache analysis

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



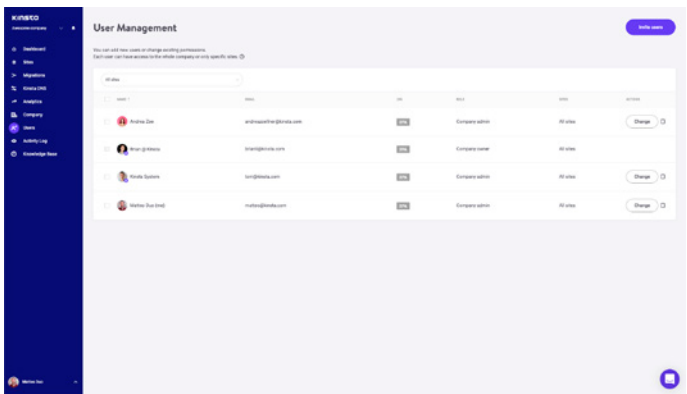
# User Management

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

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.

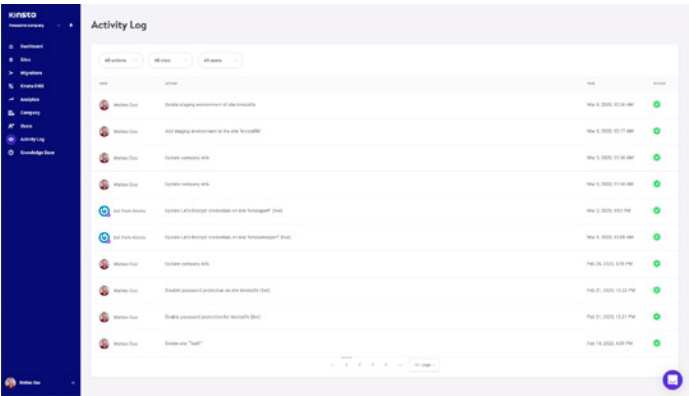


MyKinsta multiuser

For more information about our user levels take a look at our Knowledge Base article about how [MyKinsta roles work](#).

## Activity Log

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



MyKinsta activity log

## SSH Keys

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

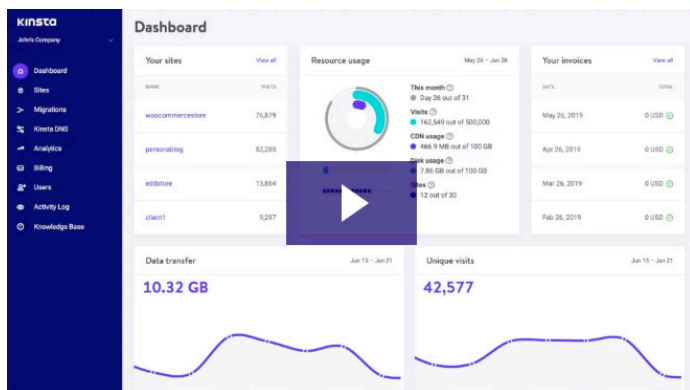
To add your public SSH key, click into “User Settings” and you will see a section at the bottom of your user profile to add SSH keys, along with a label.





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**