
**THE ULTIMATE GUIDE
TO MANAGING**

50+

WORDPRESS

SITES

WITH FLYWHEEL!



No matter if you're working with 5, 50, or 500 sites, we built a hosting platform that not only helps you manage your sites, but also manage your workflow, team, and clients....all from one place!

The ultimate guide to managing 50+ WordPress sites with Flywheel

As your business starts to take off and you're working with multiple WordPress sites, you'll find there are tons of tasks on your plate that cost your team time, money, and effort. From managing servers to struggling with security plugins, these non-billable burdens are pieces that you and your team shouldn't have to manage. Enter: Flywheel.

We believe creative business owners like you shouldn't have to deal with those administrative and behind-the-scenes tasks just to keep your clients' websites running. And you should never, ever have to worry about the technical aspects of your WordPress sites – they should naturally be secure, speedy, and simple.

“Creative business owners shouldn't have to worry about the technical aspects

So we built a hosting platform that not only helps you manage your sites, but also manage your workflow, team, and clients...all from one place!

At this point in your business, you've probably tried a handful of hosting companies, a plethora of plugins, and a ton of tools to help streamline your process. Typically, the result of these experiments is a mess of sites across several servers and accounts, with varying levels of performance and stability.

Any of these scenarios sound familiar?

- **Traffic spikes on one site, affecting (and hurting) the performance of others.**
- **A site goes down at a critical moment, resulting in unhappy clients.**
- **One site gets hacked, leading to wasted hours trying to clean it up.**
- **A code change breaks the live site, and there's no backup to rely on.**
- **A new version of WordPress is released, meaning you have to update every. Single. Site.**
- **You're fiddling with disjointed workflows and out-of-date software tools and everything is just hard.**





Flywheel exists to help you solve all of those stressful situations. In this ebook, we're sharing our best tips to help your agency streamline your workflow, leverage Flywheel for the tasks you'd rather not handle, and ultimately scale your business.

Here's what we'll be covering:

- **How to move 50+ sites to Flywheel (Hint: We do it for you, for free!)**
- **Tips to help your team collaborate and stay organized with WordPress**
- **How to handle WordPress security at scale (and never clean up malware again)**
- **How to provide outstanding site performance to all of your clients**
- **4 simple ways to speed up site management & development**
- **The support team that's with you every step of the way**
- **Accelerating growth with recurring revenue**

Let's dive in!



How to move 50+ sites to Flywheel

We know it's not always easy to move WordPress sites from one server to another, especially when you're talking about a large quantity. That's why we'll tackle the migration for you, free of charge, and keep your sites up and running the entire time! (Yep, even if you have 50+ sites!)

“Our team of WordPress experts is here to take care of the transition”

How do we do it? The short answer: a team of highly-trained WordPress experts, a slew of tools we trust, and probably a soda or two.

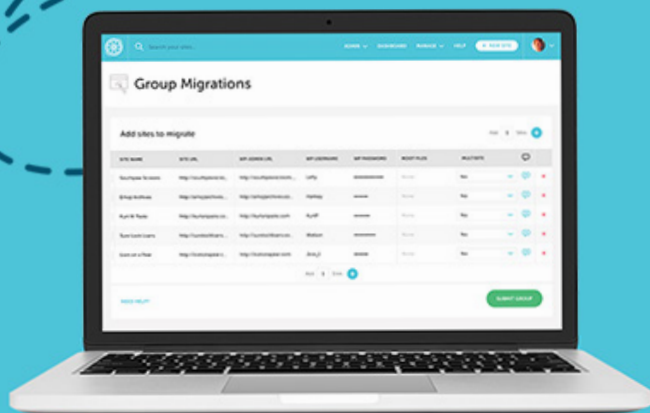
Every time we move a WordPress site to Flywheel's platform, one of our Happiness Engineers (AKA WordPress experts!) takes extra special care to make the transition as

seamless as possible. Instead of directly moving your client's site over, we actually make a copy of it. (This is how the site maintains 100% uptime during the process!)

For business owners like you with lots of sites, we even built a special "group migration" tool that speeds up the process. This streamlined system collects all your site details in one simple view, that way you and your clients can stay organized while we get all your sites swapped over to Flywheel's platform! It's exceptionally easy to use, securely stores all your site information, and creates a collaborative workflow between your team and ours.



The simplest way to move all your sites



Once we make a copy of a site on Flywheel's servers, you'll be able to preview it as a demo site. It functions just like the live site, and you'll even be able to get an idea of how fast it'll run on Flywheel. (While we can't promise it'll be faster than your old host, it's pretty typical for the site to get a little speedier once it's running on our platform!)

“The migration process was so smooth, and two days later we had 35 sites migrated over to Flywheel! I’ve never had a more seamless, easy to use, easy to understand, intuitive experience managing websites.”

– *Chris Hahn, Technical Lead at [CreativeFuse](#)*

Once your sites are hosted on Flywheel, things will only continue to get easier. Next, let's cover a few house-cleaning tips for keeping your team organized on WordPress (and a few tools Flywheel offers to help).

Tips to help your team collaborate & stay organized with WordPress

When it comes to scaling your business, your team needs to have all your WordPress ducks in a row if you want to succeed. When managing multiple WordPress sites, you'll work with multiple usernames, passwords, plugins, themes, credentials, logos, brands...and the list goes on and on. Not to mention that some of those items should really be securely stored, instead of just laying around on a Google Sheet.

LOGIN CREDENTIAL MANAGEMENT

For storing credentials, consider using a password management tool such as [LastPass](#) or [1Password](#). Tools like these will keep login information secure while also speeding up your workflow. Instead of shuffling through papers or performing “Command + F” to try to find a password hidden in a document, these tools will allow you to sign in with just the click of a button.



CLIENT ASSETS

As for organizing assets for your clients, you'll want to set up a solid naming system for your folders early on. If all of your files follow roughly the same pattern for each client, you'll be able to fly through folders to get what you need instead of trying to remember how you named something or where you saved it. This organization could be local on your hard drive, synced with [DropBox](#), or even in a [Google Drive](#) that you share with clients.

Pro-tip: Once you determine the naming system, make sure everyone on your team knows to follow it, too. A solid system like this only works if everyone is following the same standards!

You should also consider creating a document for each client that details the theme, plugins, and any extra functionality you've built for their site. Your team will appreciate the ability to see that information all in one place, and then in a few months when that client has questions, you can quickly get caught back up to speed. Plus, you can (and should) provide this document to the client to ensure a successful site handoff!

COLLABORATING ON FLYWHEEL

Flywheel was designed to optimize the workflow for creatives building WordPress sites. With that in mind, we created several features that'll help keep your team organized and cut down on the whole "sharing passwords in spreadsheets" thing.

First, each member of your team will have their own separate Flywheel account while still sharing access to client sites. If you belong to an agency (where the same group of people need access to every site), you can set up an [Organization](#) on Flywheel.

Dave created
the site [Flywheel](#).

Tyler invited [brett@domain.com](#) to
collaborate on [Life at Flywheel](#).

Nanda pushed
production on [Flywheel](#).



Organizations

*Start collaborating with
your team!*

Members of the organization will have access to create new client sites, push staging changes to production, and generally manage the site (all with their own separate account). When you create an organization, you'll also see a real-time activity feed in your Flywheel dashboard, giving you valuable insight into what your team is working on. If you ever have questions about why a change was made, you'll know exactly who to ask!

If you ever collaborate with teammates on an ad hoc basis, you can also add a [Collaborator](#) to specific sites. This gives them access to manage the site, but restricts billing information. It's a very secure way to bring on a one-time specialist for a client project!

SFTP ACCESS

Finally, in the theme of simplifying site access, we completely redesigned the way [SFTP access](#) works on Flywheel sites. Instead of trying to remember multiple logins for multiple sites, your personal Flywheel account credentials also work for SFTP – for all of your sites. When you log into the Flywheel SFTP server, you'll see all of your sites in one place, neatly arranged according to the owner. (And when you're working with 50+ sites, this organized interface starts to make a really nice difference!)

“Your personal Flywheel credentials work for SFTP for all of your sites”

Every creative team operates a little differently, so the optimum set up for your workflow may look a little different than the agency's down the street. With these simplified collaboration tools, however, your team will be so streamlined that you'll have tons of time to book new clients!

Next, let's talk about scaling the security of all those sites.

How to handle WordPress security at scale

There's nothing quite like a hacked site to completely throw off your workflow and slow down progress on a project. When you're managing multiple WordPress sites, it's critical that you try to minimize security risks in order to keep hackers at bay and your client's sites secure. So, how do you start, and how do you scale the process?



It's a two-street. There are some things you can do as the site owner, and there are some things Flywheel can do as your managed host.

Let's start with the things Flywheel does for you (and that you never have to worry about again)!

HOW FLYWHEEL KEEPS WORDPRESS SITES SECURE

You could certainly install a bunch of security plugins on every WordPress site you're managing, but that's outrageously time-consuming, unreliable, and requires diligent updating. When your site is hosted on Flywheel, we've already optimized all of our servers with the best security practices for WordPress, so there's no need for a single security plugin.

In the event that malware does find its way onto your site, we'll also take care of that, free of charge. Cleaning up a site full of malware can take days, or even weeks, and that's probably the last thing your team needs thrown on top of your workload.

“We knew we wanted some sort of managed hosting solution because we were spending a lot of our time on security problems. At Artmil, we're basically all designers, and we just didn't want to become the world's foremost experts on WordPress security. With Flywheel, we don't have to worry about the back-end stuff or install a bunch of security plugins (which we used to do). They've solved our #1 problem.”

- Paul Miller, [Artmil](#)

Finally, Flywheel also takes a backup of your sites every single night. There's no need to manually FTP files to your local computer, click a button in order to back up a site, or install finicky backup plugins. We'll store each nightly backup for 30 days off-site, and you can easily restore with just the click of a button. Then if anything ever does go wrong, you can simply roll back, and problem solved!

HOW YOU CAN KEEP WORDPRESS SITES SECURE

Beyond the features that Flywheel offers, there are a few small things you can do on the site level to boost security for all of your sites.



To keep hackers away, focus on these simple security tricks. While they might seem small, they can have a big impact to keep your site secure!

- **Use strong passwords**
- **Avoid obvious usernames**
- **Keep your themes and plugins updated**
- **Uninstall inactive plugins and themes**
- **Move your WordPress login screen**
- **Add an SSL certificate**
- **Add Captcha**

“*These simple tricks help avoid malware attacks and workflow interruptions*”

By following these simple security practices and leveraging Flywheel's platform, your sites will be well protected from hackers. And that means no surprise malware attacks and no disruptions to your workflow! Now, let's dive into WordPress performance.



How to provide outstanding site performance to all of your clients

Much like security, achieving great site performance takes collaboration between you and your hosting company. There are several things you can do in development to keep things loading quickly, but there's also a lot that falls to your host, since they're the ones managing the servers.

Again, let's start with the things Flywheel will take care of for you, that you no longer have to worry about!

HOW FLYWHEEL HELPS SITE PERFORMANCE

If you're used to shared hosting, you're probably familiar with the scenario where one site gets a bunch of traffic, causing others to crash. While it works well for one customer, it doesn't work for the rest, and that's probably not the experience you want to offer to your clients. They get upset, your team is scrambling to fix the issues, and anyone trying to access the site is ultimately disappointed.

When you've put so much time, energy, and creativity into a project, the last thing you want to worry about is whether or not it's going to crash.

“Dedicated hosting prevents one website from compromising another”

Flywheel has partnered with Google Cloud to create the most robust, redundant, and scalable hosting architecture on the market. This means a few important things:

- **Each WordPress site on our platform will heal itself in the event of any service failure. As an example: If there are issues with PHP, your site won't go down...it'll just fix itself!**
- **Scaling your site to millions of visitors happens instantly. There's no need for downtime or a migration to more hardware!**
- **If your site's growing and every visit is mission-critical, our new platform offers the ability for full redundancy and high-availability.**
- **Each site has its own resources, meaning other sites can't bring yours down.**

In other words, all these things work together to ensure your site has an uptime record of 99.99%. And as your clients continue to grow their business, their site will be ready to grow with them!



Beyond the impressive infrastructure, Flywheel also offers free CDN (Content Delivery Network) for every site, and our optimized caching technology, FlyCache. We've taken into account the most popular WordPress themes and plugins to make sure your pages are cached (or not cached) correctly – with no extra work from you!

Note: This means you never have to configure caching plugins again, and that alone can save your team a bunch of time!

It's much easier to have Flywheel shoulder a bunch of the responsibility, instead of cobbling together a bunch of different pieces and hoping your site will come together seamlessly. Otherwise, you have to hope that you've configured the server correctly and can migrate sites from staging to a live domain with zero down time, or make changes to the live site and hope you don't break anything. That's a ton of pressure on your business, and you don't need to deal with it.

“The pain points of stability and performance have been completely taken care of with Flywheel. It's nice to be able to just let go and enjoy and do what we do.”

- Bryan Monzon, [Fifty and Fifty](#)

While we'll take care of most of your performance problems, we do have a few best practices we like to recommend to our customers to keep in mind during development.

HOW YOU CAN IMPROVE SITE PERFORMANCE

Having a solid host is just the first-step to the performance puzzle. Next, you need to nail down your own process within your team, and ensure everyone is following the same standards when it comes to developing sites. Creating a repeatable process is key when working with multiple WordPress sites!

To start, make sure these steps are included in your workflow:

- **Optimize the images you're using on a site**
- **Use solid plugins that you trust**
- **Trim any plugins the site doesn't need**
- **Minify assets such as CSS and JavaScript**
- **Write clean code that's well documented**



*Note: As new technologies come out, there will always be better and better ways to develop your site to optimize performance. Our best tip? Continue learning and experimenting, to see what works best for your own individual sites! (Just remember to experiment on a test site, so the live site doesn't break.)

Flywheel allows you to launch your sites on an amazing architecture, so you don't have to stress about server uptime ever again. This also means no more messing with caching plugins, special optimizations, or time-consuming solutions.

“You don't have to stress about server uptime ever again!”

With all that extra time, you'll have the opportunity to build even more sites for even more clients. Next, let's talk about speeding up your development workflow!

4 ways to speed up site management & development

When you have lots of WordPress sites to manage, using your time wisely is one of the most important things you can do. That's why the more you can streamline the site update and creation process, the more time you'll have to collaborate with clients!

Start with the basics:

- **Have clearly defined processes**
- **Understand who's responsible for what on your team**
- **Have a point of contact for every client**

These communication pieces will help keep your team and your clients all on the same page, so nothing gets held up by an unanswered email. Beyond these tips, however, Flywheel has four features to help you create sites with ease and spend less time managing sites.

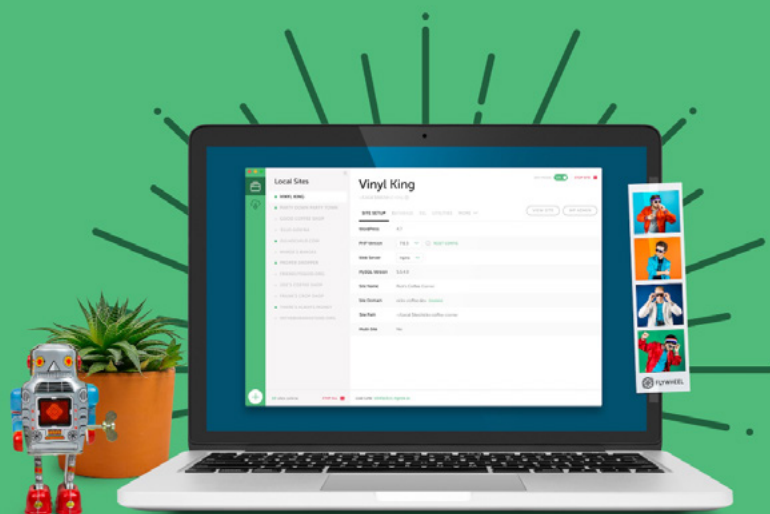
1. USE FLYWHEEL'S BLUEPRINTS FEATURE TO CREATE SITES FASTER

While every client will have their own unique requirements for a site, you might want to consider creating a "toolbox" of themes and plugins that you regularly use. For example, are there any plugins you install on every site you create, such as Jetpack or Yoast SEO? Do you have a niche (like restaurant sites) that all start from the same WordPress theme?



Local WordPress development made simple

Download Local by Flywheel for free!



We know this mentality helps speed up site development quite a bit, which is why we built our [Blueprints](#) feature. When you create a Blueprint of an existing site, that site's theme and plugins will be saved as a custom configuration you can use for building out future projects. When you create a new site, you'll have the option of starting from one of your existing Blueprints with the click of a button (no manual installation needed)!

2. SPEED UP DEPLOYMENT WITH LOCAL BY FLYWHEEL

Beyond hosting, did you know that Flywheel offers a free local development app called [Local by Flywheel](#)? You don't have to use our hosting to use the development app, but when you use both, you'll be introduced to the smoothest process in the industry for taking sites live.

“Pull sites down for offline editing and push them live when you're ready to publish”

By connecting the two tools, you can easily pull sites down for offline editing and push sites live when you're ready to publish changes. The next time your client asks for a redesign, it'll be outrageously easy to update the site! (And there's no need to mess with downloading and uploading and plugins and database exporting ever again.)

3. MAKE QUICK CHANGES WITH A STAGING SITE

If you're in the final phase of testing a site, make those tiny tweaks in a free Flywheel [Staging](#) site. This comes included with all hosting plans, so you always have the option to safely make changes instead of risking your live site!



4. ESTABLISH AN UPDATE PROCESS

When it comes to WordPress, there's no shortage of updates needed to keep your sites running beautifully and flawlessly. Between the WordPress core, themes, and plugins, it can be a lot to keep track of. Our best advice? Set aside time at a regular frequency to run through your client sites and make sure they're updated. (Bonus points if you're charging a recurring fee for this service, as it's a super easy way to earn some recurring revenue!)

Don't worry about WordPress updates, though. As a Flywheel customer, we'll take care of those for you! (You always have the option to opt out of an update, however, if you need to wait.) And if you're worried about how an update might affect your site, you can always test it in a staging or local site first, to ensure nothing breaks!

“*Build recurring revenue into the process and streamline your site management*”

Every little step in the process takes up billable time, so the more you can streamline site management, the better off you'll be. By housing all these pieces in the Flywheel ecosystem, you'll be well on your way to a world where you just focus on scaling your business!

The support team that's with you every step of the way

It's not fun to imagine worst-case-scenario situations, but to successfully manage multiple WordPress sites, you'll want to be as prepared as possible when something goes wrong. Let's say a site goes down; who do you call?

For every product that you use to build your client's sites (themes, plugins, host, etc.) be sure you know how to contact their support teams. You may even want to create a spreadsheet with email addresses, phone numbers, or links to contact forms to help streamline the emergency process.

On the hosting side, when you call Flywheel, you'll get our knowledgeable, friendly support team, ready and willing to assist you with all of their expert WordPress knowledge. And when you host dozens of sites or more on Flywheel, you'll also get the added bonus of a dedicated account manager who can help you with anything from escalating support issues to migrating sites at short notice. We believe in being a partner for your business, and will work diligently to help you in every capacity we can.



“On a 1-10 scale, I would give my Flywheel Support experience an 11. I was having some serious issues with plugin compatibility, and while Flywheel didn’t develop the plugin, their support team walked me through everything and helped me troubleshoot the problem. They’ve always addressed my questions with respect, care, and humor while making me feel like they’re working beside me instead of above me. Flywheel is worth the investment if you want to build something meaningful!”

- Kenny Lange, [PHNX21creative Agency](#)

When you’re managing lots of sites, using services you trust is key to running an efficient business. If you’ve followed all of these tips so far, there’s only one piece of the puzzle that’s left: It’s time to scale!

Accelerating growth with recurring revenue

If the number of WordPress sites you manage continues to grow, it might also be time to grow your business. If you’re beginning to get bogged down or start experiencing burnout, that could be a sign that it’s time to switch up your revenue streams for something a little more stable and passive.

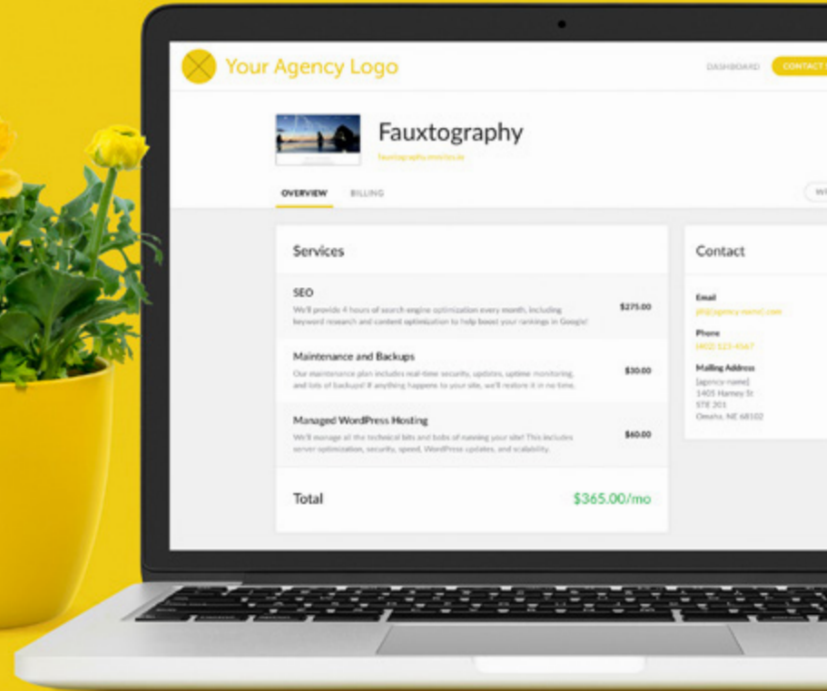
Generating recurring revenue is the key, and reselling hosting is one of the easiest forms for someone in your position. The best part? You know your clients require web hosting for their site, so it’s a super easy sell.

Flywheel believes so strongly in recurring revenue that we even created an entire product to help your team earn steady income from your clients. [White Label](#) is a custom billing platform that lets you bill your clients under your own brilliant brand, all connected to your hosting account to keep things nice and tidy.



White Label

*The best billing solution
for growing businesses!*



Services	
SEO We'll provide 4 hours of search engine optimization every month, including keyword research and content optimization to help boost your rankings in Google!	\$275.00
Maintenance and Backups Our maintenance plan includes real-time security, updates, uptime monitoring, and lots of backups! If anything happens to your site, we'll restore it in no time.	\$30.00
Managed WordPress Hosting We'll manage all the technical bits and bobs of running your site! This includes server optimization, security, speed, WordPress updates, and scalability.	\$60.00
Total	\$365.00/mo

Contact
Email
[email]
Phone
[phone]
Billing Address
[address]

Conclusion

Long-story short, Flywheel was created for creatives like you building out lots of sites for clients. And we're on a mission to make it as easy as possible to manage all those sites and continue to grow your business!



We're here to help you get started

From small agencies to giant clients, Flywheel products have helped over 100,000 people scale their business on the WordPress platform. We're laser-focused on crafting sleek and simple tools that allow users to quickly build, launch, and manage any and all of their WordPress sites.

Whether you're ready to sign up right now, want a tour of our delightful dashboard, or have a few more questions about what we're doing around here, our team is here to help!

[TALK TO AN ACCOUNT EXPERT](#)

[Or view pricing](#)



FLYWHEEL