Marcel Bootsman - Effortless WordPress - How Kinsta Simplifies Site Management for Page Builder Users

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Hello, everyone. I'm absolutely thrilled to be connecting with you all today at the Page Builder Summit 8.0. My name is Marcel Bootsman, and I've been working with WordPress for 16 years. The last five years, I've been working with Kinsta, and before that, I owned a one-man WordPress agency. Like many of you, I started out captivated by the creative freedom that WordPress offers and worked with page builders like Elementor, BeaverBuilder, and Divi. The ability to visually build stunning websites without needing to be a coding wizard, which I try to be sometimes, is truly empowering. However, over time, I too, encounter the inevitable complexities that come with running a WordPress site. And that's precisely why I'm so excited to share how Kinsta can fundamentally change that experience for you. Think back to when you first started building your website.

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You were likely focused on the design, the content, the user experience, all the things that truly matter for your audience or your business. You probably were dreaming of spending hours troubleshooting database errors, optimising server settings, or constantly worrying about security vulnerabilities. Let's be honest, the joy of creation can be quickly overshadowed by the technical demands of maintaining a healthy and high performing website. You didn't sign up to become a part-time, or sometimes even full-time, system administrator, did you? Your passion

lies in the visual, in the output of your creativity. And that's the core challenge we address today. As your website evolves, whether it's gaining more traffic, incorporating e-commerce functionality, or simply growing in complexity, the underlying infrastructure needs to keep pace. This often means wrestling with performance bottlenecks that slow down your site and frustrate visitors, navigating threats to security, and facing the task of scaling your resources as your needs expand. These are all critical aspects, but they often require time and technical expertise that pull you away from your primary focus building and growing your online presence or that of your clients. This is where Kinsta steps in as a true partner. We crafted a managed hosting for WordPress platform that handles the technicalities for you.

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We provide a robust high performance infrastructure, proactive security measures, and easy to use tools, all backed by a team of WordPress experts. Our goal is simple: to empower you to concentrate on what you do best, building exceptional websites by taking care of the underlying complexities. Today, I want to walk you through 10 specific ways Kinsta achieves this, transforming the way you manage your WordPress site and ultimately, giving you back your valuable time and peace of mind. Take a good look at this image. Here you see the clean, intuitive interface of our MyKinsta dashboard. This visual representation really encapsulates our philosophy to simplify and streamline the management of your WordPress sites, making it less about the technical hurdles and more about clear accessible control.

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Let's start with our first principle, peace of mind. In the world of website management, knowing your hard work is protected and that help is readily available is invaluable. First, let's talk about backups. Imagine pouring countless hours into crafting the perfect website, only to have something unexpected happen, a plugin conflict, a theme malfunction, or even a human error. The thought of losing that work can be truly devastating. With Kinsta, those anxieties diminish significantly.

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We automatically perform daily backup of your entire WordPress site, your files, your database, everything. This isn't a basic server snapshot, it's a comprehensive backup, specifically designed for WordPress. When the unexpected does occur, restoring for a backup is incredibly straightforward. Forget navigating complex server panels or relying on third-party backup plugins with uncertain reliability. Within your MyKinsta dashboard, with just a single click, you can initiate a full site restore. You can even choose to restore your live environment to a staging environment, giving you complete control and minimising any potential disruption. It's about providing with a reliable safety net, ensuring that your valuable work is always recoverable in seconds, not hours or days, and without the need to contact someone or even open a support ticket. Let me give you a quick visual demonstration of just how easy making a backup and restoring a backup is. Here we see MyKinsta with all the information of our website. If we click the Backups menu item, you can see the daily backups here. You have hourly manual backups, and that's what we're going to do. We're going to create a manual backup. As you can see, I already created one, but we're going to make another one to show you how easy this process is.

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We're going to click Backup. Sorry for that. We give it a title, Page Builder Backup 2, and then we press Create Backup. Now, this is going to take a while, and I might need to cut this video unless it's going to be a little bit too long. But here we go. The backup has been created. If you want to put this backup in, let's say, your staging environment, you can easily use the restore to functionality and say, let's see if we can move this one to the premium dev environment. So we enter the text here. And then we say, let's check. We want a translation testing website from our live environment, the backup. We want to move it to the premium environment, the staging environment that we have. This will overwrite everything, and that's what we want because we want to have a live copy on the staging site. So we're going to press restore backup. And now Mike has started to move this backup to the staging environment. And after a few moments, it's done. And we have the website that is live on our live environment now copied to our staging environment. Next, let's talk about staging environments.

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This is an absolute game changer for anyone who regularly updates their websites or wants to experiment with new features or designs. How often have you hesitated before installing a new plugin, updating your theme or making significant CSS modifications because you were worried about breaking your live site and potentially impacting your visitors. Kinsta provides you with the ability to create one-click staging environments. These are essentially fully functional, isolated copies of your live website where you can freely test, experiment, and make changes without any risk whatsoever to your public-facing site. Imagine being able to thoroughly test a new plugin for compatibility issues, redesign your homepage, or implement significant code changes in a safe space. Once you're confident that everything is working perfectly in your staging environment, deploying those changes to your live site is just a matter of a simple click. This drastically reduces the risk of errors and downtime, allowing you to iterate and improve your website with complete confidence. It's like having a sandbox where you can play an experiment without any fear of consequences on your production environment. Let's take a quick visual tour of how straightforward it is to manage staging environment with mykinsta.

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So looking at the site information on mykinsta, we can see the following information here. There is this live environment which is selected now in the top bar, and you can see which environments are available. We can see the live environment and the premium environment, which stands for premium staging environment. And below that is a button which is called push environment. And that button, we are going to click it, and there is only one option there. We can push to the premium and staging environment. You can do a selection of what you want to push. So you might only want to push files if you want to change some files there. You might only want to push a database if you have a busy site and you want to test new database updates with your staging website. You can also run a search and replace so that all domain names that are registered in the database and/or files will be replaced. We're going to copy this text and we're going to push button to create the staging environment. And that's basically it. Kinsta does all the work for you, creates the new staging environment, and duplicates the website.

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As you can see, pushing to a staging environment is very easy. I can then make my changes here, verify everything looks and functions as expected, and then with another simple click, push those changes live to my actual website. It's incredibly efficient. Finally, within our peace of mind pillar, we have our exceptional support team. Inevitably, questions arise, or sometimes, despite our best effort, issues occur. When that happens, you need help. That's not only fast, but also generally knowledgeable. At Kinsta, we don't believe in frustrating tiered support system or generic first-line responses. Our entire support team consists of highly skilled WordPress developers and engineers. These are individuals who live and breathe WordPress, understand the intricacies of the platform and have the expertise to tackle even complex issues effectively. And you can reach them 24 hours a day, seven days a week through our instant live chat system. Forget about submitting tickets and waiting anxiously for a response. You'll get real-time assistance from experts who can truly diagnose and resolve your WordPress challenges. This direct access to expert support is a cornerstone of the Kinsta experience. Now, let's shift our focus to our second crucial theme, performance and automation.

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In today's digital landscape, speed is key. Slow websites lead to frustrated visitors, higher bounce rates, and lower search engine rankings. But understanding and optimising WordPress performance can often feel like a highly technical and time-consuming endeavour. At Kinsta, we've built performance optimisation directly into our platform. And provide you with powerful tools to understand and improve your site speed without needing a deep technical background. One of our key tools in this area is Kinsta APM, our Application Performance Monitoring tool. Unlike generic server monitoring, Kinsta APM is specifically designed for WordPress. It allows you to pinpoint the exact bottlenecks that might be slowing down your site, whether it's a poorly performing plugin, inefficient database queries, a slow theme function, or even external requests. The beauty of Kinsta APM lies in its user-friendly interface. You don't need to be a server expert to interpret the data. It presents clear insight into what's consuming resources and where potential

optimisation can be made. This empowers you to make informed decisions about your website's performance. Let me give you a short, in-depth look at the power of Kinsta APM. So looking at the site information screen in myKinsta again, we have the APM menu option right there in the menu.

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We click APM, and immediately you can see the clearness of this screen. It gives you an easy overview of what is happening with your site. Before I recorded this video, I recorded transactions with APM. You can set a certain time for it to record it. We have to look back in time for the last 12 2 hours and apply this time frame, and then you can see the transactions that have happened on this site during those 2 hours of monitoring. I have to say that this website is not very heavy, it's not very complex. It just has a few basic plugins installed. It has a default theme, it has some pages, and that's about it. But this should give you a little overview of what is happening on this site and how you can use Kinsta APM to find slow transactions. Overall, the transaction time consists of PHP and MySQL transaction times. And the slowest transactions, which is the most important thing to look at if you are looking for problems or how to solve these problems, you can see them over here, the slowest transactions. You can see WP Cron is taking up some time.

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Some stuff is happening there. We might investigate what that is, but at this point, we are not going to do that because we have other stuff to do. I have to tell you a little bit more about Kinsta APM. Let's scroll to the top and take a look at the WordPress section. In this WordPress section, you can see the slowest WordPress plugins, which doesn't mean they are slowest WordPress plugins ever. But in case of our transactions, the plugin that uses the most cycles, takes the most time is listed here on top. You can dive into further details, check your code, check if you have maybe performance updates of this plugin and check it out. The other thing to look at here is the slowest WordPress hooks. If you're not aware with hooks in WordPress, please use the search option on our website and check for hooks because we have a nice article explaining what these hooks are. If you know what hooks are, this can give you very much insight in what hooks trigger code that is slow. If we scroll back, we can

also take a look at database queries. We can actually see here which database queries take on the most time for every transaction that happens on our website.

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You can also take a look at external requests, but in this case, because I said, we use a simple theme, in this case, in a simple website, we don't have any external transactions. I hope this gives you a nice overview and a very small overview of Kinsta APM and how it can help you monitor the performance of your WordPress website.

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Next, let's discuss automation. Keeping your WordPress plugins and themes up to date is absolutely essential for both security and ensuring compatibility with the latest WordPress versions. However, the update process can sometimes be a source of anxiety. What if an update introduces a conflict or breaks a critical part of your website? Kinsta offers an intelligent automatic plugin and theme update system with a built-in rollback feature. You can configure which updates you want to automate, and our system will handle the process seamlessly. But crucially, if an update does cause an issue, our system can automatically detect it and roll back to the previous stable version, minimising any potential downtime or disruption for your visitors. This provides the convenience of automation with the critical safety net you need. Another often underestimated factor in WordPress performance and security is the PHP version your site is running on.

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Using outdated PHP versions can lead to significant performance bottlenecks and expose your site to known security vulnerabilities. With Kinsta, upgrading your site's PHP version is incredibly simple. It's a one-click process within your dashboard. No more needing to access complex server configurations or risking breaking your site with manual PHP updates. We make it easy to leverage the latest and fastest PHP versions, ensuring optimal performance and security for your website. Finally, if If you're currently hosting your WordPress site elsewhere and are considering the benefits of Kinsta, the thought of migrating your website might seem like a complex and potentially stressful

undertaking. But we've streamlined this process for you. Our expert migration team will handle the entire migration of your WordPress site to our platform completely free of charge. We take care of all the technical details, ensuring a seamless transition with minimal to no downtime for your website. You can simply provide provide us with your login credentials, and our team will handle the rest, allowing you to switch to Kinsta's high-performance infrastructure without any added stress or technical burden. We're also deeply committed to providing you with the knowledge and resources you need to succeed with WordPress.

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Our comprehensive and easily accessible documentation covers every aspect of managing your Kinsta hosting, complete with clear explanations, helpful screenshots, and step-by-step guides. Whether you're a beginner or an experienced developer, you'll find the information you need to effectively manage your hosting environment. Furthermore, our Kinsta blog is a rich resource filled with in-depth tutorials, practical optimisation guides, and strategic articles covering a wide range of WordPress-related topics. We go beyond just showing you how to do things. We often delve into the why behind best practises, giving you a deeper understanding and empowering you to make informed decisions for your website. To illustrate the potential of our affiliate programme, take a look at this simple earnings calculator. You can see how even a small number of referrals can translate into a significant and recurrent income stream over time. We don't just reward you for bringing in a new client, we keep rewarding you for as long as the client remains with Kinsta. This is a tangible way to benefit from sharing your positive experiences with Kinsta.

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So as we bring our session to a close, I want to reiterate the core message. If you're a WordPress user who values your time, prioritises building exceptional websites, and wants to eliminate the stress and complexity of managing the underlying infrastructure, then Kinsta is designed specifically for you.

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We provide the speed, security, support, and simplified tools that allow you to truly focus on your passion. I strongly encourage you to take two important steps today. First, explore the possibility of trying Kinsta completely free for one month. Experience firsthand the difference our platform can make in simplifying your WordPress workflow and boosting your website's performance. See how our intuitive dashboard, one-click tools, and expert support can liberate you from the technical burdens. Second, if you find value in Kinsta and believe it could benefit others in your network, please consider joining our affiliate programme. It's a fantastic way to support a platform you love and earn recurring revenue in the process. You can find more information about our free trial and affiliate programme on our website at kinsta.com. Thank you all so much for your time today. It's been a pleasure sharing how Kinsta can empower you to focus on what truly matters, building amazing websites with your favourite page builders without the unnecessary stress. A special thank you again to the Page Builder Summit team for organising this fantastic event and for providing this opportunity to connect with all of you. We're confident that once you experience the Kinsta difference, you'll wonder how you ever managed your WordPress sites without it.

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Thank you again, and we look forward to welcoming you to the Kinsta family. Enjoy the rest of the Page Builder Summit, and goodbye.