

THE HIDDEN COSTS OF DIY WORDPRESS MANAGEMENT

Why Professional Support Saves Money



The WP Support Agency
<https://wpsupportagency.com>

WORDPRESS: FREE PLATFORM, HIDDEN EXPENSES



-  WordPress powers 43% of all websites globally
-  Open-source means no licensing fees upfront
-  Reality: "Free" often becomes expensive over time
-  Most businesses underestimate true operational costs
-  DIY approach leads to unpredictable expenses

43%

of all websites use WordPress

59,000+

plugins available

£ Hidden costs can reach £12,000+ annually

 The "free" platform that isn't really free

WHAT DIY WORDPRESS REALLY COSTS YOUR BUSINESS

COST BREAKDOWN

- Basic hosting: £2 - £65/month (but performance suffers at lower cost end)
- Security tools: £80 - £400+ annually
- Performance optimization: £80 - £400+ annually
- Developer time: £40-120/hour for fixes
- Emergency support: £800 - £4,000 per incident



HIDDEN REALITY

£4,000 - £12,000

annually for DIY

 Costs escalate quickly with DIY management

THE SECURITY TIME BOMB IN DIY WORDPRESS



SECURITY THREATS

- WordPress sites face 90,000+ attacks per minute
- DIY security gaps leave businesses exposed
- Manual security updates often delayed or missed
- Generic hosting provides minimal protection

CONSEQUENCES

£ Data breaches cost average of £3.6 million

90,000+

attacks per minute on WordPress

Result: One breach can cost more than years of professional support

 Security is not optional - it's essential for business survival

WHEN SLOW SITES KILL YOUR BUSINESS

PERFORMANCE IMPACT

- 53% of users abandon sites taking over 3 seconds to load
- 1-second delay reduces conversions by 7%
- DIY hosting struggles during traffic spikes
- Manual optimization requires constant monitoring
- Poor performance = lost revenue and customers

53%

abandon slow sites

7%

conversion loss per second

Amazon loses £1.3 billion annually for every second of delay

 Speed is money - literally

GROWTH SHOULDN'T BREAK YOUR WEBSITE

DIY SCALING CHALLENGES

- Traffic spikes crash DIY-managed sites
- Manual scaling costs £800-4,000 monthly
- Emergency fixes during peak times cost more
- Lost sales during downtime compound losses
- Infrastructure changes require technical expertise

 Professional scaling prevents costly disruptions

 Manual scaling: £800-4,000/month

100%

uptime with professional management

 Scale with confidence, not crisis

THE NEVER-ENDING DIY MAINTENANCE CYCLE



CONTINUOUS TASKS

- Plugin updates (59,000+ available plugins to manage)
- Security patches and vulnerability monitoring
- Performance optimization and speed testing
- Backup management and disaster recovery
- Content updates and SEO maintenance



TIME COST

2-8 hours

monthly for proper maintenance

 Maintenance never stops - it only gets more complex

WHEN YOUR TOOLS DON'T TALK TO EACH OTHER

INTEGRATION CHALLENGES

- CRM integration costs: £800-8,000 annually
- Marketing automation setup requires expertise
- E-commerce integrations need ongoing maintenance
- API updates break existing connections
- Custom development for unique requirements

 Professional agencies provide seamless integrations

£ CRM integration: £800-8,000 annually

24/7

monitoring of integrations

 Your business tools should work together, not against each other

WHEN THINGS GO WRONG, WHO DO YOU CALL?



DIY SUPPORT

- Forums, documentation, trial and error
- Average resolution time: 24-72 hours
- Emergency issues during off-hours = business loss
- Technical expertise required for complex problems

PROFESSIONAL SUPPORT

- Always available when you need help
- Response time: Under 1 hour for critical issues
- Expert knowledge and proven solutions
- Proactive monitoring prevents issues

 <1 hour response time

 Professional support: because your business can't wait

DIY VS PROFESSIONAL SUPPORT: THE REAL NUMBERS

Cost Category	DIY Annual Costs	Professional Support
Hosting & tools	£1,200 - £2,400	Included
Security solutions	£400 - £1,200	Included
Performance tools	£240 - £800	Included
Developer fixes	£1,600 - £4,000	Quota included
Emergency support	£800 - £2,400	Always available
Total Annual Cost	£4,240 - £10,800	£540 - £4,800
🤖 Total savings: between 50% and 90% !		

📊 Professional support pays for itself

PROFESSIONAL WORDPRESS MANAGEMENT THAT PAYS FOR ITSELF



SECURITY & MONITORING

- ◆ Proactive monitoring prevents issues
- ◆ Expert security against evolving threats
- ◆ Always-on support when you need it

PERFORMANCE & SPEED

- ◆ Fast loading times that convert visitors
- ◆ Performance optimization included
- ◆ Scalable infrastructure that grows with you

BUSINESS FOCUS

- Predictable costs with no surprises
- Spend time growing, not fixing
- Peace of mind for business owners

 Your technology partner, not just a service provider

THE INVESTMENT THAT PAYS FOR ITSELF



BUSINESS IMPACT

- Time Savings: 15-20 hours monthly returned to business
- Revenue Protection: Prevent losses from downtime and slow sites
- Security Assurance: Avoid costly data breaches
- Scalability: Handle growth without technical headaches
- Peace of Mind: Focus on business growth, not technical problems



TYPICAL ROI

300-500%

within first year

20hrs

monthly time savings

 Investment in professional support = investment in business growth

DON'T PAY THE HIDDEN COSTS OF DIY WORDPRESS



KEY TAKEAWAYS

- ◆ DIY WordPress management creates unpredictable, escalating costs
- ◆ Professional support provides predictable, comprehensive solutions
- ◆ Focus your energy on growing your business, not managing technology
- ◆ The WP Support Agency: Your partner for reliable, cost-effective WordPress management



**LET US HANDLE THE
TECHNICAL COMPLEXITY**

While You Focus on Success



Contact Us Today



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