Flywheel
&
WooCommerce

Why they make the perfect pair

No matter what you're selling, we understand that running an eCommerce site is serious business. That's why our platform and team are here to support your WooCommerce site from the moment you move over to Flywheel all the way through your largest and most successful sales!

If you're running an eCommerce site, you need a host that understands exactly how to optimize your site and protect your brand to help your online shop thrive. That's where Flywheel comes in. We've worked with thousands of creatives and business owners running WooCommerce sites to create an industry-leading platform and special support services just for you.

In this guide, we'll share some of the benefits of hosting your WooCommerce site on our platform and explain how we'll work with you to create a custom solution.

Let's start right from the beginning, from the moment you start to move your site to Flywheel.

Move to Flywheel with no downtime & no cost!

While most people with a website would likely say uptime is important to them, we understand that it's critical to eCommerce site owners. Your online store isn't just some hobby blog; it's your livelihood. And downtime could seriously impact your bottom line.

We also understand that moving to a new hosting platform can be quite the hassle, and probably isn't something you yourself want to deal with. That's why we'll tackle if for you, free of charge, and keep your live site up and running the entire time!

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 site to Flywheel's platform, one of our Happiness Engineers (AKA WordPress experts!) takes extra special care to make the transition as seamless for you as possible. Instead of directly moving your site over, we actually make a copy of it. (This is how your site maintains 100% uptime during the process, allowing you to keep business running as usual!)

> " *Your online store isn't just some hobby blog; it's your livelihood. And we're here to make the transition smooth and seamless.*

Once we make a copy of your site on Flywheel's servers, you'll be able to preview it as a demo site. It functions just like your 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!)

When you're ready to make the official transition, all you have to do is pick a plan, point DNS, and your site will be up and running on Flywheel! It's a super smooth process that allows you to keep your WooCommerce site running the entire time, meaning more sales and more money in the bank.

Once your site is on Flywheel, things will only continue to get easier. Next, let's talk about what it's like to update your site.

Easily make changes with a free staging site

As the owner of an eCommerce site, I'm willing to bet that you like to experiment with things on your site. New opt-in strategies, new item descriptions, new layouts, new checkout processes...the list goes on and on. And to accomplish these things, often times you need to make changes to your site, install new plugins, or experiment with new themes. And all of those actions are incredibly dangerous to do directly on your live site.

While the risk doesn't always seem that large, even a simple CSS change typed incorrectly could wreak havoc on your site. And like we mentioned before, downtime leads to decreased sales – a risk you shouldn't take.

That's exactly why Flywheel includes a free staging site with your plan. A staging site is basically a playground; a sandbox environment that allows you to safely experiment. If something breaks, you can simply reset your staging site and there's no damage done. If you're happy with the result, all it takes are a few quick-clicks to push the changes to production and update the live site!

With a staging site by your side, you can experiment with new themes, plugins, or code changes in a protected environment. We're firm believers in this WordPress best practice, and want to help you make site changes the safe way instead of running into problem-causing plugins or tricky themes that break your site. It's the perfect way to test new ideas while knowing that your actual site is functioning flawlessly and making sweet sales!

Next, let's dive into another best practice: SSL certificates.

Easily follow PCI standards with our free SSL certificates

As a WooCommerce site owner, I'm sure you've heard all about PCI DSS before – the Payment Card Industry Data Security Standard. Because WooCommerce handles all credit card transactions for you, you're well on your way to meeting these requirements! There's just one more thing we'd encourage you to set up, and that's an SSL certificate.

SSL is incredibly important for eCommerce sites, as it's a protocol used to secure and encrypt communication between computers. Without it, your users' data could be compromised, which would result in a bad experience for them and decreased trust in your brand. Additionally, Google has started flagging sites without a certificate as insecure, which could seriously hurt both your traffic and conversions.

With an SSL certificate installed, however, your users will know that your site takes security seriously, which will immediately help build trust and encourage them to purchase from you. And thanks to Flywheel's partnership with Let's Encrypt, installing an SSL certificate on your site is easier than ever before (and free)!

Once your site is set up on Flywheel, you can add one of our free SSL certificates right from your site's dashboard. If you have a special certificate (such as wildcard or OV), there's also an option to bring your own for a small monthly fee.

No matter what SSL solution you're looking for, Flywheel has an easy way to get set up. Now, let's dive into site performance.

LOCAL
by Flywheel

LOOKING FOR A WAY TO WORK LOCALLY ON YOUR SITE?

Try Local by Flywheel, our free WordPress development app!

Our staging sites are great for small changes, but if you're looking at a full redesign (or just want to work locally on your machine) we recommend our free WordPress development app, Local by Flywheel. You can even connect it to your site on Flywheel, which allows you to push local sites live with a few quick clicks, easily pull down live sites for offline editing, and sync up your tools for a simplified process.

LEARN MORE

Optimize your site with custom caching settings

Oh caching...sometimes you can't live with it, other times you can't live without it. If it's a new concept for you, here's how it works.

When a user loads your site for the first time, the browser and server will store, or cache, the contents of your site locally. This includes HTML files, CSS stylesheets, images, and any other assets your site may contain. When your site's content is cached by a user's browser, that means the browser already has all of the assets it needs to load your site. This is beneficial because the next time that same user visits your site, the browser will be able to load the content without having to retrieve everything from the server again, meaning your site will load insanely fast!

Sounds great, right? It is! But here's the tricky part about eCommerce WordPress sites – the optimal caching set up is difficult to accomplish. You need your inventory pages to constantly update, but shopping carts to remember what's been added. You need new sales to launch without a hitch, but existing customer information to keep people logged in. And if you've ever tried to tackle these settings yourself, you've probably ran into this stressful back and forth of setting up caching rules.

> *We've optimized caching for thousands of WooCommerce sites to keep them loading at the speed of light. Will your site be next?*

Our team has had the benefit of working with thousands of WooCommerce sites, and we've mastered how to optimize the server-level caching settings. When you host your site on Flywheel, we'll work closely with you to determine the best set up for your site and how we can keep it successful. We have a number of WooCommerce-specific caching settings we like to implement, and we're more than happy to install this custom setup for your site!

Add that on top of our impressive infrastructure, and your site will be blazing fast and incredibly performant.

Let our team of WooCommerce experts take care of the rest!

The tools and platform that Flywheel offers for WooCommerce users is great, but the biggest benefit to hosting your site on Flywheel is our expert support team. We understand that site performance and security are critical to the success of your sales, which is why our team of reliable WordPress experts is always ready to solve hard problems. They're not just here to clear out a queue; they're here to support your sites so you can focus on making sales.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your online store. Get Flywheel and get back to doing what you love.

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Or, sign up at getflywheel.com

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