



Lesson #35

Backup To Be Safe & Increase Your Profits

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Introduction

In lesson 36, we discovered how to use the versioning method to create mini backups of our work. This helps ensure we always have a fall back on a file level so we can quickly switch back to the old version just by switching out the file name.

This week, we are going to talk about the more traditional backups where you save a copy of the whole web site which may include other things besides WordPress and its database.

Why Bother?

Because you can't have too many backups. Actually, you can but I'm one who believes in having two baskets. Most web hosts worth their salt will do daily backups. This means your backups will always be 1 minute – 24 hours behind. If the web site is hacked at the 20th hour, you would lose the last 19 hours of content.

If you had your own set of backups that occur at a different time compared to your web host, you could have the freshest copy and lose less hours.

Reason #2, web hosts often store limited backups. I remember once, a client's web site was hacked and they only found out a week later. When we enquired with the host, they told us they only have 5 days backup after that, they had backups of 2 week intervals. Something of that nature. It was strange.

Unfortunately for our client, the hack happened in between the daily backup archive and the 2 week archive so when they rolled back to the older copy, they had no choice but lose a week's worth of data.

Reason #3. Very often, web hosts keep the full backup version. These versions must be restored as a whole. This means, if you have only one folder that is messed up, they cannot restore that folder alone. You have to restore everything and that could be a big problem.

Alright, I'm not going to beat a dead horse. You know the importance of this for your own site and your clients'.

Backups As An Add-on Service

Building a web site and customizing themes is not always easy. For your own sanity as well as your clients' protection, you should offer them the add-on service to backup their web site for them.

Backups are a necessity but they are also a pretty easy thing to do. Also, with storage so inexpensive, you could purchase an external drive for \$100 or so and save lots of backups on it. Because it is so quick and easy to do, you can easily train a VA to do them. So this is nice recurring income with high profit margins that would supplement your business.

How To Backup A Web Site

This time around, we are going to do something a little differently. The link below will take you to a short video how to backup your web sites in cPanel.

[Click Here To View Video](#)

If your web host is not running cPanel, please ask your web host or refer to their documentation how to do backups on your own. To assist you, here are some backup tutorials we found provided by web hosts.

- [Backup your web site on Plesk \(HostGator\)](#)
- Backup your web site on DreamHost, use the One Click Account Backup utility found inside your account. This feature lets you download a zipped backup of your entire account, including all users, mailboxes and databases. Note that it skips users and databases larger than 4 gigabytes.
- [Backup your web site on 1and1](#)
- [Backup your databases on 1and1](#)

Automating Backups

The methods above are all manual. This could turn out to be a pretty labor intensive job when you have many clients. Here are ways you can automate client backups.

Outsource it. I briefly mentioned earlier backups could be outsourced to a VA. Or you could let me and my team handle it at AutoSiteSaver.com. Not only do we do backups and store it in a place where you can access it any time you need, we can also help restore backups for your clients.

Sometimes backups are easy to restore. At other times, when only one or two folders are affected, you'll need to be more involved and technical experience helps. We have that technical ability and experience to help you take care of your clients. The prices on the site are for individual businesses. We can offer you developer packages. [Contact us](#) for more information if you're interested.

[SiteVault](#) – This is a software you install on your own computer. It costs \$99 (one time) and it does all of it for you. Keep in mind that you have to have enough space on your computer or on an external drive and your computer must be running at the time scheduled for backups to start. You can download a trial copy [here](#) (starts download immediately).

Next Lesson...

Is IE or Firefox driving you nuts? Why is your theme working beautifully in one browser and not the other? We'll look into the common problems and how to fix them.

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