

IT Concerns

Frequently Asked Questions

How well does your hosting infrastructure scale?

All Empowerkit websites are hosted through **Amazon Web Services (Amazon EC2 and Amazon S3)**, which provides highly reliable and secure web hosting services built to scale, and is also the trusted solution for the likes of **NetFlix, NASDAQ, The Washington Post, Pinterest, DropBox**, and thousands of other Internet-based companies. Learn more about AWS security [here](#).

How fast are your sites and how do you handle site performance with scale?

We have built an **advanced caching system to render websites at the fastest speeds possible**, which is an approach also used by some of the most highly trafficked websites, including nytimes.com and wikipedia.org. Our senior-level system administrators closely **monitor, test, and optimize our system infrastructure** to constantly ensure optimal performance and stability.

How secure is your system?

We take security very seriously. **Partner login credentials are encrypted**, to ensure access to their website admin is fully secured.

Empowerkit also offers direct billing for partners, using **Recurly** for subscription management, along with **Braintree** as our payment gateway – both of which are fully secure with Level 1 PCI compliance. Click [here](#) to learn more about **Recurly security**, and [here](#) for **Braintree security**

What is your average uptime?

Our application's average uptime has remained at 99% since its launch, assuming 24x7x365 availability. If there is ever any planned or unexpected downtime, due to scheduled maintenance or other reasons, the **public websites remain visible to visitors**, and a maintenance message is shown on the login screen for users in the interim.

What happens if there's unexpected system outage?

We maintain varnish servers, which store the most recently cached versions of all published websites on the platform. Should there ever be an unforeseen outage, our system automatically goes into Maintenance Mode, whereby **the latest cached versions of all published websites remain publicly displayed online**, until the problem is resolved.

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What is your backup strategy?

We run full backups of all websites on our platform on a daily basis. In the event of a natural disaster, or other incident of force majeure, adversely effecting Empowerkit's server infrastructure – hosted through Amazon Web Services – **we can always restore the latest stored backups of websites, in order to prevent data loss or corruption.** The servers where our backups are stored are located in a different geographic zone of the country than our normal server infrastructure.

How is this better than an open sourced system?

The biggest advantages of Empowerkit over general open sourced content management systems are a **much faster setup process per partner account, much less ongoing management overhead work, and much less exposure to risk.** There are many other benefits of Empowerkit when comparing it to open sourced systems, and you can see a full comparison of **Empowerkit vs. WordPress** [here](#).

What is your maintenance strategy like?

On average **we push updates four times per day**, to continually improve and optimize the system. We identify areas for improvement through our internal quality assurance testing and system monitoring, coupled with feedback from our customers, and **prioritize updates based on what will have the greatest benefit to our customers.**

How do the domains work?

By default your partners' websites will be subdomains of a top level domain that includes your company name, which you can provide if you wish. If you provide a top level domain for your partners' sites, all you need to do is point the domain's wildcard (a) record to our IP address (107.20.136.32) and notify us. **Additionally, partner sites may have their own top level domain, if permitted by corporate.**

How do you deal with multiple languages?

A separate Empowerkit is setup with different default content per language. Styles and page layouts are typically shared across the different installations, however content is managed individually given.

How does your system handle SEO?

During the initial site setup per partner site we customize page titles, meta data, and on-page text heading tags and content to optimize for increasing search engine rankings. In addition, **Empowerkit automatically generates search engine friendly sitemaps** when sites are created and updated. We also provide partners with additional SEO services including ongoing content creation and publishing, business listing submissions, link building, and analytics reporting.

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If we wanted to migrate from your system, how could we do that?

We offer content migration services to make the transition seamless - please click [here](#) to learn more.

How do we integrate our analytics program?

You can have corporate analytics tracking added to all partner websites by providing a valid tracking code. Google Analytics is recommended, however **any analytics solution that provides a tracking code** that can be inserted in the page source of all partner site pages is supported.

How does your mobile optimization strategy work?

All websites are mobile optimized automatically, to adjust page width and layout based on the mobile device or tablet that any given website is opened on. **In addition, agents can set a Mobile Landing Page**, which will always be the initial page visitors are taken to when accessing a site from a mobile device

What browsers is your system compatible with?

Published websites are compatible across all modern web browsers with over 5% total worldwide usage, as reported on [statcounter.com](#), with the exception of Internet Explorer version 6. **Empowerkit's web-based editor supports Mozilla Firefox version 19.0+, Apple Safari version 5.0+, and Google Chrome version 25.0+.**

Can we do custom integrations?

Yes, **we can set up almost any custom integration you'd need**, ranging from enrollment and back-office integrations, to integrating your e-commerce system and partner referral IDs. **We also provide a site creation and login API that you can use** to create and login users from other systems, if necessary. Contact us to discuss your specific needs!

What about custom apps and functionality?

Simple **functionality that runs on the front-end can simply be embedded directly on the page** through our Embed HTML or iFrame Apps. If you need something with settings or options, **we can take the html/css/js that you produce and convert it into an App** in Empowerkit for you.