



Incomplete, Delayed, and  
Deletable:  
Why Most Agencies Lack Real  
Visibility

What happened on  
your client's website  
yesterday?



Would you know...  
or would you guess?



You have logs  
You have monitoring  
You have tools



You don't have visibility  
You have fragments



Clients don't want  
explanations

They want solutions &  
working websites

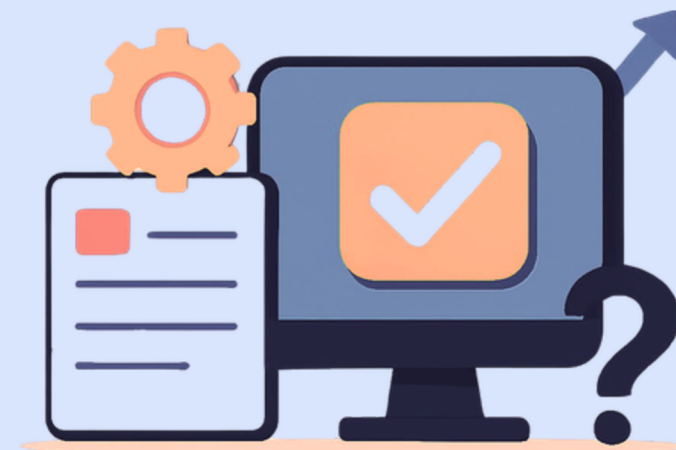
**Slow answers = lack of trust**  
**Lost trust = lost clients**



# The problems with visibility

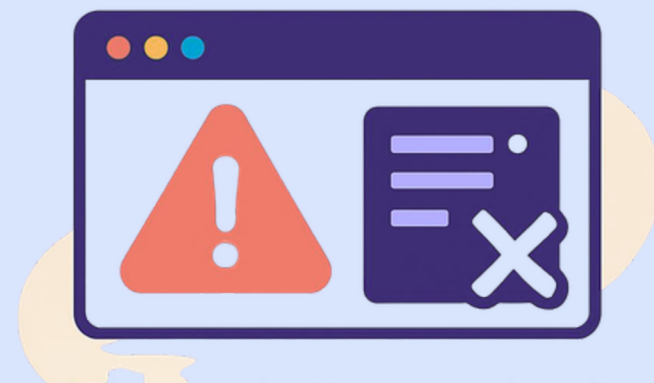
# 1. Incomplete visibility

“Product updated”  
But what changed?



## 2. No visibility

*The website crashed*  
*Logs are not accessible*



# 3. Delayed visibility

*Reactive instead of  
Proactive*

# You can't check logs Issues surface too late



# 4. Deletable visibility



Logs disappear  
right when you need them

Let's switch:  
From guessing  
To knowing

# Real Visibility Requires


- Detail
- Real-time
- Reliability
- Thurstworthy
- Centralization


# Depth Matters (the detail)

- What changed
- Who changed it
- When it happened

# User role change



The log in most plugins

Date	User	IP	Topic	Context	Meta	Action
42 seconds ago April 21, 2026 5:01 am	 <b>Robert</b> Administrator	80.57.82.7	Users	Profile	Username: rernser Edit	Updated

Date	Summary	User	Context	Action	IP Address
2 minutes ago 2026/04/21 05:01:43 AM GMT+0000	Lance Maggio's profile was updated	 <b>vaxipisaju9394</b> Administrator	Users ↳ Profiles	Updated	80.57.82.7

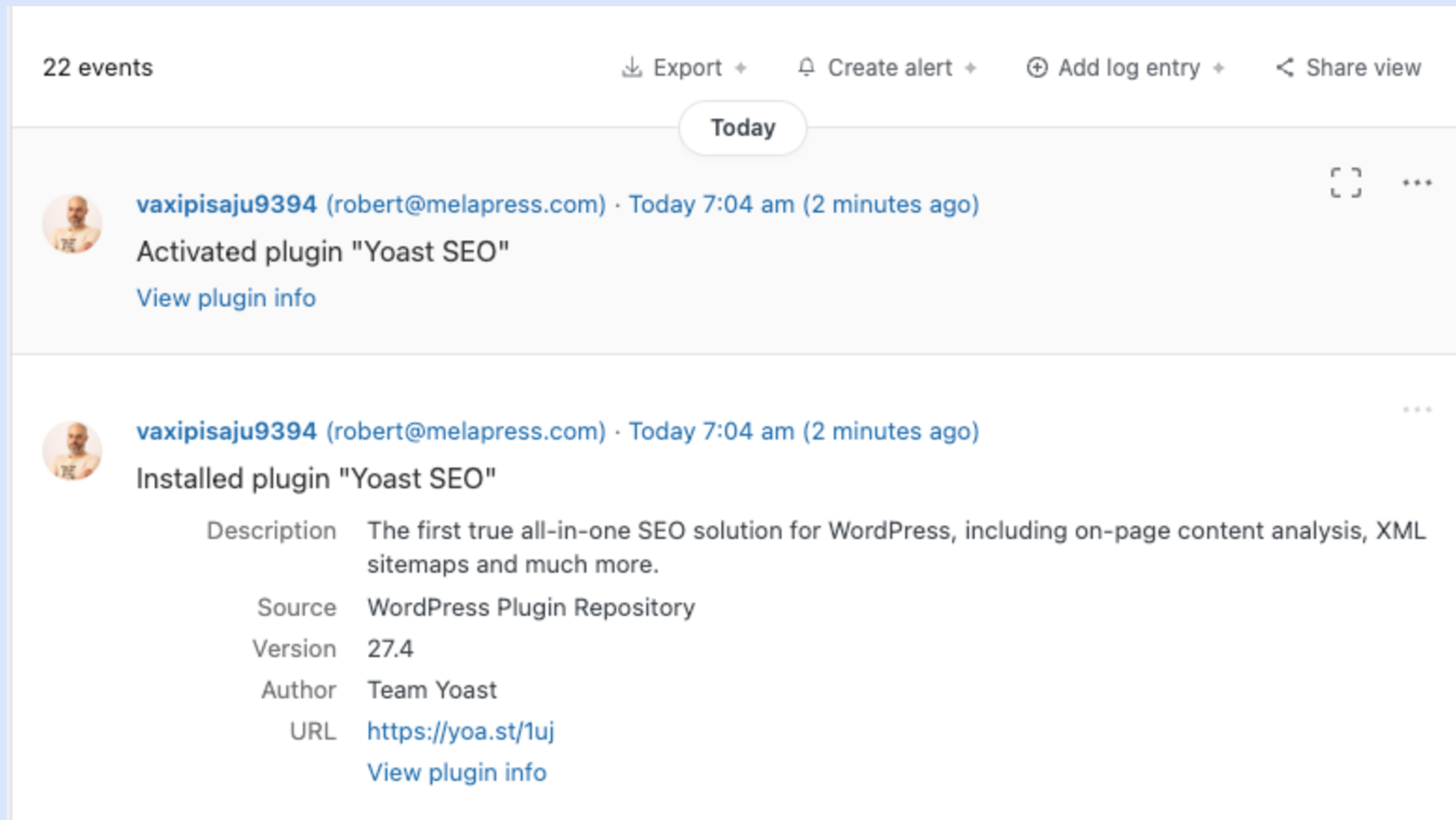
# User role change

The log in WP Activity Log

<input type="checkbox"/>	4002		April 21, 2026 5:01:43.707 am	 vaxipsisaju9394 Administrator	80.57.82.7	Modified	Changed the role of user rernser to <b>Administrator</b> . Previous role: <b>Author</b> First name: <b>Lance</b> Last name: <b>Maggio</b> <a href="#">User profile page</a>	<a href="#">More details...</a>
--------------------------	------	---	----------------------------------	---	------------	----------	---	---------------------------------


# Yoast SEO plugin install, activate, & setting change

The log in most plugins




22 events Export Create alert Add log entry Share view

Today

 **vaxipisaju9394** (robert@melapress.com) · Today 7:04 am (2 minutes ago) View More

Activated plugin "Yoast SEO"

[View plugin info](#)

 **vaxipisaju9394** (robert@melapress.com) · Today 7:04 am (2 minutes ago) More







Installed plugin "Yoast SEO"

Description	The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.
Source	WordPress Plugin Repository
Version	27.4
Author	Team Yoast
URL	<a href="https://yoa.st/1uj">https://yoa.st/1uj</a>

[View plugin info](#)

# Yoast SEO plugin install, activate, & setting change

The log in WP Activity Log


<input type="checkbox"/>	ID	Severity	Date	User	IP	Object	Event Type	Message	
<input type="checkbox"/>	8859		April 21, 2026 5:05:09.065 am	 vaxipisaju9394 Administrator	80.57.82.7	Yoast SEO	Disabled	Changed the status of the SEO Analysis plugin feature.	<a href="#">More details...</a>
<input type="checkbox"/>	5001		April 21, 2026 5:04:48.608 am	 vaxipisaju9394 Administrator	80.57.82.7	Plugin	Activated	Activated the plugin Yoast SEO. Version: 27.4 Install location: <code>/home/xicewuyaci8876/web/20260421-robert.instawp.co/public_html/wp-content/plugins/wordpress-seo</code> <a href="#">View plugin information</a>	<a href="#">More details...</a>
<input type="checkbox"/>	5000		April 21, 2026 5:04:42.437 am	 vaxipisaju9394 Administrator	80.57.82.7	Plugin	Installed	Installed the plugin Yoast SEO. Version: 27.4 Install location: <code>/home/xicewuyaci8876/web/20260421-robert.instawp.co/public_html/wp-content/plugins/wp-seo.php</code> <a href="#">View plugin information</a>	<a href="#">More details...</a>

# WooCommerce product changes

The log in most plugins

39 events Export Create alert Add log entry Share view


**Today**


 **vaxipisaju9394** (robert@melapress.com) · Today 12:24 pm (a minute ago)

Updated product "Mclaren 570GT"

[Edit product](#) [View product](#)

[+2 similar events](#)





Date	User	IP	Topic	Context	Meta	Action
33 seconds ago April 21, 2026 10:23 am	 vaxipisaju9394 Administrator	109.37.228.21	Posts	Products	Mclaren 570GT	Updated

Date	Summary	User	Context	Action	IP Address
seconds ago 2026/04/21 10:24:51 AM GMT+0000	"Mclaren 570GT" product updated	 vaxipisaju9394 Administrator	Posts ↳ Products	Updated	109.37.228.21



# WooCommerce product changes

The log in WP Activity Log

<input type="checkbox"/>	ID ↕	Severity ↕	Date ↕	User ↕	IP ↕	Object ↕	Event Type ↕	Message ↕	
<input type="checkbox"/>	9019		April 21, 2026 10:24:51.137 am	 <a href="#">vaxipsisaju9394</a> Administrator	109.37.228.21	WooCommerce Product	Modified	Changed the stock quantity of the product <b>Mclaren 570GT</b> to <b>23</b> . Product ID: <b>30</b> Product SKU: <b>MP4-12</b> Product status: <b>publish</b> Previous quantity: <b>24</b> <a href="#">View product in editor</a>	<a href="#">More details...</a>
<input type="checkbox"/>	9016		April 21, 2026 10:24:51.133 am	 <a href="#">vaxipsisaju9394</a> Administrator	109.37.228.21	WooCommerce Product	Modified	Changed the <b>Regular price</b> price of the product <b>Mclaren 570GT</b> to <b>€200.001</b> . Product ID: <b>30</b> Product SKU: <b>MP4-12</b> Product status: <b>publish</b> Previous price: <b>€200.000</b> <a href="#">View product in editor</a>	<a href="#">More details...</a>

# Real-Time Matters

- Be proactive
- Know immediately
- Act immediately

# Get instantly alerted

- Email
- SMS
- Slack

# What type of alerts do you need?

- It depends
- Go for flexibility

# WP Activity Log's custom notification trigger builder

Title:

Refer to the [Notifications getting started documentation](#), for a detailed guide on how to build your own notification triggers.

Query builder:

AND OR Add rule Add group

↑↓  equal  Delete

↑↓  equal  Delete

↑↓  less  Delete

AND OR ↑↓ Add rule Add group Delete

↑↓  doesn't contain  Delete

Notification enabled:

Send to default email address:

# Reliable & Thrustworthy

- Logs always accessible
- Logs that cannot be tampered with

# Copy / transfer logs to:

Use WP Activity Log & copy the logs to:

- Log file
- Syslog server
- AWS Cloudwatch
- Loggly
- Others...

# Centralization & full visibility

One place for:

- ALL the logs
- of ALL the websites

Detailed visibility  
Show what you did  
Prove your value

Visibility is not a feature  
It's how you run your  
agency

# Activity log plugins are not equal

- Detail & depth (what changed exactly)
- Coverage (everything that matters)
- Develop custom logging capabilities
- Real-time alerts (not manual checking)
- Offsite storage
  - Thrustworthy & reliable
  - Central visibility across sites

# Robert Abela

CEO & Founder of  **melapress**

