rewind

Agency Partner Blog Post Guide

We see you with that fancy blog of yours and we'd like to help! We've put together this guide to help you educate your readers about ecommerce backups. Our mission is to assist you in positioning yourself as a thought leader in the ecommerce ecosystem, boost your SEO ranking with some fresh content, and create a content piece that you can point your clients to whenever you recommend Rewind. *Let's get started!*

Using the Guide

Amassed in this guide is information about our product, everything we know about backups, riveting facts about ecommerce security, and links to dozens of articles written on this topic so your content team can quickly write an educational post for your blog.

Include Your Custom Referral Link

When you mention "Rewind" or "Rewind Backups" in the blog post, link it to your custom referral link so you can earn referral bonuses. Where can you find your custom referral link?

1. Log into your PartnerStack Partner Dashboard

2. Click on the "Links" tab

3. Select your unique referral link

Blog Post Title Inspiration

PIQUE INTEREST

- 5 Things You'd Never Know About Backups
- The #1 Question We Get Asked About Ecommerce Security
- 5 Things Everyone Should Know About Backups
- The Biggest Mistake Ecommerce Merchants Make
- The 3 Things About Backups We Wish We'd Known Sooner
- Why Your Business Needs Rewind
- Why Ecommerce Businesses Need Backups

DIFFERENTIATE YOUR AGENCY

- [Agency Name's] Guide To Ecommerce Security
- How [Agency Name] Protects Our Clients' Stores
- Why You Need a Security-Savvy Agency
- [Agency Name's] Top Tips for Ecommerce Merchants
- Why [Agency Name] Recommends Rewind
- Top 5 Apps Recommended by [Agency Name]

SHARE KNOWLEDGE

- The Best Cheat Sheet For Securing Your Website
- Here's Our Exact Guide To Ecommerce Security
- The #1 App Your Business Needs Right Now
- An Action Plan to Secure Your Ecommerce Store Right Now
- This App Can Save Your Business (Here's Why!)
- How to Safeguard Your Ecommerce Biz
- The Must-Have App to Protect Your Store

SPARK CURIOSITY

- The Number 1 Reason You Need This App
- What You REALLY Need to Know About Ecommerce Security
- The Secret To Peace of Mind for Ecommerce Merchants
- The Biggest Mistake You Might Be Making

Useful Metaphors That Resonate with Readers

- Insurance for your store
- Safety net
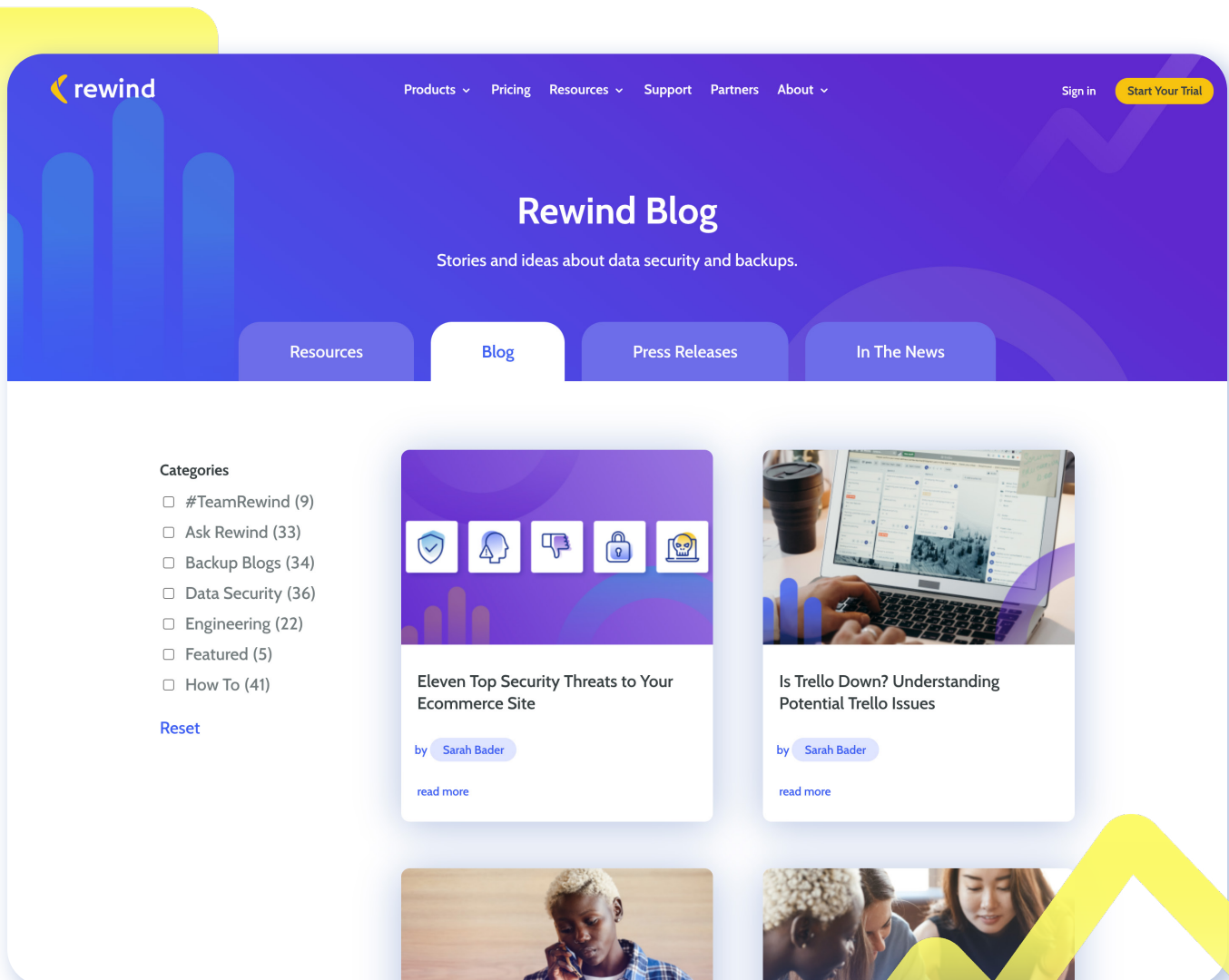- Security blanket
- Bulletproof vest
- Magic "undo" button

Repurposing Existing Rewind Blog Content

You are also welcome to take one of our existing blog posts and paraphrase it to put the content into your words. Another option is to write a personalized introduction and then paste our blog copy below it.

If you decide to republish an existing Rewind blog post, we just have a few requests:

- Wait 1 month after the blog post was originally published on our site, before adapting it or republishing it on your site.

- Apply a canonical tag that references our original post.

- Include a "previously published on the Rewind blog" attribution.

About Rewind

Since 2015, Rewind has been on a mission to help businesses protect their SaaS and cloud data. Over 80,000 customers in 100+ countries trust Rewind's top-reviewed apps and support to ensure their software-as-a-service applications run uninterrupted. The Rewind platform enables companies to back up, restore, and copy the critical data that drives their business.

- 80,000+ business owners and brands trust Rewind to safely backup over 2 petabytes of data worldwide, or 30 billion data points.

- Rewind gives companies the tools they need to ensure mistakes don't stop them from growing.

- Rewind is the leading backup solution for businesses, backing up data that lives in the cloud.

- Rewind provides account-level/merchant-accessible backups of your Shopify/BigCommerce store.

- Rewind is trusted by the world's fastest-growing brands including P&G, Paul Mitchell, Pampers, MVMT, and more.

- Rewind has over 1,000 5-star reviews across all platforms.

- Rewind helps retailers restore the data powering their business in case of small mistakes and big disasters.

About Website Backups

A website backup is a copy of all your website's data. Backups should include products, themes, categories, customer data, orders, pages, blog posts, inventory, gift certificates, and more. Industry best practices recommend the 3-2-1 backup strategy: 3 copies of your data, on 2 different mediums, with 1 copy stored offsite (or on a cloud backup app such as Rewind).

A reliable backup should be:

- Updated as often as your website gets changed

- Capturing as much data from your site as possible

- Stored in a separate location from your website, and easy to access and restore.

What Shopify and BigCommerce Offer In Terms of Backups

- You and your ecommerce service provider (Shopify/BigCommerce) share the responsibility of keeping your data secure and available.

- BigCommerce and Shopify are responsible for the software, infrastructure, and disaster recovery of the entire platform. Merchants are responsible for password security, permissions given to users and third-party apps, and backups of the data put into their stores.

- Both have a macro-backup of their entire system but they will NOT use it to recover a single account to a previous point in time.

Rewind Backups for Shopify Facts

- Rewind is the only backup service recommended by Shopify Plus in the Launch Guideline document under "Backing Up Data".

- Rewind is the only Shopify Plus Certified backup and restore app.
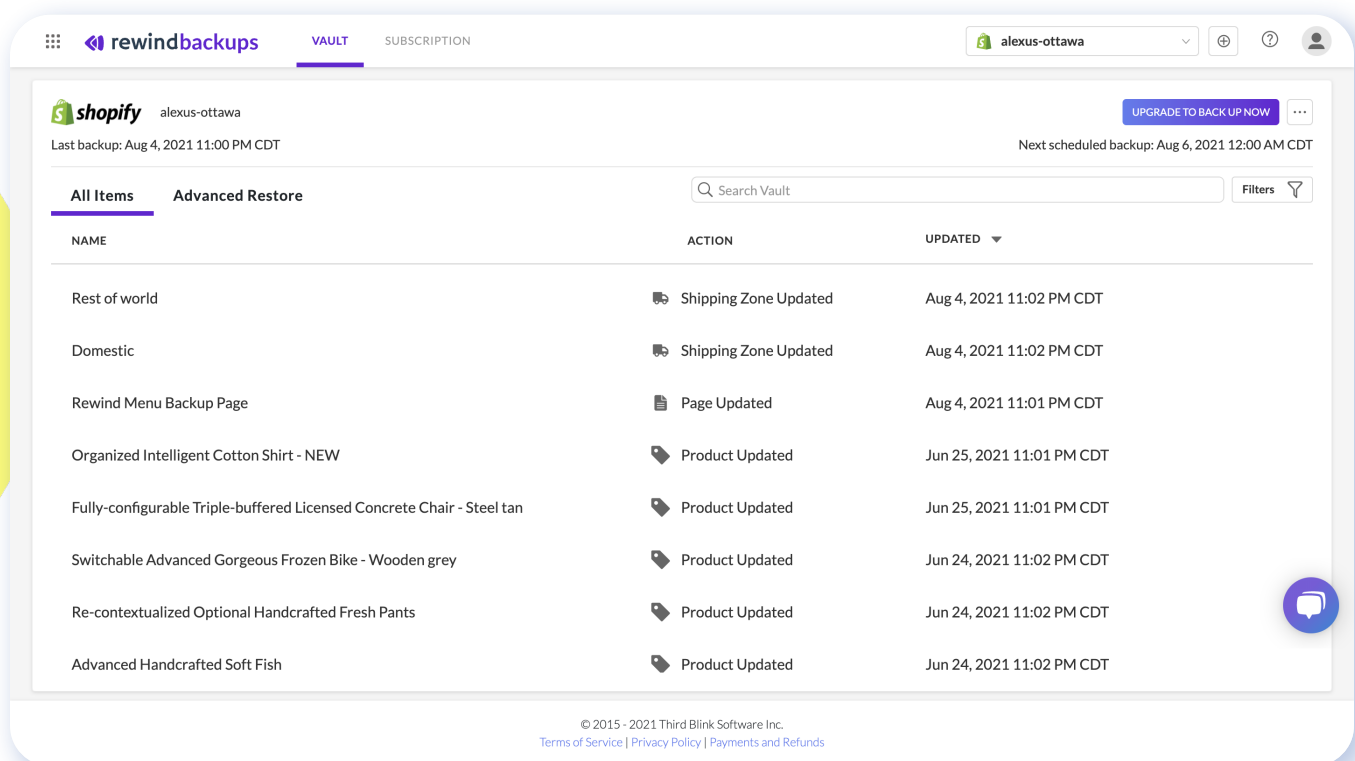
Rewind Backups for BigCommerce Facts

- Rewind is the only backup app recommended to customers by the Customer Success team at BigCommerce.

- Rewind is the BigCommerce 2020 Tech Partner of the Year Award Winner.

- Rewind is the top reviewed BigCommerce app.

Why Merchants Need Backups

Online stores become inoperable after human error and accidental data deletion, or rogue apps make unwanted changes—in some cases deleting your entire store. As a business owner, data backup and security should be your top priority. If your store goes down, so does your income. Downtime is expensive. Even the most diligent people make mistakes including professionals such as CloudFare and industry giants like Tupperware.com. Not having a daily backup of your store is like having your house burn down without insurance. You'd have to rebuild from scratch.
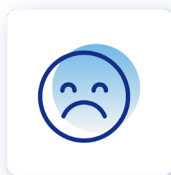
About the Rewind Backups App

- When you make a mistake or lose data due to a 3rd party app or another incident, Rewind gives you several options to restore your data: one item at a time, multiple items, or the entire store.

- Having Rewind installed gives you peace of mind that small mistakes while editing the store won't derail all of your plans.

- The best time to setup Rewind is before you need it. The second best time to setup Rewind is before Black Friday/Cyber Monday. While getting ready for holiday sales, you are making more changes than usual to your store, and stress levels are high.

- Rewind backs up merchants at the account-level. This is a much more granular backup of just the data that has been added to the merchant's store. This includes products, pages, customers, orders, etc. Rewind gives merchants the power and flexibility to restore these items when needed.
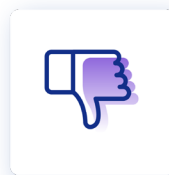

NAME	ACTION	UPDATED
Rest of world	Shipping Zone Updated	Aug 4, 2021 11:02 PM CDT
Domestic	Shipping Zone Updated	Aug 4, 2021 11:02 PM CDT
Rewind Menu Backup Page	Page Updated	Aug 4, 2021 11:01 PM CDT
Organized Intelligent Cotton Shirt - NEW	Product Updated	Jun 25, 2021 11:01 PM CDT
Fully-configurable Triple-buffered Licensed Concrete Chair - Steel tan	Product Updated	Jun 25, 2021 11:01 PM CDT
Switchable Advanced Gorgeous Frozen Bike - Wooden grey	Product Updated	Jun 24, 2021 11:02 PM CDT
Re-contextualized Optional Handcrafted Fresh Pants	Product Updated	Jun 24, 2021 11:02 PM CDT
Advanced Handcrafted Soft Fish	Product Updated	Jun 24, 2021 11:02 PM CDT

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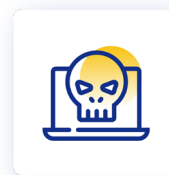Terms of Service | Privacy Policy | Payments and Refunds

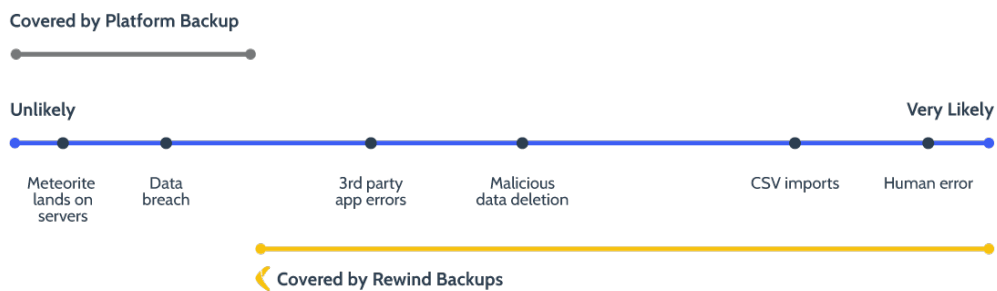Rogue Employee   Human Error   Accidental Data Loss   Hijacked Account

Shared Responsibility Model

Shopify and BigCommerce don't save all the data that stores need to be up and running. They follow something called the Shared Responsibility Model of data storage:

	On-premises	IaaS (Infrastructure-as-a-Service)	PaaS (Platform-as-a-Service)	SaaS (Software-as-a-Service)
	User Access/Identity	User Access/Identity	User Access/Identity	User Access/Identity
	Data	Data	Data	Data
	Application	Application	Application	Application
	Guest OS	Guest OS	Guest OS	Guest OS
	Virtualization	Virtualization	Virtualization	Virtualization
	Network	Network	Network	Network
	Infrastructure	Infrastructure	Infrastructure	Infrastructure
	Physical	Physical	Physical	Physical

● Customer Responsibility
● Cloud Service Provider Responsibility

Covered by Platform Backup

Unlikely — **Very Likely**

Meteorite lands on servers | Data breach | 3rd party app errors | Malicious data deletion | CSV imports | Human error

Covered by Rewind Backups

For more information about how the Shared Responsibility Model specifically applies to ecommerce, check out *The Shared Responsibility Model and SaaS, Explained*. Please feel free to utilize any of the above graphics (providing you do not alter them). If you require different versions and/or sizes, please contact marketing@rewind.io.

Facts about Ecommerce Security

- The most vulnerable industry is ecommerce, experiencing 32.4% attacks in various forms. Ecommerce sites and apps have storage and exchanges of critical data and sensitive info, so it tempts malicious elements the most. (source)

- Nearly 70% of small business websites will face some type of cyber attack. In 2019, 10% percent of small businesses hit with a cyberattack were forced to shut down as a result. (source)

- Cybercrime is now a 45 billion dollar industry worldwide (source)

- Over 90% of data breaches are caused by human error (source)

- 40% of SaaS app users have experienced data loss (source)

- Ecommerce merchants are facing new and sophisticated threats (source)

- Every minute, four companies fall victim to ransomware attacks. Over 550,000 new pieces of malware are identified daily (source)

Additional Resources

Protect the data
your store relies on.

Rewind puts you in control of your data, allowing you to restore anything from a single image to an entire store.

GET IN TOUCH

rewind