

# MainWP WordPress Plugin Overview

## Tagline

Self-hosted WordPress Management for Agencies

## Description

MainWP is a free, self-hosted WordPress management suite that enables agencies, freelancers, and site owners to manage unlimited WordPress sites from a single dashboard without routing data through a third-party SaaS platform. Because the Dashboard runs on infrastructure you control, your data stays yours.

## How it Works

The MainWP suite consists of two plugins:

- The MainWP Dashboard Plugin is installed on one self-hosted WordPress site. This is the administrator's control center, the site where all management work is done.
- The MainWP Child Plugin is installed on each WordPress site to be managed. Child sites can be hosted on any server or hosting provider. They connect securely to the Dashboard, enabling centralized management across an unlimited number of sites.

## Architecture and Extensibility

The MainWP Dashboard is a fully featured management platform built for agencies and site managers. For those who want to go further, it exposes developer hooks and filters, a REST API, and CLI support, making it straightforward to integrate with external systems or build custom tooling around it. An MCP server enables AI assistant integration, and MainWP Control adds script-level automation for teams that prefer working outside the interface. On top of that, a growing ecosystem of official and community-built add-ons extends the Dashboard with additional functionality.

## Pricing Model

MainWP's core Dashboard and Child plugins are free and available on the WordPress Plugin Repository. Premium add-ons are available through the MainWP Pro Bundle. Unlike SaaS alternatives, MainWP charges a flat fee for premium add-ons with no per-site pricing, meaning costs do not scale with the number of managed sites. As one of the only WordPress management systems not owned by a major corporation or hosting company, MainWP is independently owned, profitable, and debt-free.

## WordPress Plugin Repository

Dashboard: <https://wordpress.org/plugins/mainwp/>

Child Plugin: <https://wordpress.org/plugins/mainwp-child/>