TOTAL WEBSITE MAINTENANCE

WORRY-FREE WEBSITE TLC

WE KEEP YOUR WEBSITE HEALTHY

It can happen, and it happens more often than you think; your website gets hacked, a server error erases your content, an update corrupts your site... Whatever it is, your hard work is gone and you are losing business.

As WordPress is by far the world's most popular CMS (Content Management System), it is of vital importance that your site is continuously being updated to avoid loss of data through crashes and/ or hackers, and give your visitors the best and fastest viewing experience possible. Unfortunately, most website owners are not aware that their website needs regular maintenance until it is too late.

TOTAL WEBSITE MAINTENANCE
KEEPING YOUR WEBSITE HEALTHY

WORDPRESS & PLUGIN UPDATES

CUSTOM THEME UPDATES

WEBSITE & DATABASE BACKUP

BASIC WORDPRESS FIREWALL

SPEED UP CACHE & CDN

DATABASE OPTIMISATION

IMAGE OPTIMISATION

WEBSITE UPTIME TRACKING

+ 30,000,000
Daily number of website attacks

Every day, on average over 30 million websites get attacked! Weak passwords, incorrect file permissions, outdated WordPress, theme and plugins are a main cause.

− 42%
Average image reduction

Large image filesizes are a major reason why your website is slow to load. Our average image filesize reduction is 42% allowing your website to display much quicker whilst keeping Google happy too.

+ 25%
Visitors lost when site loads slower than 5s

If your site take slonger than 5 seconds to load, over 25% of your potential customers will abandon their visit. This percentage increases exponentially as your site loads slower and slower.

Having an optimized website is also one of the basic requirements for Search Engine Optimization, so if Google rankings are important to you, we highly advise you to consider subscribing to our Total Website Maintenance package. But it goes further than that. Your website visitors tend to leave your site the longer it takes to load so it is also of great importance to optimise your website for maximum speed. As it is our aim to be your one-stop web address for all your online related needs, we offer a Total Website Maintenance package which includes 8 vital parts to keep your website happy, healthy and fast.

WHAT'S INCLUDED?
KEEPING YOUR WEBSITE HEALTHY

01 WORDPRESS & PLUGINS UPDATES

As WordPress is the most popular CMS -Content Management System-, regular updates to fix bugs and/or patch security holes are being released. It is of utmost importance to the safety and well-functioning of your website to always have your website updated with the latest WordPress versions and plugins.

- **Frequency:** We will check your website once a week and take care of the necessary updates when available.

02 THEME UPDATES

The developer of your theme is continuously releasing improvements to your theme, ie. functionalities are being added, security holes are being patched and bugs are being fixed. For a well-working and safe website, theme updates should be installed as soon as possible after they have been released.

- **Frequency:** We will check your website once a week and take care of the necessary updates when available.

03 FULL WEBSITE & DATABSE BACKUPS

Never worry about losing your important content anymore as we will be making daily database and weekly full site backups which are stored in the cloud for extra security.

- **Frequency:** We will keep 4 full website backups safely stored on our cloud as well as 7 database backups.

04 WORDPRESS FIREWALL BASIC

With WordPress being the most popular CMS tool, all hackers' eyes are on it and it is therefore also the most prone system to hacking. Installing a basic firewall greatly reduces these and other threats.

- **Frequency**: We will run a weekly scan which looks for malware, malicious URLs, and patterns of infections by examining all of the files, posts, and comments on your WordPress website. It also checks your server and monitors your site's online reputation.

05 SPEED UP CACHING & CDN SYSTEM

We use the industry's leading caching plugin and connect it to the industry's leading CDN provider's free package* so that you can be assured your website loads as fast as it possibly can improving the visiting experience for your customers and satisfying Google along the way. For more information regarding Cloudflare's CDN, see https://www.cloudflare.com/cdn/.

- **Frequency:** Once a month we run your website through the world's leading speed test tools to make sure it is still performing at top speed and we will make necessary changes if needed.

Make sure to watch this short 1-minute animated video too to learn more about the importance of connecting to a CDN: https://www.youtube.com/watch?v=P67qQNY5FJI

*Cloudflare offers several paid packages too if you're looking into an even faster solution.

WHAT'S INCLUDED?
KEEPING YOUR WEBSITE HEALTHY

06 DATABASE OPTIMISATION

We will optimise your database which will free up at times Mbs of data and thus reduce clutter resulting in a faster loading time of your website.

- **Frequency**: Once a month we will optimise your database and make sure any unnecessary clutter is removed.

07 IMAGE OPTIMISATION

Many websites are greatly slowed down by heavy imagery, too big imagery (we have come across websites with photos that were up to 20Mb in size!) and the wrong use of png and jpg images. Having optimised images will help you reduce the loading time of high quality images without comprising their quality and thus increase your website speed which your visitors (and Google) will appreciate.

- **Frequency**: Once a month we scan all your imagery and PDF files and make sure that they are fully optimized.

08 WEBSITE UPTIME TRACKING

It is of vital importance that your website is always available for your potential customers. Many cheap hosting providers may guarantee but not achieve 99.9% uptime which may negatively affect your business but also your Google rankings as Google penalises sites that are often offline.

- **Frequency**: We check your website every 5 minutes and keep a log of your uptime (and downtime)

WEBSITE SPEED BEFORE OPTIMISATION

Latest Performance Report for:
http://www.bohemianboatcharters.com/

Report generated: Mon, Apr 2, 2018, 10:21 AM +0200
Test Server Region: 🇬🇧 London, UK
Using: 🦊 Firefox (Desktop) 54.0.1, PageSpeed 1.15-gt1, YSlow 3.1.8

Your page generation time is slow
Find out why and explore possible solutions »

Looks like you might not be using a CDN
Why should I use a CDN? »

Performance Scores

PageSpeed Score	YSlow Score
F (32%)	E (55%)

Page Details

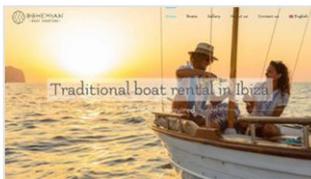| Fully Loaded Time	Total Page Size	Requests
19.1s	6.20MB	95

WEBSITE SPEED AFTER OPTIMISATION

Latest Performance Report for:
http://www.bohemianboatcharters.com/

Report generated: Mon, Apr 2, 2018, 4:14 PM +0200
Test Server Region: 🇬🇧 London, UK
Using: 🦊 Firefox (Desktop) 54.0.1, PageSpeed 1.15-gt1, YSlow 3.1.8

Looks like you might not be using a CDN
Why should I use a CDN? »

Performance Scores

PageSpeed Score	YSlow Score
A (98%)	B (86%)

Page Details

Fully Loaded Time	Total Page Size	Requests
3.4s	1.17MB	25

VARIOUS PACKAGES
THE COST OF OUR SERVICES

SUPERSPEED PACKAGE BASIC
One time speed optimisation package consisting of items 5, 6 and 7 (speed up cache & CDN, database optimisation, image optimisation)

199 €

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SUPERSPEED PACKAGE CONTINUOUS
1 year continious speed optimisation package consisting of items 5, 6 and 7 (speed up cache & CDN, database optimisation, image optimisation)

329 €

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TOTAL WEBSITE MAINTENANCE PACKAGE
1 year Total Website Maintenance package includes all items listed above, excl. paid CDN set-up

549 €

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All prices are excl 21% VAT