



WEB DESIGN POSSE
Where everything is possible

TOTAL WEBSITE CARE PLAN

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 CARE

KEEPING YOUR WEBSITE HEALTHY

 WORDPRESS & PLUGIN UPDATES	 THEME UPDATES	 WEBSITE & DATABASE BACKUP	 WEB APPLICATION 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 Weak passwords, incorrect file permissions, outdated WordPress, theme and plugins are a main cause.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 3 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 Care Plan. 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 Care Plan which includes 9 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 up to five a week and take care of the necessary updates when available.
- **NOTE:** Due to the nature of separate elements working together, any repair works to the website due to update conflicts are not covered in this package. Also, heavily customised websites may contain elements that cannot be updated (WordPress and/or plugins).

02 THEME UPDATES

The developer of your theme is continuously releasing improvements to your theme, ie. functionalities are being added, possible 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 up to five times a week and take care of the necessary updates when available.
- **NOTE:** Due to the nature of separate elements working together, any repair works to the website due to update conflicts are not covered in this package. Also, heavily customised websites may contain elements that cannot be updated.

03 FULL WEBSITE & DATABASE 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 weekly website backups safely stored on our cloud as well as 7 daily database backups.
- **NOTE:** Backup restoration not included. Hosting package needs to have ample extra storage space for backups to complete.

04 WEB APPLICATION FIREWALL

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 and malware. Installing a web application firewall greatly reduces these and other threats.

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.

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.

WHAT'S INCLUDED?

KEEPING YOUR WEBSITE HEALTHY

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:** Your existing images and PDF files will all be optimised and any new imagery you are adding will be optimised on the go.

08 WEBSITE UPTIME TRACKING

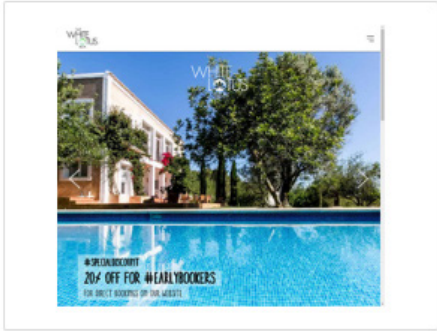
It is of vital importance that your website is always available for your potential customers. Many cheap hosting providers may guarantee but not achieve 99.9% uptime which may negatively affect your business but also your Google rankings as Google penalises sites that are often offline.

- **Frequency:** We check your website every 30 seconds and keep a log of your uptime (and downtime).

WEBSITE SPEED BEFORE OPTIMISATION

Your Results:

[DOWNLOAD HAR](#) [SHARE RESULT](#)

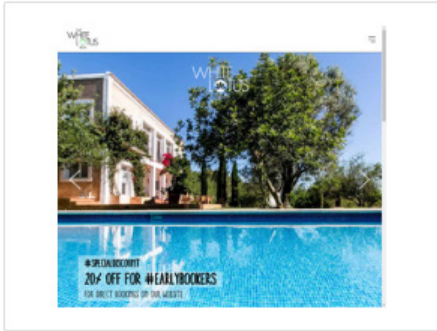


Performance grade D 69	Page size 7.3 MB
Load time 7.22 s	Requests 176

WEBSITE SPEED AFTER OPTIMISATION

Your Results:

[DOWNLOAD HAR](#) [SHARE RESULT](#)



Performance grade C 75	Page size 4.2 MB
Load time 472 ms	Requests 74

VARIOUS PACKAGES THE COST OF OUR SERVICES

WEBSITE SUPERSPEED PLAN

1 year speed optimisation package consisting of items, 5, 6, 7, and 8 (speed up cache & CDN, database optimisation, image optimisation, uptime tracking), excl. paid CDN set-up

399 €

WEBSITE SECURITY PLAN

1 year website security package consisting of items 1, 2, 3 and 4 (WordPress and plugins updates, theme updates, full website and database backups, Web Application Firewall)

399 €

TOTAL WEBSITE CARE PLAN (SUPERSPEED & SECURITY)

1 year Total Website Care Plan includes all listed items, excl. paid CDN set-up

699 €