

# e-Commerce Website Hosting Service



## HOSTING:: WHAT YOU GET

Where you host your website is an extremely important decision to make, if you choose simply on price, you may be making a huge mistake. We encourage you to read the information below because there is more to hosting than you may think. Our hosting includes:

### WHAT YOU GET

- > 100% Australian Hosting Environment held at the Sydney Equinix SY3 datacentre
- > Australian Owned & Operated
- > Green Host with Carbon Emissions offset through The Nature Conservancy
- > Free setup
- > 3GB web and email storage space
- > Email spam filtering
- > 15x100Mb POP3/IMAP email accounts
- > 5GB data transfer\* (per month)
- > 2 x MySQL Database
- > Control Panel Access – Allows you to manage your email accounts
- > Web Mail – Access your email from any device over the internet
- > Server security monitoring 24/7
- > Anti-Virus (Active Server Security)
- > Daily back-ups of your website
- > Daily back-ups of your database
- > Business hours phone support
- > Emergency after hours support

### SERVER SPECIFICATIONS

- > Server Connection Speed 45 megabits per second (upload & download)
- > 16 GIG RAM
- > 10 CPUs
- > Solid State Hard Drives
- > 99.9% Uptime Guarantee
- > Multiple server connections (if one drops out there are 4 other backup connections)
- > DDOS Protection

\* Excess data usage is charged at \$15/month per additional GB

## WORDPRESS:: THEME + PLUG-IN UPDATES

Brown Ink Design build websites using the Content Management System (CMS) platform WordPress. It is essential WordPress and the associated plug-ins are kept up-to-date to make your website less vulnerable to hacking. The updates will also ensure your website continues to run quickly and takes advantage off all the latest advancements in technology.

### WHAT YOU GET

- > WordPress Software Upgrades (Minimum 2 each year)
- > Plug-In Updates
- > WordPress Theme Updates

### BENEFITS

- > Your website is less vulnerable to hacking
- > Your website will run faster
- > You will always be using the latest technology

More information about WordPress updates is supplied in the following pages, please read.

# \$920

+ GST Paid Annually

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# e-Commerce websites payment options

e-Commerce websites require payments to be made by users. There are a number of ways which this can happen. PayPal is a popular option and using an online merchant payment gateway from a bank is another option.

## USING PAYPAL FOR PAYMENT

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PayPal is a third party payment service which if used requires very little work other than setting up your PayPal account. Brown Ink have included the cost of setting up a PayPal payment structure in your website cost. This structure **does not** require you to get an SSL Certificate or a Dedicated IP Address.

If you require more than a simple PayPal service then a second payment option has been outlined below.

## USING YOUR BANKS ONLINE PAYMENT GATEWAY

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A payment or merchant gateway is an e-commerce application service that authorises credit card payments for e-businesses and online retailers without the user leaving the site. It is the equivalent of a point of sale terminal located in most retail stores. For this to be enabled on your site you will require a SSL (Secure Sockets Layer) certificate and a dedicated IP (internet Protocol) address.

## SSL CERTIFICATE, WHAT IS IT?

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The primary reason why SSL is used is to keep sensitive information sent across the internet encrypted so that only the intended recipient can understand it. This is important because the information you send on the internet is passed from computer to computer to get to the destination server. Any computer in between you and the server can see your credit card numbers, usernames and passwords, and other sensitive information if it is not encrypted with an SSL certificate. When an SSL certificate is used, the information becomes unreadable to everyone except for the server you are sending the information to. This protects it from hackers and identity thieves.

Web browsers give visual cues, such as a lock icon or a green bar, to make sure visitors know when their connection is secured. This means that they will trust your website more when they see these cues and will be more likely to buy from you.

Purchase 1 Year Rapid SSL Certificate

- Keep your customers transactions secure with strong encryption.
- Secures single domain
- \$10,000 warranty
- Improve customers trust with site seal (lock icon in browser)
- Verified by GeoTrust
- The strongest 256-bit SSL encryption

**SSL Certificate Cost:** \$180 + GST Annually  
**Installation Fee:** \$120 + GST (once off)

## DEDICATED IP ADDRESS, WHAT IS IT?

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You must have a dedicated IP address in order to get an SSL certificate on your site. This is completely separate from your domain name, or the URL of your site. The IP address is a sequence of numbers (e.g. 123.456.789.10) assigned to every device that accesses the Internet. The difference between shared and dedicated IP addresses is quite simple. Shared IP address is a single address that is used by multiple websites within one web-server. Having a dedicated IP address means that the website has its very own address for security and stability. You can use this IP address or your domain name of your website, to access it from the Web.

Purchase 1 Year Dedicated IP Address

- Higher stability web hosting
- Higher security web hosting
- Less chance of email blacklisting and IP blacklisting
- High-volume traffic ability

**Dedicated IP Address cost:** \$180 + GST Annually  
**Installation Fee:** \$120 + GST (once off)

**Please Note:** Some banks have developed Plug-In applications to work with WordPress. There maybe a cost associated with the purchase of this application.

# Why we choose to use WordPress.



Brown Ink Design build websites using the CMS platform called WordPress. WordPress is just like any software, it requires updates for bug fixes, security improvements, and feature upgrades.

## WORDPRESS INFORMATION

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WordPress is an open source software which means it can be used for free to build websites. Open source is a philosophy that promotes free redistribution and access to an end product's design and implementation details. In short, open source is advantageous because thousands of developers around the world are constantly enhancing, developing and creating solutions through interactive communities. End users of WordPress (you and us) then enjoy these benefits without paying huge amounts of money for the hard work.

## USER FRIENDLY

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WordPress is an easy CMS to use. What we have found is most of our clients need only two hours of training to grasp the CMS program. The administration section is easy to navigate and it's even easier to add articles, videos, PDFs, images and all types of content to your website.

We also use a plug-in called Visual Composer which makes the process of creating pages, posts and galleries so easy you don't need to have any programming knowledge.

## PLUG-INS

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There are currently 19,000 WordPress plug-ins available for web designers and developers to select from. Due to the open source model, programmers are constantly developing functionality to WordPress websites. Which means if Brown Ink or our client comes up with an idea or suggestion, we need only search the online WordPress community to find if someone has already developed this plug-in. Utilising existing programming or plug-in developments is a very cost effective way of adding functionality to your website.

## SEARCH ENGINE OPTIMISATION (SEO) FRIENDLY

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Search Engines (especially Google) should be top of mind when building a website, WordPress has in built functionality to help with your site to be more search engine friendly. For example sending pings to other sites, making categories, tagging your posts, naming your images and use of heading tags. WordPress is a very successful and proven CMS for ranking on Google.

### WORDPRESS FAST FACTS

- Fact 1.** 17% of all websites are published with WordPress
- Fact 2.** WordPress currently runs more than 66 million websites. Some of those sites include CNN, TechCrunch, Forbes, Ebay and many other popular sites that you probably use or see every single day!
- Fact 3.** 63% of the top 10 million sites are using WordPress (Joomla is 11% & Drupal is 8%)
- Fact 4.** WordPress is responsible for more than 50% of the CMS websites on the internet.
- Fact 5.** WordPress has averaged three major upgrades a year, this means passing on better benefits to each website published in WordPress.
- Fact 6.** The community – 19,000 plugins have been contributed to WordPress.org with over 606 million downloads.\*
- Fact 7.** There are currently 21,000 free plug-ins for WordPress available for download.
- Fact 8.** WordPress was founded in 2004 and was originally designed for blogging.

\* <http://wordpress.org/extend/plugins/> – 2012

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# Benefits of keeping your WordPress website healthy.

We understand there is quite a lot of information about websites, the reason we have taken the time to put this document together is to make sure your website operates efficiently and effectively 24/7.

## 1. WORDPRESS SOFTWARE UPDATES

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Currently WordPress release on average three to five updates a year, in order to make sure your website is secure, free of bugs and working to its optimum performance. These versions are not automatically updated they need to be manually activated. Brown Ink Design will make sure your website is up-to-date all the time.

## 2. PLUG-IN UPDATES

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On average each website we build has 5 plug-ins. Plug-ins are generally created by third parties just like apps are created for use on an iPhone or Android phone. Plug-ins also need to be updated just like the WordPress software. The type of plug-ins we use on every e-commerce website we build are:

- WordPress SEO (used for manually controlling SEO information on each page)
- Gravity Forms (used for online enquiry forms)
- Woo-Commerce (Shopping Cart)
- Layer Slider (Animated banners)
- Really Simple Captcha (Spam filter for the online enquiry forms to stop robots from sending you spam)
- Google Analytics Dashboard App
- Visual Composer (makes editing your website so very simple, without any programming knowledge)

## 3. WORDPRESS SECURITY

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WordPress is the biggest website platform on the internet unfortunately this also makes it a big target for hackers. This means it is extremely important your WordPress and plug-ins are kept up-to-date.

**How does running old plug-ins affect WordPress users?**

Out-of-date plug-ins may not be compatible with new versions of WordPress, leaving your site broken after an update to the WordPress. When this happens, we are forced to deactivate the plugin and your website may be left with a void in your functionality unless we can find a comparable tool.

The more urgent issue at hand is security. Outdated plug-ins are more vulnerable to security attacks, sometimes even without the author's knowledge. This is why we make the WordPress and plug-in updates to your hosting a compulsory item.

**Why is this so important?**

If your WordPress website is not kept up-to-date there is a very real threat it will be hacked. Statistics show us WordPress websites which have not been updated for three years are 800% more likely to be hacked than websites which are up-to-date.

By paying to keep your website software up-to-date it is like having insurance. If your website is hacked it could cost you thousands to have the problem sorted.

## 5. WORDPRESS THEME

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Websites in the E-commerce Website Package are built on a WordPress theme. The theme will need to be updated in order to match and utilise the advancements in WordPress. This requires advanced knowledge and should only be performed by someone with website development experience.

## UPDATING WORDPRESS & PLUG-INS YOURSELF

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If you request administration access to your website then you will get access to every area. This will allow you to update your website yourself, but please BEWARE. Updating your website without the proper knowledge and testing can go wrong, if you require our help to fix any update issues Brown Ink Design will charge you \$120 + GST per hour to fix your website.

Please note your CMS training does not cover how to update your WordPress and Plug-Ins this is a totally different skill which requires different knowledge.

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# Updating WordPress The Process

In the interest of being as transparent as possible we will take you through the steps of how we update your website. Because it differs greatly to how you update the software on your smartphone or computer.

## STEP 1. BACK-UP YOUR WEBSITE

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We download from our hosting your entire website and back it up on our local hosting server. We back-up your website just in case the update has testing issues and we can revert back to the latest version if required.

## STEP 2. APPLY UPDATES TO YOUR WEBSITE

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A copy of your website is uploaded to our local hosting server so we can apply the updates to the WordPress theme, the WordPress software and the plug-ins, in a controlled environment.

## STEP 3. TEST YOUR WEBSITE

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Once the updates have been completed we need complete the following tests:

1. Home Page
2. Internal Pages
3. Online Enquiry Forms
4. Gallery and Portfolio systems (if included)
5. Test all other functionality

## STEP 4. UPLOAD WEBSITE TO HOSTING SERVER

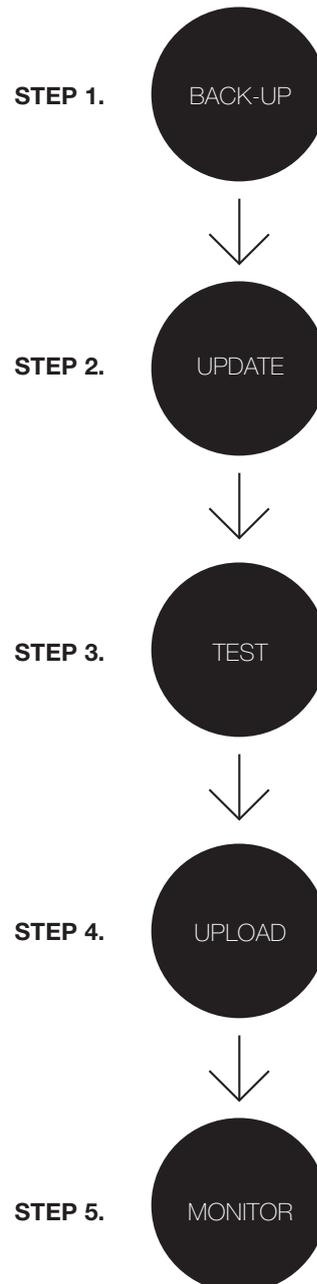
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After testing is completed and updates have been successful we will then upload your website back to our hosting server to replace the existing website.

## STEP 5. MONITOR FOR NEW UPDATES

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Knowing your website is up-to-date and more secure is comforting to all our team at Brown Ink. We will then monitor WordPress and plug-in updates to make sure your websites is always going to very difficult for hackers to hack.



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# Website FREE SSL Certificates



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## FREE SSL CERTIFICATE:: SECURE YOUR SITE

Increase your presence on google and give your customers the added trust they need with SSL Certificates. Brown Ink offers a FREE SSL Certificate with all our hosting packages.



### WHAT IS AN SSL CERTIFICATE?

SSL Certificates are small data files that digitally bind a cryptographic key to a particular website or software installation.

When installed on a web server, it activates the green secure padlock in the address bar and the https protocol (over port 443) which allows secure connections from your web server to the users browser.

### WHAT IF I DON'T HAVE A SSL CERTIFICATE?

Google has started to penalise rankings of websites that do not have SSL Certificates. In Google Chrome's browser your website will display as 'Not Secure' and may also give users a warning before letting them enter the site.

If you are selling products and services through your website with a merchant gateway, your bank will require you to have a RAPID SSL certificate installed.

### WHICH SSL CERTIFICATE DO I NEED?

If your website is just an informational website and you do not transmit sensitive information, a FREE SSL Certificate is the perfect solution.

If you sell products online or transmit any sensitive information like credit card details or patient information, you will require a RAPID SSL Certificate.

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## FREE SSL CERTIFICATES

included in our hosting packages

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# Website RAPID SSL Certificates



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## RAPID SSL CERTIFICATE:: SECURE YOUR SITE

If you sell products online or collect sensitive information, you will need a RAPID SSL Certificate to give you and your customers peace of mind.



### WHAT IS AN SSL CERTIFICATE?

SSL Certificates are small data files that digitally bind a cryptographic key to a particular website or software installation.

When installed on a web server, it activates the green secure padlock in the address bar and the https protocol (over port 443) which allows secure connections from your web server to the users browser.

### WHY DO I NEED A RAPID SSL CERTIFICATE?

Rapid SSL Certificates protect all customer information transmitted through the website. Our Rapid SSL Certificate offers up to \$10,000 of purchase protection for you and your customers.

If you are selling products and services through your website with a merchant gateway, your bank will require you to have an SSL certificate installed.

### HOW MUCH IS A RAPID SSL CERTIFICATE?

Initial installation of a Rapid SSL Certificate is \$180.00+GST with an annual fee of \$360.00+GST totalling \$540.00+GST

If you wish to purchase a 3 Year Rapid SSL Certificate, the initial installation is \$180.00+GST with a 3 year renewal of \$600 totalling \$780+GST, a saving of \$480.00+ GST.

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# \$540<sub>+</sub> GST

with an annual renewal fee of \$360+GST