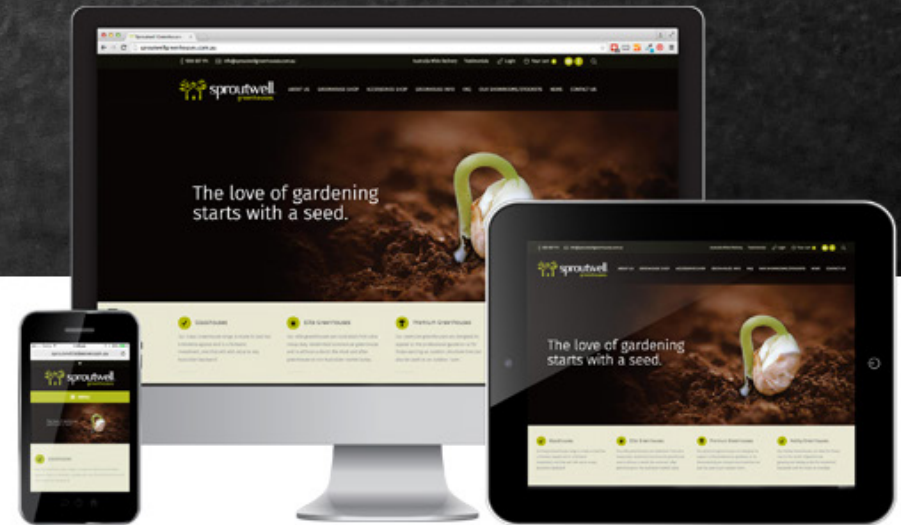


# Custom Website Hosting Package



## HOSTING:: WHAT YOU GET

Where you host your website is an 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
- > Malcare Software Management 24/7 and notifications
- > WordPress, Website Theme and Website Plug-Ins software updates
- > Free setup
- > 18GB web space
- > 4GB data transfer\* (per month)
- > 1 x MySQL Database
- > 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)
- > 32 GIG RAM
- > 12 CPUs
- > Solid State Hard Drives
- > 99.9% Uptime Guarantee
- > Multiple server connections (if one drops out there are 4 other backup connections)
- > DDOS Protection

### WEBSITE SECURITY

- > 24/7 website monitoring
- > Daily malware scans
- > Complex malware detection
- > Instant malware removal
- > Smart firewall IP blocking
- > Brute force attack prevention

**\$800** + GST Paid Annually

Price includes hosting and WordPress software updates  
more information on the next page >

\* Excess data usage is charged at \$20 for the first GB overuse and \$6 per additional GB

# WordPress Theme + Plug-In Updates



## UPDATES:: WHAT YOU GET

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.

Keeping WordPress software up-to-date is no longer negotiable it is now compulsory.

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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 website we build are:

- WordPress SEO (used for manually controlling SEO information on each page)
- Gravity Forms (used for online enquiry forms)
- 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 Professional 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.

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## STEP 1. BACK-UP YOUR WEBSITE

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.

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## STEP 2. APPLY UPDATES TO YOUR WEBSITE

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.

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## STEP 3. TEST YOUR WEBSITE

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

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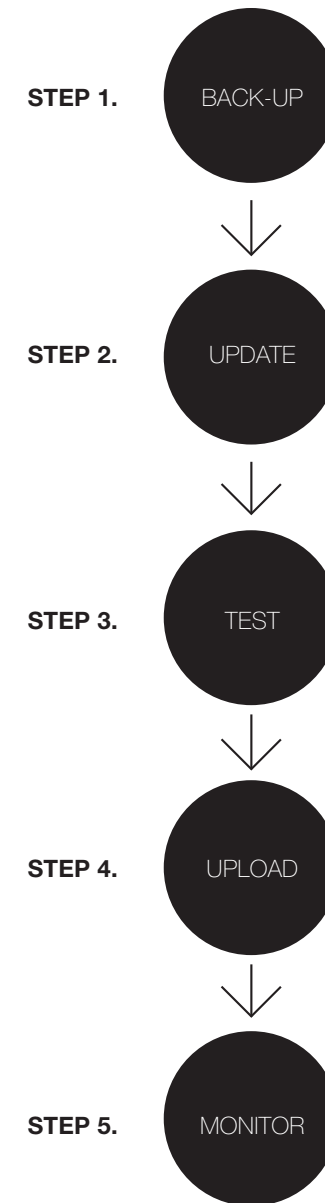
## STEP 4. UPLOAD WEBSITE TO HOSTING SERVER

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.

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## STEP 5. MONITOR FOR NEW UPDATES

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.



# Website FREE SSL Certificates



## 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.

## FREE SSL CERTIFICATES

included in our hosting packages



# Website RAPID SSL Certificates



## 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.

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

with an annual renewal fee of \$360+GST

