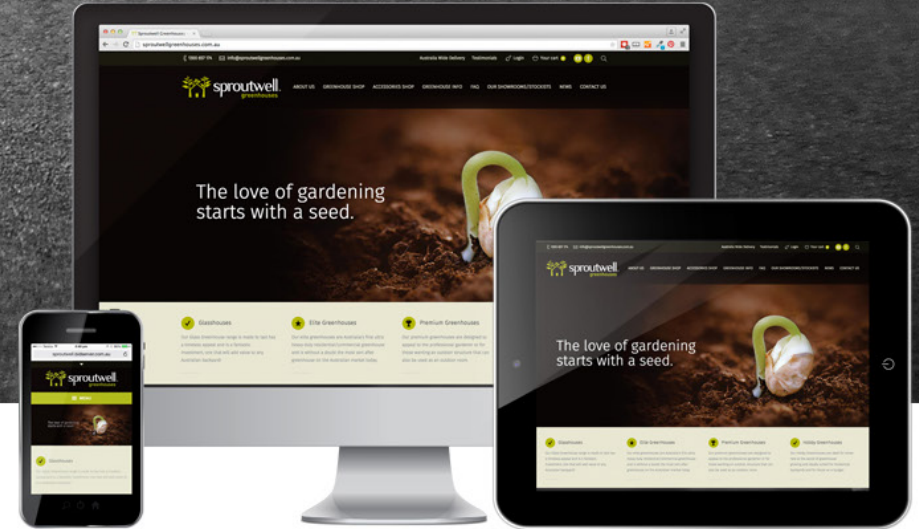


# Professional e-Commerce Website Hosting Package



## 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

### LITESPEED PERFORMANCE

- > Fastest web server technology currently available
- > Increased PHP performance
- > 5x faster than the current software application for web servers
- > Optimised for SEO results
- > Serves 4.5 times greater visitors per second (see graph on following page)
- > Increased robust security with built-in anti-DDoS

\* Excess data usage is charged at \$20 for the first GB overuse and \$6 per additional GB  
Price includes hosting and WordPress software updates

**\$800** + GST  
Paid Annually

# LiteSpeed :: How it Works

## WHY LITESPEED?

As the industry evolves, websites are becoming more visually appealing, incorporating elements such as videos, mega menus, and infographics rather than relying solely on text. LiteSpeed ensures that your site loads content faster than with other servers, improving visitor experience and helping you achieve your goals more efficiently.

## KEY BENEFITS

When your website loads super fast, this speed will enhance your visibility on Google, as faster websites tend to rank higher in search results. Moreover, the hosting is flexible and reliable, capable of handling increased traffic without crashing. LiteSpeed hosting also provides additional protection for your website from cyber threats, ensuring the safety of your data and customers.



### 1. FAST PERFORMANCE

Website loads super fast, making it easier for visitors to access information super quick.



### 2. IMPROVED SEO RANKING

Faster websites rank higher on Google, translating to stronger performance in search results.



### 3. WEBSITE OPTIMIZATION

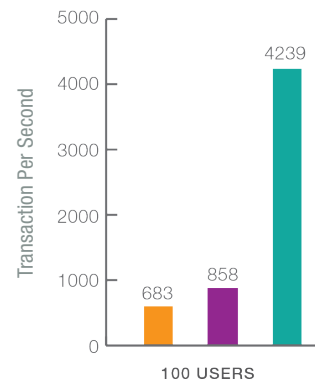
Improving website performance, speed, driving more traffic



### 4. ENHANCED SECURITY

Robust security measures, including real-time threat detection and built-in anti-DDoS protection.

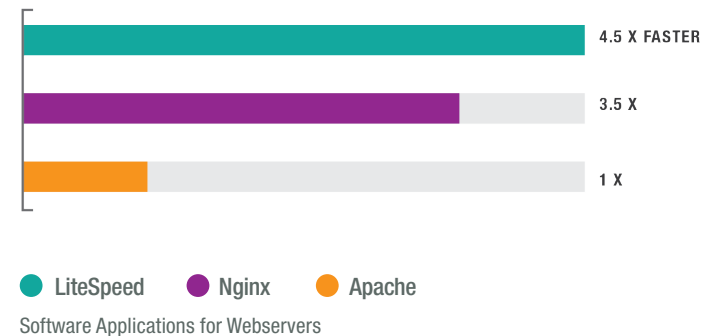
LITESPEED'S RESPONSE TIME



LiteSpeed ensures measurable speed improvements for your site.

LITESPEED PERFORMANCE COMPARISON

Average Requests Handled Per Second



This benchmark compares the speed at which various web servers respond to requests. LiteSpeed surpassed Nginx and Apache by up to 1.3 times faster and 4.5 times faster, respectively.

# 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.

