

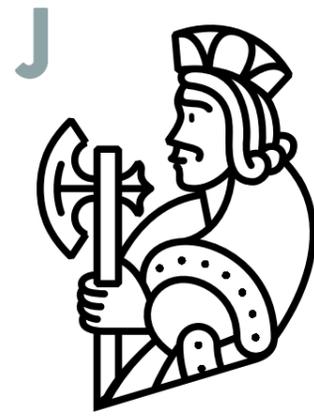


# Website maintenance & security packages

Glow's maintenance and security website packages provide essential monthly support in updating and securing WordPress websites from possible bugs, glitches & viruses; giving peace of mind that your site is being regularly monitored, updated and protected.

**GLOW.**

# Maintenance and security website packages



	Jack	Queen	King
1 Free SSL certificate installed on your website upon deployment	✓	✓	✓
2 DNS update at installation/deployment		✓	✓
3 On-going DNS configuration management		✓	✓
4 Domain name renewal notification		✓	✓
5 Free WordPress telephone support (during office hours)		✓	✓
<b>Google Analytics</b>			
6 Installed at deployment	✓	✓	✓
7 Monthly traffic report provided			✓
8 Initial one-time, on-page SEO audit			✓
9 One-time code review			✓
10 Restore to a previous backup point on request	✓	✓	✓
11 Monthly WordPress security updates, when required	✓	✓	✓
12 Monthly free or premium themes and plugin upgrades, including validation of upgrades and site functionality before applying to live website	✓	✓	✓
13 Major upgrade of WordPress versions including validation of upgrades and site functionality before applying to live website (1 upgrade per year)	✓	✓	✓
14 Free malware clean-up if your website is hacked under our maintenance (maximum of 1 clean up per year)			✓
15 Service level agreement guaranteeing response times based on issue criticality (during office hours)			✓
16 Monthly content updates to the websites		✓	✓

**Contact Glow for monthly price details**

# Website hosting services

- 17 WordPress-dedicated hosting platform using best-in-class, enterprise-grade architecture ✓
- 18 24/7/365 Site monitoring ✓
- 19 Free staging site for testing ✓
- 20 WordPress security updates applied automatically as soon as available ✓
- 21 Proprietary page caching system to increase performance of your website ✓
- 22 Automatic backup points for instant restore: ✓
  - Latest 40 backup points are held
  - Backup points contain database and all theme, plugin, uploads, and core files
- 23 Automatic daily backups to ensure your data is never lost: ✓
  - Daily backups contain filesystem data, a database snapshot, and your media library
- 24 Off-site storage of backups in a geographically separate location from your website, for increased resilience and security of your data ✓
- 25 Real-time security threat detection ✓

AND YOU'LL GET ALL OF THIS TOO!

# Definition of services

## 1. Free SSL certificate installed on your site at deployment:

SSL certificates are small data files that digitally bind a cryptographic key to an organisation's details. When one is installed on a website, it activates the padlock and the https protocol and allows secure connections from a web server to a browser. It provides a secure channel between two machines operating over the Internet or an internal network, ensuring the data passed between your visitor's browser and your website is encrypted and secure.

## 2. DNS update at installation/deployment:

Domain Name Servers (DNS) are the Internet's equivalent of a phone book. They maintain a directory of domain names and translate them to Internet Protocol (IP) addresses. This is necessary because, although domain names are easy for people to remember, computers or machines, access websites based on IP addresses.

Your website's domain name (e.g. www.companyname.co.uk) will require the IP address to be updated when you move your website to our hosting. We can manage this for you to ensure your DNS is configured correctly.

## 3. On-going DNS configuration management:

Once your website is live on our hosting platform we can manage your DNS on your behalf should you ever require amendments or new records adding at any time in the future.

## 4. Domain name renew notification:

When your domains are due for renewal we will notify you in advance to ensure you renew your domain in adequate time, avoiding downtime and the risk of your domain becoming available for a business or competitor to purchase.

## 5. Free WordPress telephone support (during office hours):

Glow can provide you with telephone support to assist you with any website related questions. This service is limited to 12hrs support per year, which should be suitable for most websites.

Our office hours are Monday to Friday, 09:00 - 17:30, with the exception of UK bank holidays and our Christmas shutdown period.

If telephone support is required during our Christmas shutdown period, we can provide a

manned phone line, for an additional fee. This would provide emergency cover for critical issues\* during office hours with the exception of the Christmas Day, Boxing Day and New Year UK bank holidays.

To provide this service, we require notification by 31 October, and notification to proceed by 15 November.

\* 'Critical issues' are as defined within point 15 of this document.

## 6. Google Analytics installed at deployment:

Google Analytics is a free web analytics service offered by Google that tracks and reports website traffic. Google Analytics is the most widely used web analytics service on the Internet. We will assist you with registration and installing the code on your website so you can review analytics and access informative reports on your website visitors.

## 7. Monthly analytics report provided:

We can remove the headache of logging into Google Analytics by providing you with a monthly summary report of the key information that we believe will be useful in understanding your website traffic, including site visits, page views, bounce rate, average time on site, pages per visit, and percentage of new visits.

## 8. Initial one-time ON-PAGE SEO audit:

Search Engine Optimisation (SEO) is the process of improving the visibility of a website on organic ('natural' or unpaid) search engine result pages, by incorporating search engine friendly elements into a website. When your website is hosted with us, we will perform a one-time SEO audit of your website to ensure that your content is correctly indexed, ensuring pages are properly structured, properly tagged and 'dead links' removed/redirected. We will then provide you with a summary report of our audit and any recommendations.

## 9. One-time code review:

Glow will perform a one-time code review to go through the custom elements of your website both at a WordPress admin level and at a code level. The review will look at how your website is constructed, look at the performance relating to factors such as image optimisation, page load speed (number of elements loading on a page) plugins in use, etc. and identify improvements. The primary objective



of the code review is to help you maximise performance and eliminate security issues, providing you with a report on our observations and recommendations.

**10. Restore to a previous backup point on request:**

Our hosting solution regularly backs up your data. Should you wish to restore to a previous backup we will apply this, on your written request, within 1 working day / 24 hrs of the request.

**11. Monthly Wordpress security updates when required:**

Glow will check a minimum of once a week whether any new security patches for WordPress are available. If there are Glow will apply them where required. The speed in which they are applied will be based on WordPress categorisation of the criticality of the update. Patches will be applied within 1 business day of being identified if they are critical, within 4 business days if not critical.

**12. Monthly free or premium themes and plugin upgrades, including validation of upgrades and site functionality before applying to live:**

We will automatically apply WordPress security patches, as soon as they are available, to protect your site from vulnerabilities and malicious attacks. Your WordPress website is likely to require theme and plugin updates which aren't automatically updated. We can perform a monthly check and apply any new updates and test before applying them to your live site. This will further minimise the risk of your website becoming at risk to malicious attacks.

**13. Major upgrade of WordPress versions, including validation of upgrades and site functionality before applying to live (1 upgrade per year):**

As well as minor security patches, WordPress periodically releases major upgrades which include the previously released patches and new features. A major upgrade is considered to be an upgrade from 4.x to 4.y. Due to your website being automatically updated with the security patches as they are released, the requirement to install major releases is less important, however, we recommend updating your version of WordPress at least once a year to ensure it stays current. Our service includes 1 upgrade per year. We will review the version of WordPress your site is running and depending on how current this is, we will then make a recommendation on when to schedule the upgrade.

**14. Free malware clean-up if your website is hacked under our maintenance (maximum of 1 clean up per year):**

Your website is extensively protected from malware attacks. In the unlikely event that your website is hacked when hosted with us, we will provide a free malware clean up.

One free malware clean-up is provided per year. In the unlikely event that this clean up should take longer than 7 hours, we reserve the right to quote for any additional time required to complete this.

**15. Service level agreement guaranteeing response times based on issue criticality (during office hours):**

We will always aim to provide a fast turnaround on investigating and fixing issues reported to us, however, we cannot provide a guarantee on our speed of response. Should you require further peace of mind and wish to have guaranteed response times for technical support we can provide a service level agreement (SLA) as part of our 'King' package, as detailed below:

**A. CRITICAL ISSUES -**

Eg. The site is completely inaccessible, reports an error on the homepage or reports an error on multiple inner pages, the layout is failing on all browser platforms in such a way as to make the pages vary noticeably from their intended design and may cause harm to the reputation of the customer.

A web developer will be assigned immediately to diagnose the fault and recommend a fix. Glow will agree the fix with the customer's personnel, where possible, and apply it as a matter of urgency. Where no customer's staff are available, Glow's developer may apply a fix directly if it is felt that the solution is clear and has no possible negative impact.

**B. MAJOR ISSUES -**

Eg. The site is generally accessible but there is an issue on a single inner page, such as an error being displayed, a layout significantly incorrect, or some functionality not working as specified.

A Web developer will diagnose the fault within 4 hours (or next working day in the case of non-working days) and recommend a fix on the same day. Glow will agree the fix with the customer personnel and apply as soon as agreed, ideally immediately.



### C. MINOR ISSUES –

Any issues that do not have a significant effect, either visually or functionally, will be evaluated by a developer within one working day. A fix will be recommended within 4 working days for implementation, as agreed with the customer.

*In the rare event we cannot establish the issue, we will provide a summary of our investigation and a recommendation(s) based on our experience.*

## Website hosting services

### 16. Content updates -

For the Queen and King packages we will update the content on the website. This could include news, images and copy. The monthly package allows for an hours update for the Queen Package and two hours for the King Package. If the updates are lengthier or complicated we will provide a quotation for approval before commencing.

### 17. WordPress-dedicated hosting platform using best-in-class, enterprise-grade architecture:

Should you wish to host with Glow, our hosting platform is purpose built for WordPress websites. Google ranks you based on the speed of your site and your visitors are impatient - if your site is slow, they'll take their business elsewhere. Sites run four to six times faster on our unique front-end technology than on another environment. Your website will benefit from our robust, enterprise-grade software technology stack and you get an efficient, scalable, secure WordPress experience.

### 18. 24/7/365 monitoring

Your website is monitored 24/7/365. We will check that your website is available by automatically testing it every minute from a network of 60+ probe servers located all over the world. False alerts are filtered by double-checking downtime from another location. Glow will then investigate the cause and either trigger remedial action or notify the client (during office hours).

### 19. Free staging site for testing:

A staging site is a mirror copy of your live site which can be used to test and review changes before applying them to your live site. This is a best practice approach to web development that ensures any changes are thoroughly tested, rather than being applied directly to your live site where they could potentially cause issues.

### 20. WordPress security updates applied automatically as soon as available:

WordPress regularly provides security patches that should be applied to your website as soon as possible, to eliminate vulnerabilities and protect it from malicious attacks. Our hosting solution automatically upgrades your WordPress CMS whenever minor patches are released.

### 21. Proprietary caching system to increase performance of your website:

A proprietary caching system is in place that will serve your media incredibly fast and help to dramatically increase visitor reach and availability, resulting in your WordPress website running four to six times faster on this unique front-end technology than on another environment.

### 22. Automatic backup points for instant restore:

Automatic backup points are taken to help ensure that data is kept safe. The backup points contain database and all theme, plugin, uploads, and core files. The latest 40 backup points for your site are held. They provide a quick and efficient way of restoring your website to a previous configuration, generally taking less than a minute to deploy.

### 23. Automatic daily backups to ensure your data is never lost:

In addition to on-demand backups, we take automatic daily backups that contain filesystem data, a database snapshot, and your media library, to ensure your data is never lost.

### 24. Off-site storage of backups in a geographically separate location from your site, for increased security of your data:

Both on-demand and daily backups are stored in a heavily redundant, geographically separate location from your site, to provide an extra level of security and data protection in the unlikely event that your website ever goes down.

### 25. Real-time security threat detection:

Real-time security threat detection is provided as part of our service to protect your website from malicious attacks. The features of this service include:

- Intrusion detection and prevention system: Dynamically detects and blocks malicious behaviour such as JavaScript/SQL-injection attacks and even more sophisticated attacks such as XML-RPC attacks (XML RPC is a feature of WordPress that can be exploited to send thousands of requests to WordPress in a short amount of time, effectively a brute force attack.)



- Millions of attacks are blocked every day, from distributed denial of service attacks (DDoS) to brute force attacks, with thousands of rule sets specifically tuned for WordPress to identify and prevent attacks before they happen
- Blocking of IP addresses that are identified as belonging to spammers or hackers.
- A combination of firewalls protect from outside attacks
- Network analysis monitoring tools guard against any malicious behaviour within the network
- Optimal WordPress performance, including disk write limitations and protection against scripts known to contain vulnerabilities
- PHP tuning to disallow dangerous or unsecure commands

**Please be aware that the following services are not included in our packages and will be quoted separately:**

- Implementation of recommended fixes and enhancements required from the one-time code review
- Implementation of recommended fixes and enhancements required from SEO audit
- Any additional requests for malware clean ups subsequent to the first one included
- Any additional requests for major WordPress upgrades subsequent to the first one included
- If you are not signed up to one of our website packages, any bugs, glitches, viruses or maintenance will be quoted for separately

