



G-Cloud - WordPress CMS - Service Definition

## Contents

<b>Contents</b>	<b>2</b>
<b>Background to 2able</b>	<b>3</b>
Our Directors & Co-Founders	4
<b>Our Solutions</b>	<b>5</b>
Onboarding	5
Website Projects	5
Insights	5
Information Architecture	6
Design	6
Development	6
Accessibility	7
Testing	7
Speed	8
Hosting	9
Monitoring & Response	10
Security	12
Support	13
Digital Marketing	13
Market Research	13
Digital Asset Audits	13
Strategy and Implementation	13
How to get started	14
Off-boarding	14
<b>Testimonials</b>	<b>14</b>
<b>Case Study - ESOPRS</b>	<b>16</b>

## Background to 2able

2able is a WordPress Agency and has been running as a limited company for over 10 years. Our experience in Digital goes back to the early 90's.

We're trusted by a variety of clients and Digital Agencies to take care of their WordPress needs, and have been working personally with some of these for over 20 years.

We pride ourselves on developing and hosting websites that are built for:

- The User - Built and designed for the user/audience
- Speed - Lightning fast, A-rated (as defined by Google, GT Metrix and Pingdom)
- Search Engines - Developed and Optimised for positive indexation
- Compliance and Security - Accessibility and Security baked in.

We're also committed to enhancing Social Value & Sustainable Development (through various areas such as college apprenticeships, diverse workforce, carbon neutrality, and charitable project work)



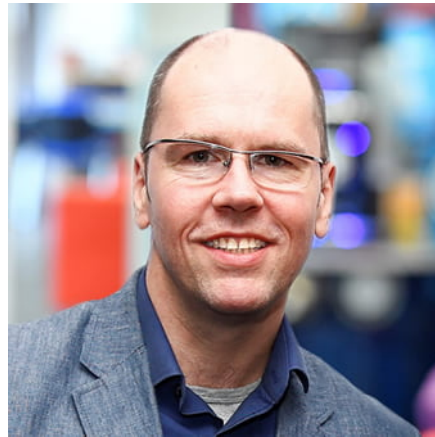
Crown  
Commercial  
Service  
Supplier

## Our Directors & Co-Founders



**Ben Crowley**

Ben Crowley started building and marketing websites in 1996 when he helped launch an award winning academic website as part of his A-levels.



**Ben Williams**

Ben Williams started working with websites in 1993 and has been working with WordPress since 2008.

## Our Solutions

### Onboarding

We will start our relationship together with a kick-off call, where all key stakeholders in the project can meet to discuss the project in more detail.

Any assets and information we require will be covered too.

### Website Projects

#### Insights

To ensure that we are working towards the right deliverables and outcomes to most effectively achieve your objectives, we will conduct vital preparatory work, which will underpin the design and development process.

We don't rely on guesswork on any project. Every decision is backed by research and learning, including analysis of your existing environment, your audience; their behaviours and intent; the industry; your strategy and the outcomes you are looking to achieve.

The first step in this will be a stand-alone discovery and planning phase, designed to allow us to gain a full understanding of the requirements and purpose of the website before commencing with build. This process is key to ensure every action we take as a team adds value and creates a functional website for everyone.

Research and Analysis includes:

- Website audit
- SEO/User intent research
- Content auditing
- UX research
- Analytics audits

This research allows us to fully understand the landscape and background context, an important step in giving us the information we need to move into the creative process. We'll present our findings to you before moving through to the next stage.

## **Information Architecture**

With the insights phase complete, we'll have the information available to plan out a logical site structure that caters for the various stakeholders of your organisation. Any guesswork will have been removed.

## **Design**

Having agreed the site structure, this paves the way for the design to commence. There are various elements involved with the design phase and this will include:

- Paying strict attention to your brand guidelines
- Being mindful of accessibility considerations
- Consistent header(s) and footer(s)
- Menu options
- Mobile, tablet and desktop templates
- Typography use, such as
  - Headings
  - Paragraphs
  - Links
  - Numbered and bulleted lists

## **Development**

With the structure and designs agreed, the development will begin and consists of:

- Headers and Footers
- Structure & Navigation
- Unique Templates
- Functionality
- Integration with 3rd Party services

## **Accessibility**

The approach we take combines variations of the below:

- Audit - A review of an agreed selection of pages from your site or app against WCAG 2.2 AA guidelines to identify accessibility failures against WCAG guidelines.
- Issue report
- Prioritisation Workshop
- Draft accessibility statement
- Implementation - Specialist technical accessibility support for designer, developers & content authors whilst defects are fixed.
- Retest site
- Update report
- Finalise accessibility statement

## **Testing**

At 2able we adopt the “shift-left” approach to testing, meaning that we test early in the website development lifecycle. Areas that form part of our testing include:

- Accessibility
- Usability
- Speed

We also insist on Staging environments, so that we can test updates and features before applying these to Production environments. It also means you can see and test these too.

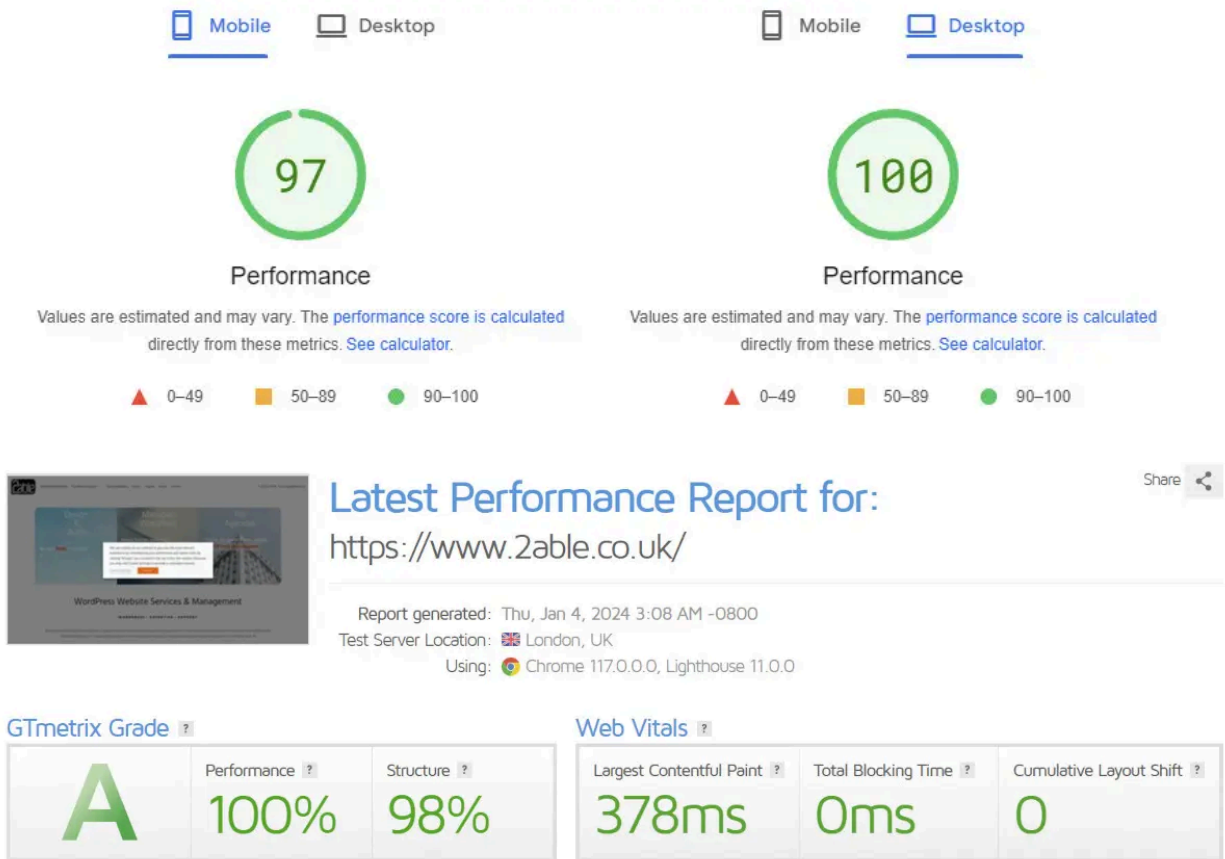
## Speed

Happier website visitors. Reduced Google Ads spend. Better Organic Google results (the free listings). Who wouldn't want a faster site?

2able's WordPress hosting infrastructure and technology, mixed with years of experience, will make your website amongst the fastest available today. These are just some of the reasons websites fly when they had the 2able magic touch applied to them:

<ul style="list-style-type: none"> <li>• Litespeed webserver – twice as fast as Apache.</li> <li>• Caching</li> <li>• Deferring &amp; localising scripts</li> <li>• Compressing images and videos</li> <li>• Prefetch loading</li> <li>• Lazy loading</li> <li>• WordPress themes and plugins optimization (Using optimized themes)</li> </ul>	<ul style="list-style-type: none"> <li>• Minification of CSS and JS files</li> <li>• Brotli compression</li> <li>• Using the latest supported version of PHP</li> <li>• Reduce the amount of external HTTP requests by hosting fonts and packages locally (e.g. google analytics)</li> <li>• HTTP/2</li> <li>• CDNs</li> <li>• Critical CSS</li> <li>• and more...</li> </ul>
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## Hosting

Hosting is provided on Managed Dedicated Servers and Cloud Servers at Catalyst2 **(ISO27001 and ISO9001 certified).**



Excellent ★★★★★

Based on 441 reviews on ★ Trustpilot

They use one of Europe's best connected and most secure data centres – Telehouse Europe in London Docklands, with a secondary network in a separate data centre in Reading. Both are Tier 3+. **Data never leaves the UK unless you want it to.**

Server patching is managed and kept secure by Catalyst2.

WordPress updates are monitored on a daily basis, with email alerts also being received when Critical updates are required. Critical vulnerabilities are actioned upon discovery. Non-critical vulnerabilities are carried out on a monthly basis. All updates are tested on a Staging environment before being applied to Production, to avoid any unwanted issues.

We only use plugins that are actively developed and preferably those with a subscription service.

Our Hosting solution comes with the following benefits:

- **100% Network Uptime**
- **SSL Certificate (Secure Padlock)** - Secure and encrypted connections.
- **Daily Backups (minimum)** - Full daily backups are retained for 7 days, weekly backups are retained for 4 weeks and monthly backups are retained for 12 months. Real-time backups are also available for transactional and constantly changing sites. Retention periods can be customised on infrastructure solutions that are not shared.
- **Customised Hardware and Software Firewalls** - Helps prevent hackers and other unwanted traffic bringing down the server and your website.
- **Always On monitoring** - We utilise a 3rd party service that checks individual websites for specific text. If the check fails, we get alerted immediately.
- **Carbon Neutral** - Our hosting partners achieve a minimum of carbon neutral.
- **Scheduled and Emergency updates to WordPress core & Plugins** - we get alerted to any critical vulnerabilities and update them within 24 hours.
- **Capacity Threshold Monitoring (CTM)** - We set three, low thresholds for bandwidth consumption, disk utilisation and process performance. This allows us plenty of time to address the matter before the service is affected and ensures that you receive maximum performance from the solution.
- **Raid SSD Hard Drives** - In the event that the hard drive corrupts, a mirrored hard drive kicks in to ensure no server downtime or data loss.

## Monitoring & Response



We utilise a service that will check the website for specific text every 5 minutes, both at Catalyst2 and via a 3rd Party, UptimeRobot.

If the check fails, we get alerted immediately. In the unlikely event of this happening (outside of planned downtime), Catalyst2 will look into the cause of the issue within 30 minutes of receiving the alert.

In addition to the first line of support carried out by Catalyst2, we will look into the cause of the issue within 1 hour of receiving the alert during office hours and within 8 hours outside of office hours. We will continue to work on this until a resolution is found.

In over 10 years of hosting WordPress websites, the longest outage we have experienced is under 4 hours. The number of occasions this has been over 30 minutes, is less than 5.

## Security

As a Cyber Essentials certified business, we are well versed in ensuring that our IT infrastructure is secure and compliant.



2 Factor Authentication (2FA) is part of this, in addition to customised hardware and software firewalls, SSL Certificates, DDoS protection and much more.

Once the site has been migrated to our servers, we recommend a 3rd party service (**ISO27001 certified**) is used to carry out a complete Pentest, as per the Government Service Manual <https://www.gov.uk/service-manual/technology/vulnerability-and-penetration-testing>.

This will cover:

- **Vulnerability Assessment & Penetration Testing (VAPT)** - Right mix of automated scanning by an intelligent engine & manual testing by security experts to uncover all possible loopholes in your web app. The hack style pentesting covers all major security standards around the globe including OWASP, SANS, CERT, PCI, ISO27001 etc.
- **Static & dynamic code analysis** - With testing based on OWASP Testing Methodologies and the OWASP Testing Framework, 100's of tests will be performed that'll reveal the Achilles heel within your code.
- **Complies with ISO/IEC 27001:2013 standards**

## Support

Support is available via email ([support@2able.co.uk](mailto:support@2able.co.uk)), or by calling 01202 237 891. We prefer office hours, although we are available on our mobiles 24/7/365 for emergency issues.

## Digital Marketing

The strategies we use for each business vary and the approach we take changes as data becomes available. But the process we go through remains the same.

### **Market Research**

- Understand your Brand
- Understand your target audience
- Understand your competitors
- Understand market trends

### **Digital Asset Audits**

- Full website audit
- Full analytics and search console review
- Full PPC review
- Full content review
- Email Marketing review
- Social engagement review

### **Strategy and Implementation**

- SEO
- Content
- Link Development
- PPC
- Social Media
- Conversion Rate Optimisation (CRO)

## How to get started

Once the team at 2able has received your initial inquiry, we'll gain a deeper understanding of your requirements.

We'll then propose a solution based around your initial and ongoing needs.

## Off-boarding

If you wish to terminate the services, 2able will be on hand to assist with the migration process as needed. Files and Databases are provided at no cost to the client. Migration services can be provided for a fee.

## Testimonials



*If you're looking for a knowledgeable and attentive Digital team, stop right here! 2able host, manage and market several of our group WordPress websites.*

Malcolm Paice, MD Keystone Employment Group



*I have been working with 2able for some 10+ years and with good reason. They respond to our questions in a fast and proactive manner, be it technical or business related, and go way beyond “hosting”.*

Peter Greedy, Inventor and Owner of Greeper Laces



*2able converted our old CubeCart powered ecommerce website to a device-friendly WooCommerce website, and it's been outstanding. Sales have nearly doubled in the 12 months since the launch. We're now in discussions about ramping up our Digital Marketing efforts following the success.*

Sally Snapes, Owner of Coast & Country Crafts & Quilts

## Case Study

### ESOPRS Membership and Research Paper Management

#### A Medical Society Website Solution

#### Background

ESOPRS - the European Society of Ophthalmic Plastic Surgery - has 380+ subscribed members and over 800 registered users that submit research papers and attend annual conference meetings.

ESOPRS had an existing website, but the task of managing membership subscriptions, payments, conference ticketing & payments together with a public website was not an easy task.

#### Brief

Create a new website for ESOPRS that would allow the society's key tasks to be centrally managed via one website. Secure processing of multiple forms is a key consideration to allow research papers and exams to be managed effectively.

#### Strategy

2able would create a new website with specific focus on the following key areas:-

- Membership management & finances
- Research paper submission system to allow papers to be submitted, reviewed, voted on, displayed, and awarded prizes
- Additional support in developing communication strategy for new exam system
- Website with mix of private and public areas

#### Solution

2able created a website loaded with all the required tools to allow effective management and administration of the society, its members, and its research paper organisation.

The key functions of the site include:-

- Public facing information site
- Members only sections
- Membership management
- Subscription recurring payments
- Private members discussion forum
- Members voting tools
- Conference ticketing and payment system
- Research paper management & submissions
- Anonymous reviewing and voting
- Abstract publication
- e-Posters submissions
- Members and conference delegates communications

#### Results

Since the new site was launched in 2018, ESOPRS has benefitted from automatic recurring membership payments, collection of missed previous years payments and decreased payment processing costs.

Thanks to the research paper tools and forms on the website, the Society is saving €1000's each year, and the addition of ePosters website archive has meant that information is available to all delegates via the website.

*"2able have been instrumental in revolutionising our organisation's conference and billing capabilities. 2able has helped realizing a smooth transition to paperless ESOPRS' Meetings, and, through the services of our webmaster, instant updates have made our website an invaluable resource for our members."*

**Mr Dion Paridaens**, ESOPRS Secretary  
Oculoplastic Surgeon  
MD, PhD

