



G-Cloud - WordPress CMS - Service Definition

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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)



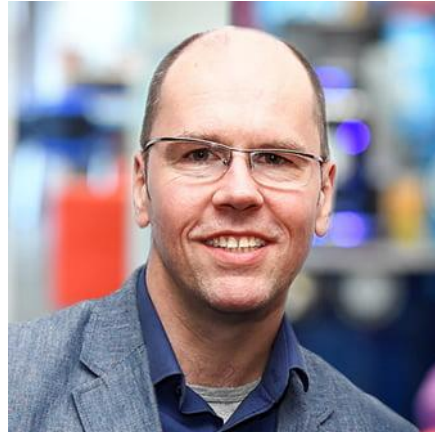
Crown
Commercial
Service
Supplier

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

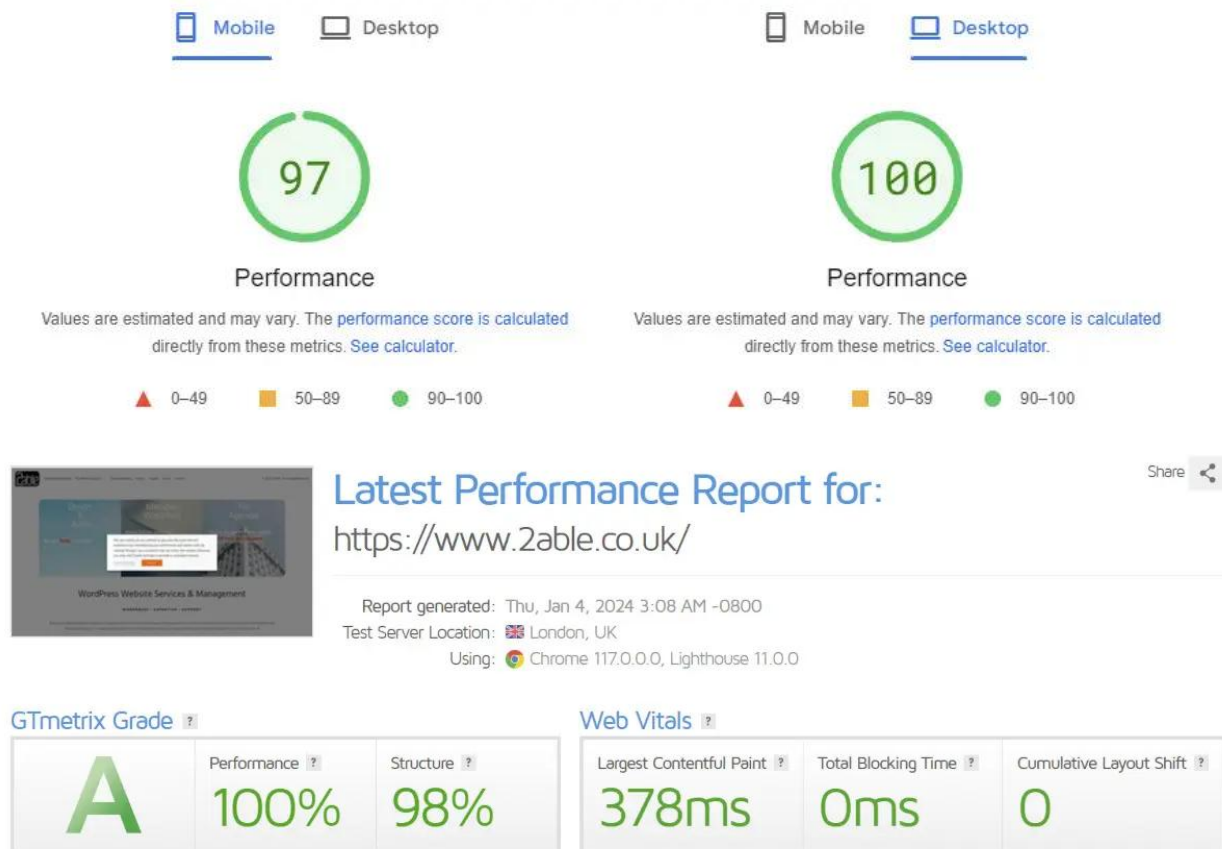
We also insist on Staging environments, so that we can test updates and features before applying these to Production environments. It also means you can see and test these too.

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:

- Litespeed webserver – twice as fast as Apache.
- Caching
- Deferring & localising scripts
- Compressing images and videos
- Prefetch loading
- Lazy loading
- WordPress themes and plugins optimization (Using optimized themes)
- Minification of CSS and JS files
- Brotli compression
- Using the latest supported version of PHP
- Reduce the amount of external HTTP requests by hosting fonts and packages locally (e.g. google analytics)
- HTTP/2
- CDNs
- Critical CSS
- and more...



Hosting

Hosting is provided via one of our servers at Clook and their credentials can be viewed at <https://www.clook.net/>. They rate as "Excellent" on Trustpilot <https://uk.trustpilot.com/review/www.clook.net> and Reviews.io (<https://www.reviews.co.uk/company-reviews/store/clook-internet>). Summary points are:

- ISO 9001 (Quality Management), ISO 14001 (Environmental Management), and ISO 27001 (Information Security)
- 100% Green Data Centre

- 5 star rated
- Over 20 years, thousands of clients, tens of thousands of websites

Server patching is managed and kept secure by Clook.

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:

- **99.99+% Network Uptime**
- **SSL Certificate (Secure Padlock)** - Secure and encrypted connections.
- **Daily Backups (minimum)** - As a minimum, full daily backups are retained for 30 days. 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 1 minute, via a 3rd Party, UptimeRobot.

If the check fails, we get alerted immediately. In the unlikely event of this happening (outside of planned downtime), Clook 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 Clook, 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), 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



*The team at 2able are highly competent,
friendly and always get back to me promptly.*

*They are super helpful and provide great support to me
as a person who is not particularly good at using WordPress.*

Having their input makes it easy!

Rachel Howe

Engagement & Participation Officer

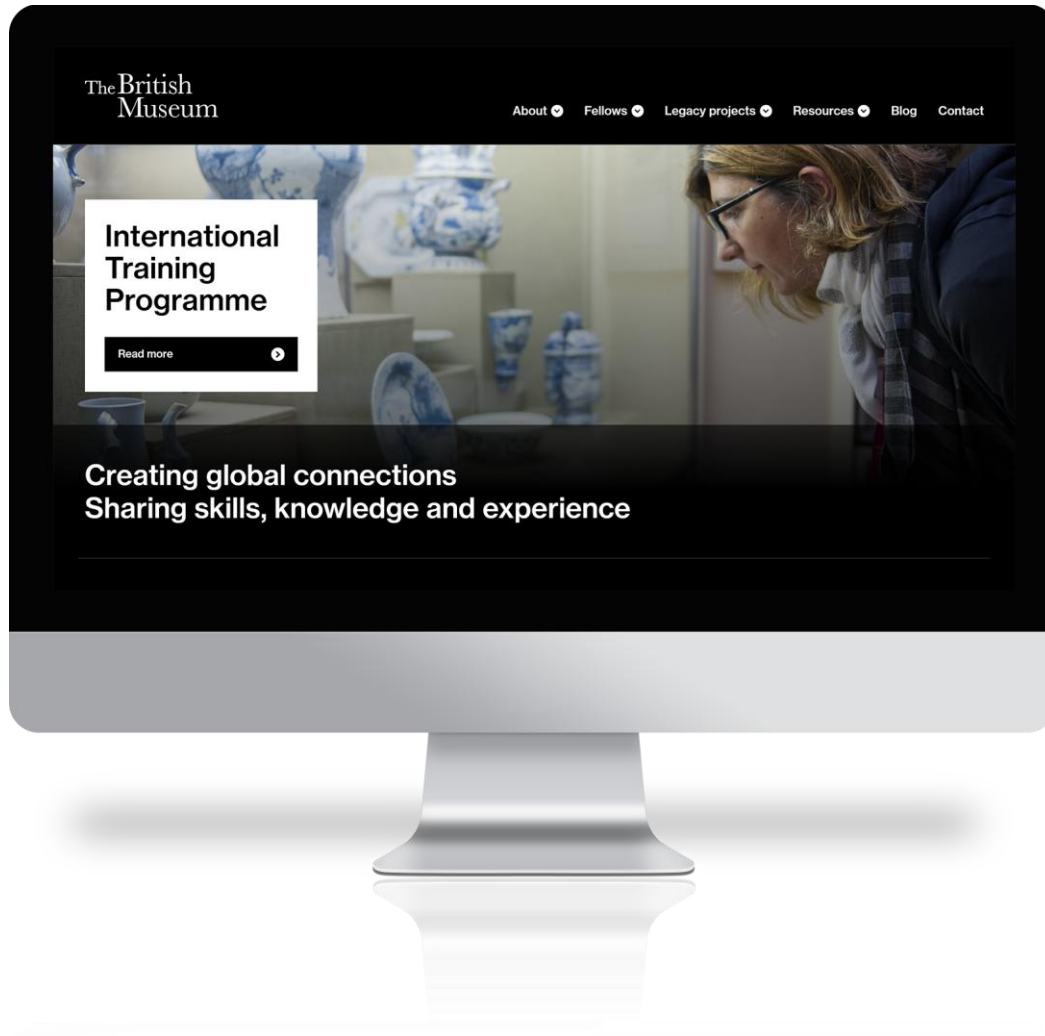
Edinburgh Health & Social Care Partnership



*We have been using 2able across our group of businesses for over 10 years
and have always found them remarkably helpful, knowledgeable and they
have been instrumental to our business growth. Our web presence and
marketing is vital, and I am pleased to say 2able have been a true partner
supplier, and are very responsive.*

Malcolm Paice, MD Keystone Employment Group

Case Study - The British Museum



Any agency can create a great website; not all can provide great ongoing and reliable support

Okay, hear us out here.

When the British Museum approached us and explained their situation, it was clear they needed greater support with a WordPress microsite.

The Museum's International Training Programme provides a forum for museum professionals around the world, from diverse institutions and backgrounds, to exchange ideas and share skills which will help shape the museums of the future.

A world-class website was pivotal to support the delivery of the International Training Programme and to sustain a global network of inspired museum and heritage professionals.

Bespoke support

Knowing they needed specific support for their needs and not a one-size-fits-all solution, the Museum originally approached nine agencies in total. Fierce competition, right?

Fortunately our expertise, including being a Government-approved supplier on G-Cloud and Digital Outcomes Specialists frameworks, meant we were the perfect fit.

We started by setting up a secure, password-protected Staging Environment on our ISO-certified Managed Dedicated Servers at Catalyst2. In human words, this means a setup that ensures compliance with high security standards, allows thorough testing without affecting the live site, and minimises downtime risks. Our team meticulously crawled the site, reviewed error logs, and tested functionality, addressing any issues found.

After the Staging Environment was approved, we replicated it for the Production Environment. We ensured daily monitoring of WordPress updates for security vulnerabilities, applying critical updates immediately. Last but certainly not least, we also provided UX software recommendations and utilised Microsoft Clarity to enhance the website and stakeholder journeys.

Immediate impact

We worked seamlessly with the Museum and other partners, quickly identifying and resolving any issues that arose. Our strong expertise on user experience resulted in a website that was easy to navigate and usable.

From our expert understanding of learning management systems, we were able to tailor a powerful and reliable solution for the Museum. It was critical for us to provide a proactive support helpdesk, swiftly addressing queries and technical issues as they arose.



By upholding top-notch security measures and fostering a transparent and collaborative environment, the Museum felt it was a no-brainer to renew for a further 24-month period after the

initial twelve month project. And we agreed! The icing on the cake was being awarded a 10/10 on our NPS survey and being referred to the Science Museum off the back of our work.

The Feedback

I've enjoyed working with 2able. Friendly, efficient, and focused on the right priorities, the website's improved a lot.

They're easy to work with too!

Alison Bean, Website Product Manager

The British Museum

Craving a similar WordPress transformation?

Find out first-hand how our expertise can transform your website with a thorough WordPress audit. Get in touch to improve how your site performs and experience enhanced security, seamless functionality, and a stronger online presence.

www.2able.co.uk

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