

Crown
Commercial
Service
Supplier



Google Analytics

G-Cloud 15 Service from Connect Internet Solutions



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Google Analytics

G-Cloud 15 Lot 3 Cloud Support

SERVICE OVERVIEW

Connect's Google Analytics service helps you to understand how your website is being used.

We remove the difficulty in assimilating analytics, with expert advice from a Google Analytics certified expert and a comprehensive set of products to help you get the best from your website.

Google Analytics provides access to valuable insight and data that can be used to create a more refined experience for your website. Even a basic understanding of Google Analytics will transform the way you think about your website, helping you to enhance your strategy and ask the questions you should be asking.

We created our Google Analytics suite of products and services to assist organisations with the setup, maintenance and long-term development of their website's data, with a view to making more informed decisions about the future of their website.

Have you ever asked yourself:

- How do users arrive at our website?
- What do visitors do when they arrive at our site? What pages do they view?
- At what point do visitors leave our site?
- Why aren't we receiving as many enquiries as we used to?
- Can we track changes in our site's performance over time?
- Why is Google Analytics so complicated to set up and understand?
- What do all of the options in Google Analytics mean, and how can we use them to our advantage?
- How can we cut through the noise and find useful, actionable data within Google Analytics?

Our Google Analytics suite contains a pick-and-mix of services that will help you to answer all of these questions and more. Want to try one service to test the waters? No problem. Ready to go all-in and optimise the performance of your website? That's great

too. With these services, we want you to be able to receive and act upon analytics in the easiest and most manageable way possible, no matter how skilled or experienced you are.

SERVICE FEATURES & BENEFITS

Google Analytics 4 Configuration / Google Analytics 4 Account Setup:

90% of organisations that come to us using Google Analytics do not have a good practice setup; this results in inappropriate user access control, poor quality data collection and ineffective reporting.

Connect's Google Analytics Configuration service ensures that you have an effective, good practice configuration for your Google Analytics that is secure, accurate and designed to record your website performance in a way that is meaningful to your specific business objectives. This is essential to securing the integrity of your website's data.

Features

- Setup carried out by Google Analytics certified expert
- GA input tracking code designed specifically for your organisation

Benefits

- Ensures appropriate user access control to Google Analytics account
- Assists with high quality, relevant data collection
- Provides effective Google Analytics reporting
- Records website performance in light of business objectives
 - o Account setup & configuration is also available for *Google Tag Manager* and *Google Looker Studio*. Please see our pricing document for further information.

Google Analytics Custom Dashboard:

If you wish to circumvent all of the options available in Google Analytics, we will create a Custom Google Analytics Dashboard for you that will allow you to quickly check the health and performance of your website in a dedicated section of the platform. Your Dashboard will contain up to 12 mini widgets that display information about your website in a simple, visual manner.

Want to share your Google Analytics Dashboard with others? You will have several options to do so, including via email and by exporting data to a PDF document. Based on an agreed schedule, you can also receive regular Google Analytics performance reports for your website via email.

Features

- Customised Google Analytics dashboard tailored to your organisational needs
- Dedicated section of Google Analytics
- 12 widgets for information display
- Date picker tool
- Sharing options for your Google Analytics Dashboard

Benefits

- See only the Google Analytics data that is essential to meeting your organisational goals.
- Google Analytics can be difficult to navigate but with our dashboard, everything you need is displayed front and centre.
- Multiple fields of data can be combined to create a bigger picture of your website's performance.
- Easily change the date range for the data displayed on your dashboard. This can be used to test how features or content on your website is performing or simply to look at historical trends.
- Quickly export Google Analytics data in your preferred format allowing easy interpretation of information for website stakeholders.

Google Analytics Reports:

Connect will set up and provide regular Google Analytics reports containing information relevant to your organisational needs. Based on an agreed schedule, you will receive regular performance reports detailing agreed criteria based on selected dashboard stats for your website via email. Our service will automate the process of information gathering for your team with Google Analytics reports being distributed to either individual users or entire teams, as necessary.

After 4 months, our Digital Strategist will analyse these reports, highlight any causes for concern and provide recommendations for constructive improvements to your website.

Service Features

- Regular Google Analytics reports
- Report review by our Google Analytics expert
- Flexible frequency

Benefits:

- Remove the requirement for staff to access Google Analytics for reporting purposes.
- Connect will deliver regular reports containing exactly the information you need.
- Expert guidance from a Google Analytics expert following initial reports assists with planning for the future of your website.
- Receive reports at intervals appropriate to your availability to act on the information. Never be overwhelmed by your data which can lead to inaction.

Google Analytics Goal and Event Tracking:

Goals in Google Analytics represent activities completed by users on your website, such as completing a sign-up form or making a purchase, and measure how well your website fulfils your strategic objectives.

Events in Google Analytics are specific interactions made by users on your website, such as file downloads or video plays. Events are one of the most powerful features available in Google Analytics, opening up a number of possibilities when it comes to understanding user behaviour.

We establish the types of Goals and Events you wish to track, and the data will be available for you to view in your Google Analytics Dashboard.

Features

- Setup of Google Analytics Goals and Events in line with organisational objectives
- Funnel visualisation
- Application of Goals and Events on specific website pages
- Flexible viewing options within Google Analytics
- Easy to understand visualisation for non-technical stakeholders

Benefits

- Correct setup of a complex Google Analytics feature
- No requirement for internal training
- Specific data targeted to your needs
- Enables concentration on the critical elements of the user's journey through your site.
- Detailed analysis of user movements and insight into what's working as well as potential issues.
- Remove the need for accessing two separate websites.

Google Analytics Training for Beginners:

A half-day training session delivered by our Google Analytics IQ certified Digital Strategist, either face-to-face, or at your premises. The session will help you to understand Google Analytics measurement tools so that you can grow your website through meaningful analysis. Each tutorial is practical and conversational, exploring the features you will use most day-to-day, whilst giving you the opportunity to ask the questions that matter most. Up to four trainees per course means we can train your entire team in a single session.

Features

- Up to four trainees per course
- Half day duration
- Held at Connect Internet Solutions offices in Liverpool or via videoconferencing. The option of face-to-face training at your office is also available at additional cost of time and expenses.
- Provided by our in-house expert

Benefits

- User guide can be used for reference following the course as a refresher, minimising skill fade for trainees who may not use Google Analytics every day.
- Multiple employees can join the course allowing you to spread the knowledge across departments, teams or stakeholder groups.

- The course is kept concise to minimise impact on your team and provide only relevant information to allow you to manage your Google Analytics account and reporting. No fluff here!
- Flexibility is our key strength. No matter what your situation, we can provide the training you need to succeed. We place no expectations on your team.
- Helps you to make informed decisions on website strategy, improving your websites Return on Investment.

SERVICE SCOPE

A range of activities are available; clients may choose any or all to suit their requirements.

The scope of each activity and expected outputs are agreed with you at Initiation.

SERVICE CONSTRAINTS

Our team may require:

- administrative access to your website and / or content management system
- access to your web analytics and webmaster tools accounts.

SERVICE LEVELS

Your service is delivered within normal working hours of 9am-5pm. A date for delivery of the workshops/activities is agreed with the client following examination of the requested scope.

SERVICE OUTPUT

- A range of activities with outputs are available; clients may choose any or all to suit their requirements.

USER SERVICE INTERFACE

TECHNICAL REQUIREMENTS

Reports and findings are delivered as PDF documents, viewable on any suitable device.

CLIENT RESPONSIBILITIES

- Specify your business objectives and timescales
- Identify priority areas

- Administrative access to your Google Analytics property, website and / or content management system where Connect is required to implement on-page changes following receipt of report.

SERVICE MANAGEMENT

The service is managed using Connect's internal management processes and subject to ISO9001 quality standards.

Your own **Project Manager** will look after your service who you can telephone and email at any time.

CHANGE REQUESTS

Requests for Change can be made using our ISO 9001 certified Change Management process.

BACKUP/RESTORE AND DISASTER RECOVERY

Any data held on Connect's infrastructure is backed up daily and can be restored to any day within the past week, any week within the past month and any month within the past year.

Backups are stored in a fireproof safe in a separate physical building.

DATA RESTORATION / SERVICE MIGRATION

All data collected is returned to the customer.

FINANCIAL RECOMPENSE MODEL

Payment is based on delivery of the delivery of the Report and implementation of any changes (if commissioned).

ON-BOARDING & OFF-BOARDING

On-boarding and off-boarding are fully supported by a named, dedicated Project Manager, who provides a point of contact for the customer throughout service delivery.

On-boarding

Orders can be placed by email (gcloud@connectinternetsolutions.com) or by phone (0151 282 4321), referencing the G-Cloud 15 Service Name.

The order will be activated on receipt of a Purchase Order or signed Sales Order.

Payment Milestones and responsibilities under the Shared Responsibility Model are agreed on placement of order.

Client signs off at each milestone; Connect invoices client for payment milestone.

Off-boarding

Off-boarding occurs on delivery, by Connect, of the Recommendations Report.

All data collected is returned to the customer.

TERMINATION

Each party may terminate the service by giving the other 30 days written notice.

Purging And Retention

Following cessation of the service Connect purges data in accordance with IL2. Discs are overwritten using an appropriate tool.

Retention policy is for a maximum of 12 months.

SERVICE ASSURANCE

Connect is registered with the ICO as a data controller for its own personal data. We are GDPR compliant for client personal data where we act as Data Processor. Connect's information security management system is ISO27001 accredited. Our staff are routinely vetted; enhanced vetting is optionally available.

ISO 9001 CERTIFIED QUALITY MANAGEMENT SYSTEM (QMS)

Delivery of this service is managed within our ISO9001 certified delivery processes.

Process flows are described within our QMS as controlled documents, denoted as Flow Charts with outputs from each process well defined. Adherence to quality standards and industry standards are embedded, including conformance with Open Standards.

Continuous Improvement

Continuous Improvement is fundamental to, and evident in, all our operational processes, facilitated through adoption of a well-structured Plan-Do-Check-Act method for service delivery, whereby:

- In response to a client commission, a course of action is planned.
- Client approval (sign off) for the plan is obtained prior to executing the plan.
- The work completed, along with outcomes, impact and consequences are reviewed; lessons learnt are recorded centrally within our ISO 9001 process documented feedback.

- Acceptable outcomes are documented in our technical repository for future reference.
- Lessons learnt are reviewed by our Service Manager quarterly where recommendations are made for relevant teams and/or Senior Management
- Our Quality Manager reviews the processes and their outcomes at a company-wide level to ensure alignment, resulting in maximum consistency.

This approach ensures we continuously approve through:

- Making incremental stages, which are more sustainable
- Engaging our staff who are directly involved in service delivery, to ensure best practice informs decisions
- Engaging our client, to better reflect client needs
- Effective management and mitigation of risk, through making less disruptive changes.

SECURITY

- By not using subcontractors, all aspects of cybersecurity are handled in-house by our expert teams, ensuring consistent standards, accountability and direct oversight.
- Zero Trust principles ensure every user, device and connection is verified, minimising risk from bad actors, threats & DoS/DDoS attacks, while maintaining secure, controlled access.
- A least-privilege approach ensures data is accessible only to users in roles where necessary, minimising risk and maintaining strict control over information and system access.
- Manual systems monitoring performed by our Operations team; 24/7/365 automated systems monitoring via a proven combination of systems.
- Our implementation teams follow the OWASP Top 10 to address the web security risks, ensuring our code is resilient, vulnerabilities are minimised & your website maintains protection against common cyber threats.
- We utilise guidance, best practices and threat intelligence from the National Cyber Security Centre to strengthen our defences, manage risks & implement robust cybersecurity measures.
- Software updates are fully managed by our in-house Operations team, allowing you to focus on continuous improvements that advance your strategic goals.

- Regular vulnerability scans performed by our Operations team alert us to potential security risks, enabling prompt remediation before they can be exploited and ensuring your website remains secure and resilient.
- We apply critical security patches, including zero day and those addressing recently-discovered vulnerabilities, within 48 hours of release. This rapid response mitigates risks and strengthens protection against threats.
- A routine maintenance window (3rd Tuesday of each month) aligns with typical software releases, ensuring regular updates and enhancements to our infrastructure, keeping software up to date and systems secure and optimised for maximum performance and reliability.
- We implement the futureproof TLS 1.3 protocol (with fallback to 1.2 in the short term) to ensure stronger encryption for all data in transit, reducing latency whilst maximising security.
- We maintain up-to-date encryption ciphers to ensure that in-transit data benefits from current best practices and remains resistant to emerging threats.
- We utilise HTTP Strict Transport Security to force browsers to connect securely, preventing accidental unencrypted access and enhancing protection against attacks like protocol downgrade.
- Additionally, we implement server-level encryption at rest as standard, safeguarding all stored data with industry-standard protocols to ensure maximum security and protection against unauthorised access.

SHARED RESPONSIBILITY MODEL

The Shared Responsibility Model will be agreed collaboratively between the buyer and supplier, and will be defined in line with the final scope and configuration of the core and any ancillary services provided.

INFORMATION ASSURANCE

This service operates at IL0, IL1 and IL2.

Confidentiality

The technologies and techniques we employ include:

- Firewalls operating in failover behind which all live services sit
- Restricted access to servers
- Use of secure FTP for data transfer
- Use of secure certificates

Passwords are not stored either electronically (except in the encrypted form on the server) or on paper, apart from the administrative server password, which is stored in a sealed, signed envelope in a secure location for use in a disaster recovery scenario.

Integrity

Our processes ensure error-checking is performed through data processing and management. Our approach includes the use of XML and validation of data against appropriate schemas.

Availability

Services are provided from Connect's secure data centre which is powered by two ring mains, one of which runs on an Uninterruptible Power Supply (UPS) that is also backed up by a generator. We feed power from both supplies to kit installed in racks.

CERTIFICATIONS

Demonstrating our commitment to security and quality, we hold the following certifications:

- ISO 27001:2022,
held uninterrupted since 2009
- Cyber Essentials,
held uninterrupted since 2015
- ISO 9001:2015,
held uninterrupted since 2003
- ICO registered uninterrupted since 2002
- NHS Data Security and Protection Toolkit assured



SOCIAL VALUE

Our delivery of social value is structured, measurable & aligned to the UK Government's Social Value Model.

Ensuring outcomes are monitored, continuously improved & lasting, we embed social value into contract mobilisation, workforce practices & service delivery.

Through the four missions below, we demonstrate how we deliver practical, positive impact.

MISSION: KICKSTARTING ECONOMIC GROWTH

To create sustainable economic growth through fair work, skills development & strong local supply chains, we:

- Create and sustain secure, permanent jobs, paid above the Real Living Wage, with clear routes for progression and professional development
- Have driven regional economic growth through £25m+ inward investment since incorporation and prioritising local suppliers
- Maintain fair, transparent & inclusive working practices, supported by employee engagement, wellbeing initiatives & regular reviews of workforce feedback
- Develop and nurture talent via apprenticeships, graduate roles & continuous skills training
- Strengthen ethical supply chains through prompt payment, modern slavery safeguards & fair working standards
- Collaborate with SMEs, VCSEs & third-sector organisations to grow diverse and resilient local economies

MISSION: MAKING BRITAIN A CLEAN ENERGY SUPPLIER

To accelerate the transition to a low-carbon economy through responsible operations and digital innovation, we:

- Embed sustainability into delivery through our industry-leading 'Coding for a Greener Planet' initiative and energy-efficient digital solutions
- Measure, monitor & continuously reduce the environmental impact of our digital infrastructure to drive positive carbon reductions year on year
- Operate under a clear Carbon Reduction Plan, actively working towards Net Zero by 2050
- Power our operations using 50% green energy and energy-efficient premises and infrastructure, with an unwavering commitment to increase renewable usage
- Reduce emissions through digital-first delivery and sustainable travel policies
- Work collaboratively with our clients through engagement and co-design to deliver low-carbon, environmentally-responsible solutions aligned to their objectives

MISSION: BREAKING DOWN BARRIERS TO OPPORTUNITY AND TACKLING INEQUALITY

To ensure fair access to employment, progression & opportunity for all, we:

- Embed inclusive design principles into the services we deliver, aligned to recognised standards and ensuring positive outcomes for users of all abilities, backgrounds & access needs
- Maintain a diverse workforce and leadership, with representation well above industry averages, including sector-leading female representation and international perspectives
- Champion inclusive recruitment and progression practices, including Disability Confident accreditation
- Support access to work for people facing barriers through local outreach, fair pay & accessible recruitment practices
- Promote equality through Living Wage accreditation, transparent pay and reward processes & fair employment commitments, with ongoing monitoring
- Invest in skills development and career pathways aligned to future skills shortages, providing clear routes for advancement

MISSION: BUILDING HEALTHIER COMMUNITIES FIT FOR THE FUTURE

To strengthen wellbeing, resilience & community-driven outcomes for the long term, we:

- Reduce digital exclusion and improve access to services through the creation of user-centred, accessible & multilingual digital solutions
- Support community resilience by building digital capability and confidence through digital inclusion opportunities
- Invest in staff physical and mental wellbeing through structured policies, a healthy workplace environment & wellbeing initiatives
- Encourage active lifestyles and sustainable choices via cycle-to-work scheme, public transport use & city-centre accessibility, reducing environmental and health impacts
- Foster positive workplace culture through inclusive social activities, staff engagement & supported volunteering opportunities
- Support healthier communities by working with charities, SMEs & community groups, including free hosting and skills support to create sustainable, long-term benefit

ENVIRONMENT & SUSTAINABILITY

Considerations for the environment and sustainability are embedded in every level of our organisation.

From our policies and practices we follow to the digital solutions we develop, we aim to reduce our environmental impact by making our business activities more sustainable wherever possible.

To comply with environmental best practice standards, we:

MINIMISE WASTE

- Offer website hosting on virtual servers to reduce hardware usage and waste
- Minimise our use of printed materials by communicating electronically wherever possible
- Reduce paper waste by following our Paper Recycling Policy
- Separate recyclable materials, food waste, and non-recyclable waste
- Recycle empty toner cartridges via a third-party specialist
- Use mains-fed water dispensers to discourage the use of single-use plastics
- Provide external visitors with glasses and reusable cups instead of plastic

USE RESOURCES SUSTAINABLY AND EFFICIENTLY

- Switch all electronic devices off at the end of the working day
- Reuse electrical equipment wherever possible
- Use second-hand kit where appropriate
- Use energy-efficient lighting for our office and data centre
- Use energy saving lighting which automatically switches off when staff are not using parts of the building
- Regularly declutter our digital drives to reduce data consumption
- Apply energy efficient screen-saving settings to all devices used in our workplace

MITIGATE AND ADAPT TO CLIMATE CHANGE

- Communicate with clients electronically to reduce paper waste
- Hold virtual meetings and workshops to reduce travel
- Use carpool or public transport where meetings and workshops must be held in person

- Utilising local suppliers (where required) to reduce the impact of transport
- Encourage staff to walk, cycle, or use public transport to commute to work
- Employ people who live in the Liverpool City Region to lower the environmental cost of commuting
- Offer a hybrid workstyle where staff can work from home for part of the week to reduce travel
- Provide flexible start and finish times to help staff avoid travelling during peak times, reducing emissions, noise pollution, and traffic congestion in the city

PROMOTE SOCIAL, LEGAL, AND ETHICAL ICT

- Set annual environmental targets for energy consumption, carbon emissions, and waste
- Demonstrate total transparency around progress made towards our environmental targets
- Align with our Carbon Reduction Plan to stay on track with our targets
- Review and adapt our environmental policies in line with changes Government guidance
- Involve staff in environmental decision-making to promote a circular economy
- Announce environmental updates during the weekly staff briefing to ensure sustainability remains an everyday priority

APPLY BEST PRACTICE PRINCIPLES TO MAKE OUR DATA CENTRE ENERGY EFFICIENT

- Host websites from virtual servers to optimise hardware efficiency
- Encourage clients to consider shared hosting where appropriate to limit the environmental cost of having their own virtual server
- Provide weekly software and plugin updates for all of the WordPress solutions we host to improve their performance and energy efficiency
- Track our data centre's energy consumption using built-in monitoring features to ensure our energy output does not exceed our targets
- Recycle outdated hardware using third-party specialists
- Use motion-sensor lighting that automatically switches off when staff are not in the data centre
- Use energy-efficient air conditioning

SEEK OUT OPPORTUNITIES FOR ENVIRONMENTAL INNOVATION

- Developed Coding for a Greener Planet through our internal R&D programme to ensure we can deliver eco-friendly digital solutions for our customers
- Explore new ways of making our service offering more sustainable through our ongoing R&D programme
- Monitor our total yearly emissions to identify opportunities for improvement
- Avoid early uptake of new digital technologies until the environmental cost is clear.

MAKING OUR TECHNOLOGY SUSTAINABLE

- Design and build energy-efficient websites by following Coding for a Greener Planet's environmentally-friendly design principles and sustainable coding practices to reduce the amount of energy required to host our solutions
- Offer Coding for a Greener Planet to every customer we work with
- Use open-source software to reduce the lifetime cost of our digital solutions
- Use modular components and reusable code wherever possible
- Optimise the performance of our digital solutions to reduce their data consumption

STRATEGY ALIGNMENT: SUPPORTING THE GREENING GOVERNMENT STRATEGY

The service aligns with the Government strategy: "Greening government: ICT and digital services strategy 2020-2025" as follows:

1. Sustainability is prioritised

We choose to deliver sustainable solutions for clients that empower them, wherever possible, increasing their capacity to function autonomously within the ICT and digital landscape.

Example: we have implemented 80+ solutions that equip the client via a remote interface to change high-level configuration options, enabling them to remotely exercise sustainable control without needing third party or supplier intervention.

2. Raising awareness of environmental impact

As part of our planning process, client requests are routinely evaluated for their environmental impact by our team, enabling us to routinely advise the client on the environmental impact of their preferences and propose beneficial alternatives.

Example: environmental impact assessments are created as standard during our planning phase. This has reduced environmental load of solutions by up to approx. 35% by (e.g.) reducing duplication, minimising data storage and minifying code.

3. Commitment to transparency

We commit to publishing our progress towards our climate goals, reviewed annually.

Example: We publish our own Carbon Reduction Plan along with progress against measurable targets.

Further, we perform environmental audits on our service outputs, when appropriate, to transparently demonstrate the environmental credentials of what we've supplied.

Example: Our Environmental Reports on our Deliverables now identify and report against key metrics relating to ICT use, data storage and traffic volumes.

4. Increased Responsibility

As a digital supplier delivering to best practice, we recognise our responsibility to promote and demonstrate environmental best practice in the range of services we offer and how we deliver them.

The 'Coding for a Greener Planet' Initiative

We launched this unique environmental initiative in 2023 as part of our commitment to ethical and sustainable working practices.



The purpose of this initiative is to deliver energy-efficient websites underpinned by smart, sustainable and environmentally-conscious design choices. We do this by encouraging our clients to consider the environmental cost of their ideas throughout the creation process.

This initiative will be adopted for everything we create for you. By advising you on the environmental impact of your ideas, you will be able to make decisions about your website that are informed by an understanding of how energy consumption and carbon emissions would be affected by your choices now and in the future.

G-CLOUD 15 RELATED SERVICES FROM CONNECT

Accessibility Training for Website Content Editors (WCAG 2.2)

GDPR Healthcheck

Google Analytics

Headless Content Management System (CMS)

Managed Web Application

Managed Website Migration to Open Source CMS

Off The Shelf Intranet

Off The Shelf Museum Website

Online Data Collection and Mapping Tool

Open Source Bilingual CMS Support

Open Source Bilingual Content Management System (CMS)

Open Source Directory Website

Search Engine Optimisation (SEO)

Umbraco CMS App Content Manager

Umbraco Content Management System (CMS)

Umbraco Intranet

Umbraco Support

User Experience (UX) Testing and Evaluation

WCAG 2.2 Website Accessibility Audit

Web Application Support

Website Migration Support

WordPress CMS App Content Manager

WordPress Content Management System (CMS)

WordPress Intranet

WordPress Support

CONTACTS

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Annual charges payable in advance. Payment terms 15 days.

Payment options include Direct Debit (monthly payments), BACS and advance invoicing, clearly quoting customer order number and itemised costs.