



Crown
Commercial
Service
Supplier



Service Definition

Website Health Checks & Site Audits Service Definition

Lot 2b

RM1557.15 - G-Cloud 15

CT/DIGITAL®

Our Expertise

Our Expertise

Always evolving, always excelling

CTI Digital is a full-service agency delivering strategic consultancy, website design and development, and digital marketing that drives measurable results. Our team of 150+ specialists help ambitious brands drive demand and stand out online by blending deep expertise, proven marketing strategies, and leading technologies.

The specialists that power CTI Digital stay curious, get stuck in, break new ground, and own it. From developers and designers to strategists and growth marketers, our people are what make the difference. We don't just maintain your code base, we support all moving parts that make up your digital estate, from user experience to hosting.

Every recommendation is supported by research, analytics, & measurable performance indicators.

What sets us apart...

Anticipating trends, not chasing them

We don't follow trends; we define them. While others react to the digital landscape, we operate two steps ahead. This foresight allows us to lead you toward the future with absolute clarity and confidence.

Built to flex

Our breadth of services and specialists adapt to meet the unique needs of every step in your digital journey. From reliable foundations through growth enablement to next-gen experiences, we scale with your ambitions.

Connecting every dot

Every recommendation connects back to business outcomes. Understanding your audience is the foundation for all our strategies and tactics.

Strategic thinking

We think critically, challenge assumptions where needed, and strive for the best outcome every time. Our digital expertise complements (never replaces) your business knowledge.

A green arrow pointing to the right, with the text "Service Offering" centered inside it.

Service Offering

Service Offering

Website Health Checks and Audits for Drupal, Umbraco, Shopify, Magento and custom web applications

Our Approach

Comprehensive Health Checks

All-encompassing future-proof assessment of your website's security, performance, accessibility, and future-readiness with clear actionable next steps.

Targeted Specialist Audits

Focused deep-dive analysis when you need expertise in specific areas:

- Security & Compliance
- Performance & Reliability
- Accessibility Compliance
- UX/UI & Conversion
- Technical Architecture
- SEO & Content
- Sustainability
- E-commerce & Checkout

Our Credentials

Certifications & Standards

ISO 27001 | ISO 9001 | Cyber Essentials Plus

Platform Partnerships

Platinum Umbraco Partner

Shopify Plus Partner

BigCommerce Certified Partner

Acquia Community Partner

Cloud Expertise

AWS Certified Solutions Architect

Microsoft Azure Certified

Google Partner

Experience

20+ years across retail, charity, public and commercial sectors

Project Management and Delivery

Health Check

Our health checks take place on the existing platform as a standalone service or to prepare us for service provision and establish any remedial work necessary before we can provide support.

In order to undertake the health check, CTI requires:

- Sufficient access to the existing hosting environment in order to audit the platform
- Access to the existing Git repository containing the code base(s), if available
- Access to Google Analytics or another source of traffic data to understand visitor patterns
- Administrator login details, for a user with full administrative permissions to the site
- Documentation for any non-standard integration with third party systems
- The ability to ask questions of incumbent developers to gain an understanding of undocumented areas of the system, if necessary
- A list detailing known existing problems with the platform (including performance/availability issues).

Details of any key findings and necessary remedial action will be supplied, along with a proposal for implementation of the remedial work. The process also allows us to compile documentation necessary for our team to provide support, development and maintenance services.



Service Offering

Some of our key service features

Security & Compliance

- Checks for known exploits and vulnerabilities
- Outstanding security patches and updates
- Plugin and module security assessment
- UK GDPR and data protection compliance
- Authentication and access control review
- Third-party dependency security analysis

Performance & Reliability

- Page load times and Core Web Vitals analysis
- Server response time optimization review
- Caching strategy effectiveness
- Database query efficiency assessment
- Mobile performance testing
- Scalability and load capacity review

User Experience & Accessibility

- WCAG 2.1 Level AA compliance testing
- Keyboard nav & screen reader compatibility
- User journey and conversion funnel analysis
- Mobile and responsive design review
- Form usability and error handling
- Site structure and navigation review

Technical Health & Code Quality

- Code quality and standards compliance
- Theme construction assessment
- Custom module and plugin evaluation
- Technical debt identification
- Documentation completeness review
- Development and deployment practices

Architecture & Future-Readiness

- Architectural pattern review
- API design and integration capabilities
- Scalability readiness assessment
- Cloud-native opportunities
- AI integration suitability
- Modernization pathway recommendations

Infrastructure & Hosting

- Hosting configuration optimization
- Server security hardening review
- Deployment automation assessment
- Environment separation (dev/staging/prod)
- Monitoring and alerting capabilities
- Backup and disaster recovery readiness

Content & SEO

- On-page SEO and structured data
- Content quality and relevance
- Information architecture review
- Internal linking optimization
- Mobile-first indexing readiness
- Schema markup implementation

Risk Management

- Single points of failure identification
- Vendor lock-in and dependency risks
- End-of-life technology exposure
- Compliance and regulatory gap analysis
- Business continuity readiness
- Incident response capability review

Service Offering

Some of our key service benefits

Security & Compliance

'Protect your digital assets'

Assurance that your application is secure and up-to-date. Gain confidence in your website's security posture and compliance with government standards

Proactive and timely security updates. Stay ahead of threats with ongoing monitoring and alerts relevant to your platform

Reduce possibility of security exploits from badly implemented code. Identify vulnerabilities before they're discovered by malicious actors

Cyber Essentials Plus accredited. Demonstrates commitment to UK government-backed cybersecurity standards

Highlights potential risks for review. Clear risk ratings help leadership make informed decisions on prioritizing fixes

Expert Delivery & Quality

'Trusted expertise, proven results'

Full written report provided with recommendations. Detailed analysis with clear, prioritised actions tailored to your context and constraints

20+ years experience across Drupal, Umbraco, Shopify, and Magento. Expert insights informed by hundreds of successful projects across public and private sectors

ISO 27001 and ISO 9001 certified team. Quality and security management systems ensure consistent, auditable processes

Collaborative working with in-house development teams. Knowledge transfer approach that builds your team's capability rather than creating dependency

Flexible and experienced in working with 3rd party suppliers. We integrate seamlessly with your existing vendor relationships and procurement frameworks

Value & Outcomes

'Invest wisely, deliver better'

Cost savings through early issue identification. Prevent expensive emergency fixes, data breaches, and emergency rebuilds

Improved user experience for your site visitors. Better accessibility, faster performance, and clearer journeys increase satisfaction and outcomes

Multi-platform expertise without vendor lock-in. Platinum Umbraco, Shopify Plus, partnerships combined with platform-agnostic principles

Future-ready technology decisions. Understand your modernization pathways, AI readiness, and strategic technology options

Evidence-based planning and budgeting. Detailed findings support business cases and help justify investment decisions to stakeholders

Compliance credentials



ISO9001

All work completed through a defined and documented quality management process.



ISO27001

Risk management processes to identify, evaluate and mitigate potential threats.



Cyber Essentials Plus

CTI cyber security systems are regularly tested by cyber security experts.



Azure Certified

Azure certified systems administrators to help you get the most from your Azure stack.



AWS Certified Partners

AWS certified consultants and administrators to define, design and manage your AWS infrastructure.



Always-on Support

Always-on Support

Our service takes care of the basics through a combination of proactive monitoring and maintenance, critical response and rapid reactive helpdesk, and development support, allowing you to focus on the big ideas to drive your organisation forward.

Providing website critical support, reactive maintenance and continual enhancement is at the core of CTI. We don't just maintain your code base, we support all moving parts that make up your digital estate, from user experience to hosting, SEO to personalisation.

This aggregates the benefits delivered to you. Our client partnerships are built on solid foundations:

- Open communication and feedback
- Understanding your needs
- Shared goals and objectives
- Value creation
- Collaborative problem solving
- Continuous improvement
- Trust and integrity
- Long term perspective



Service Levels

We categorise the type of support we provide for our clients into one of three types. Each category and has clear processes and SLAs to ensure the optimum use of budget & resource against the task at hand.

Critical Support

'Keeping the lights on'

- Response within 30 minutes
- Available 24/7/365
or business hours
- Monitoring
- Disaster recovery
- Security updates

Reactive Support

'Help, changes & fixes'

- Undertaken within 3 days
- Available business hours
- Helpdesk support
- Minor code changes
- Feature updates
- Unused roll-over

Continual Enhancement

'Grow your digital offering'

- Retained development resource
assigned each month.
- Quicker development turnaround
times.
- Iterative Improvements
- Flexible utilisation of time across
all services.

Critical & Reactive Support

Our **Critical** Support service monitors your website continually to keep it operational. Our team of dedicated support technicians are available to respond to critical issues - either as result of monitoring alerts or issues you raise, with guaranteed response times, under a Service Level Agreement.

Critical Support covers the production environment only. Non-production environments (which are not public and used for testing / staging work) are not covered by the service.

We will review application security updates as they are released. Updates which we deem to affect limited areas of code and do not conflict with other modules or bespoke code will be prepared for deployment under the Critical Support service.

If work is required to fix compatibility issues with the application, or we determine that the update(s) warrant smoke testing of the application, we will inform you and handle this work as separately costed/managed development work.

We will monitor the application via uptime checks of key pages and user journeys

Work on **Reactive** Support issues by all members of our team (including first-line triage) is undertaken on a Time and materials basis.

The actual time spent will be deducted from your allocation (regardless of any estimates given in advance). Unused hours each month can roll over into the following month. The maximum accrual is double your monthly allowance.

The agreed monthly allocation can not be brought forward. You may purchase additional Reactive Support resource in the current month (subject to availability), without changing your agreed monthly allocation.

Once your monthly allocation is reached, all Reactive Support issues will be placed on hold until either additional resource is purchased or the allocation is renewed the following month.

You can also review your usage of your allocation at any time via an online dashboard.

Onboarding & Offboarding

We tailor our onboarding process to align with the needs of the client and the project; as such, we will determine and discuss this based on your specific requirements.

We are experienced and proficient in migrating and deploying existing data from a variety of platforms onto our own hosting solutions. This ranges from migrating existing Adobe Commerce / Magento, Drupal, Umbraco, and bespoke services, to assistance and consultation preparing the hosting environments for in-house migration and deployment.

We are strong advocates of collaboration and planning. Simple service management and access tasks are easily handled by our support teams upon sign up and at point of request. We encourage scheduled meetings for discussion, planning, and training to drive alignment across teams. We also provide documentation to support a range of tasks, as well as documentation to support specific requirements.

We will provide a smooth offboarding process at the end of the contract (once payment has been made in full for services rendered) without barriers to data extraction or convoluted processes to follow.

We will assist where needed and if required, we can handle the extraction of data for you. Any data you require will be coordinated and enabled as required before the contract ends. At the end of your contract, your services will be deactivated and decommissioned.

Please note that any extension to the dates for the end of the contract would be agreed in advance and require an additional cost to complete.

Our partners

We have long standing relationships with many different partnerships; their individual solutions can be found on our website at:

<https://ctidigital.com/partners/>



Thank you





Get in touch

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