

# Managed Web Hosting

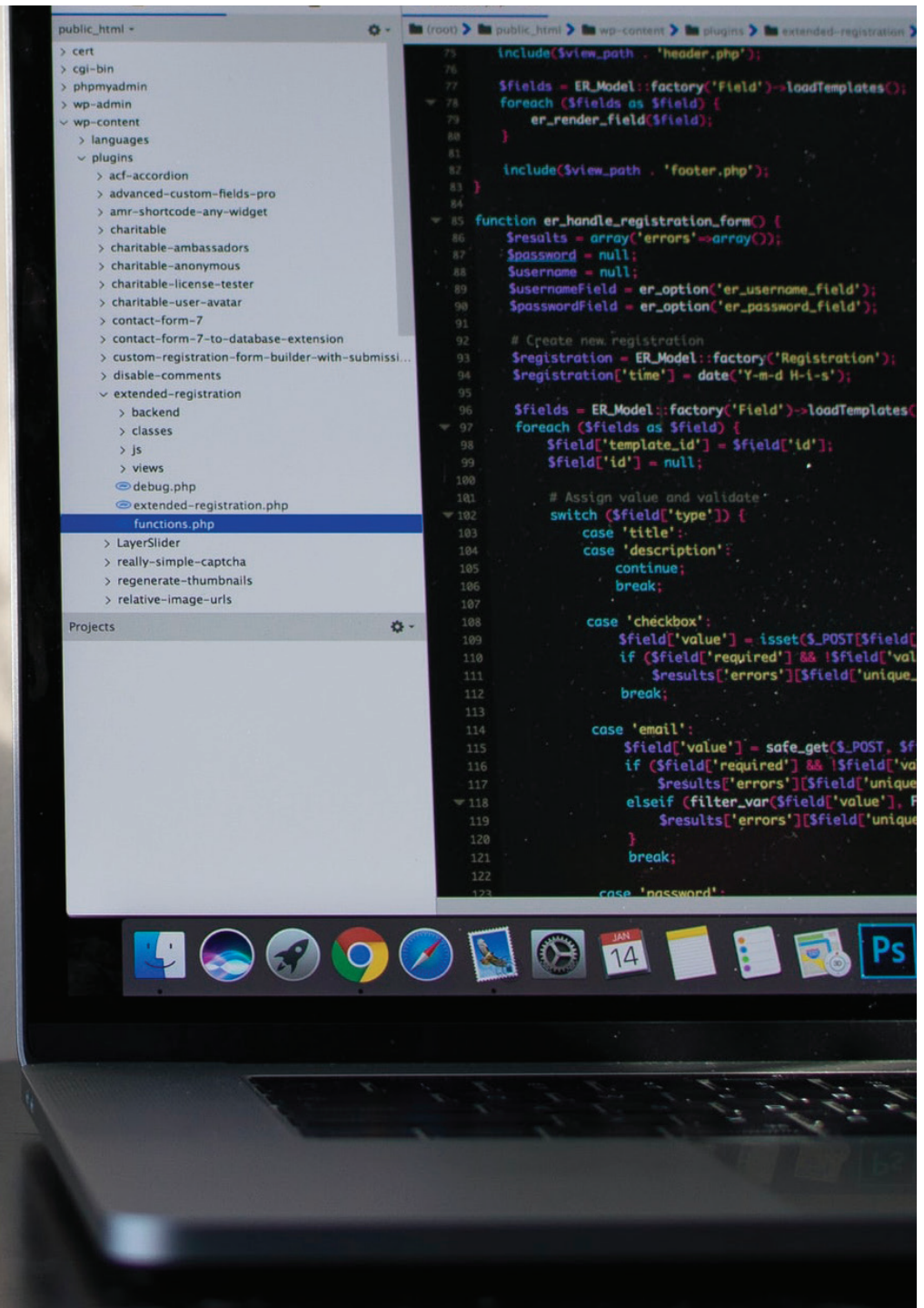


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# Hosting is important.

Many times web hosting is an afterthought. We are routinely contacted by companies that bought the cheapest hosting they could find when the business was small, and didn't think about it again until something went very wrong-the site gets hacked, infected or just plain crashes. Then they are frantic.

Treating web hosting as an undifferentiated commodity based on price may work for some smaller businesses. But if your website is your business, and your company has grown to the point where any disruption can mean disaster for your finances and your brand, you should seriously consider a premium web hosting service. Enter Creative Arcade.

Creative Arcade provides expertise from start to finish with web design and development. Now we offer the hosting platform it is built on and a long-term engagement beyond launch with ongoing maintenance. We've found that premium web hosting brings many benefits-peace of mind being chief among them. But close behind security is performance-critically important for customer satisfaction and search engine ranking. Fast sites make users happy, and that makes Google happy.

Other benefits of a premium hosting service? Routine backups and single-click restore, staging servers that prevent internal errors from bringing a site down and last but not least, customer service that will be there for you when you need it.

# What's inside?

The basics of hosting

The benefits of premium hosting

Premium managed WordPress hosting

What you get with Creative Arcade managed WP hosting

Technical hosting information

The Creative Arcade WordPress Tech Stack

CA Hosting investment tiers

About Creative Arcade

**The basics of hosting.**

# What is a host?

The host is the physical location of your website on the Internet—a server where the code lives. There are different types of hosting services available. If your site is relatively small, it might be on a shared server—sharing space with other websites. Shared space means that if another site on your server gets a lot of traffic, your site might slow down because you're sharing the same space. A more common option is a virtual private server (VPS) hosting that divides a server into virtual servers, where each website is hosted on their own dedicated part of a server with reserved space and bandwidth. Larger sites and companies may prefer to have a dedicated server for maximum control and availability. An emerging alternative is cloud hosting, where a group of servers (forming a virtually very large service or cloud) work together to host a group of websites. This allows multiple computers to work together to handle high traffic levels or spikes for any particular website.

# What else do I need?

In order to direct people to your website, it needs to have an address. That is your domain name- “yourbusiness.com”, for example. You register (buy) your domain name from a company that sells them-your domain registrar-Network Solutions, GoDaddy, etc. They all sell the same names. They are sort of like travel sites. They all sell the same flights. You might just prefer working with one company because you are familiar with it. The key to maintaining your domain is to avoid expiration. You may have read about how “google.com” famously expired for a few minutes (a former employee bought it and gave it back). Even the largest companies can lose track of a domain name! Domain name registrars typically sell a lot of other things too- including registration with a domain name server.

Domain name servers are like the post office for online traffic. Once your address is registered (translated into an IP address, technically). The Internet knows how to send people who enter “www.yourbusiness.com” to your website. Bundling all of this information to manage it from a single source can be a valuable benefit of a premium hosting service.

**The benefits  
of premium hosting.**

# What do you get from a premium hosting service?

The biggest benefits of a premium hosting service are superior security, performance and customer service. Security means your site is always up and running. Performance means it is fast—an increasingly important issue as search engines monitor site speed as part of their search engine results ranking criteria. Service means you can get help from an expert whenever you need it.

## **SECURITY**

When it comes to hosting security, it can be helpful to think of your website as your house. You have a location. Great. You have an address. Check. You have registered with the post office so that anyone can find you. OK. You also need to think about security. Most houses come with doors and windows that lock. That's your basic security. That may be all you need. Depending on the value of your house and what's inside it, you may want more advanced security—alarms to deter and identify intrusion, video surveillance to identify culprits after the fact, or live physical patrols or video monitoring to stop attacks before they start.



## **PROTECTION**

Basic hosting security typically includes Denial of Service (DoS) attack software, a server firewall and an application firewall. These are the locks on your windows and doors. DoS software will detect and prevent attacks that block access to your site. Application firewalls prevent hackers from entering your site through applications. Server firewalls prevent hackers from accessing the server hosting your site.

## **MONITORING AND PREVENTION**

While it's great to have strong locks on the doors, many companies want more than this for their websites. Threats get more sophisticated every day. Once a website is entered by bad people or bad software, it may be too late to do anything about it.

Monitoring and prevention tools include the capability to regularly scan sites for vulnerabilities. This is particularly important for websites using a combination of a CMS, themes and plugins. Each of these elements is developed by different parties, and are updated independently. A plugin update can deliver a new vulnerability, or can expose an unknown vulnerability in the CMS. Keeping all website components up to date and in sync nearly impossible to do manually-yet most bare-bones hosting services place this responsibility on the shoulders of the site owner.

## **ENCRYPTION**

Any site with sensitive customer or company information—especially eCommerce sites—will require encryption of things like credit card information. This is typically done through a Secure Socket Layer (SSL) certificate. SSL Certificates are small data files that digitally bind a cryptographic key to information entered by a user. When installed on a web server, it creates a secure connections from a web server to a browser.

## **BACKUP AND RESTORE**

Imagine if someone broke into your home and ransacked the place—and all you had to do to restore it its original condition is push a button! Most hosting services offer automated back ups, but the restoration process can be difficult. Many premium hosting services offer “one-click” site restoration. This is critical for businesses where any downtime will damage their reputation and/or their revenue.

## **AUDITS**

Premium services conduct periodic code reviews and security audits of all internal environments and processes. Some partner with third-party, independent security firms to ensure best practice security measures are always in place and perform ongoing vulnerability scans and penetration testing.

## **STAGING SERVER**

A common source of website downtime is due to internal employees making changes to the site and inadvertently breaking links, erasing code or otherwise messing up the site’s functionality. A staging server protects you from yourself. It’s a place to move a site while making changes or additions, and everything can be tested and reviewed while the original site stays live. Once you are certain that all changes have been made correctly and everything is working as designed, you can switch it to live, overwriting the old site.

## **PERFORMANCE**

Don't like waiting for web pages to load? Neither does anyone else. Search engines (most notably Google) rank fast sites higher than slow sites. Why? Because users like and return to sites that give them what they're looking for fast. Premium web hosting services will use the latest technology to maximize the bandwidth available to your site and monitor and manage loading times.

## **CONTENT DELIVERY NETWORK (CDN)**

A content delivery network (CDN) is a large distributed system of servers deployed in geographically distributed data centers to ensure that your site loads fast from anywhere in the world. The result is that content loads faster because it's closer to the end-user, and your site easily adjust to traffic spikes because the global network of servers shares the traffic load.

## **CACHING**

Caching is a method of temporarily storing static web assets like files and images—content that rarely changes—separately from more dynamic content order to serve entire pages to user faster. Caching improves website performance by reducing bandwidth usage, server load and lag time. Premium web hosting services have sophisticated caching mechanisms that intelligently identify and store cachable media the accelerate site performance.

## **GIT REPOSITORY**

A Git Repository is a version control system for your web content. It takes a snapshot of the entire web structure any time something is changed. Git keeps track of source code files, and allows a developer to go back to an earlier version of the code if needed. It also lets you know who made changes to your code, what changes were made and why those changes were made. Git's key attributes are speed, data integrity, and support for non-linear workflows. What it really comes down to is control.

## **SEPARATE EMAIL SERVER**

Most web developers recommend keeping email servers and website hosting separate. There are a couple of reasons for this. One is that having all your eggs in one basket means if your website goes down, your email goes down. If you separate the two, odds are you'll still be able to communicate in the event of a website disruption. The second reason is that the bundled email services offered by hosting companies aren't very good—they are clumsy and lack state-of-the-art spam filtering and file management.

Essentially, it's hard to be great at web hosting and great at email hosting. Business-class email platforms are powerful and sophisticated. A premium hosting services will likely offer to support Google Apps, Outlook or another premium email service.

## **SERVICE**

When you have a problem with your website, you want it fixed now. The sending of an email to *support@myhostingservice.com* is often an exercise in futility. As is searching through support forums for hours, hoping against hope that someone has had the exact same problem you are experiencing, solved it, and has been kind enough to share the solution. The ability to quickly get to a live person who will have the skills and training to help you when there is a problem is extremely valuable. Premium hosting services should offer guaranteed response times.

**Premium managed  
hosting for WordPress sites.**

# Why is CA offering managed WordPress hosting?

As we dove deeper into researching hosting, it became more and more clear that hosting is not a commodity. We started using WPEngine for our own business. WPEngine specializes in hosting WordPress sites – in fact, that’s all they do. They don’t host non-WordPress sites. WPEngine has simply set out to be the best at one thing – hosting WordPress – and the ratings and reviews for them were off the charts.

We decided to standardize hosting and partner with WPEngine to offer the other services our clients need to create a one-stop-shop for web hosting, offering advanced security, performance and customer service for our clients beyond launch.

# The Key Features

## Secure Hosting

Unlike some web development firms, we provide our own partner hosting with the best around, WP Engine. We offer a flexible, yet consistent platform that also includes annual SSL renewals, monthly maintenance of backend systems, daily backups and disaster recovery services, content delivery networks built in to keep performance at a high level no matter where one is in the world among many more value added features.

## Creative Arcade

### Managed WordPress Hosting/Maintenance Features

- Fully managed service
- Auto Migration
- One-Click Staging
- Dev, Staging and Production Environments
- Git, SFTP & SSH Connections
- Free CDN
- Free SSL
- Automated Backups, One-Click Site Restore
- Automatic WordPress Core Updates
- 24/7/365 Support
- 99.99% uptime guarantees

### WordPress Tech Stack (Full Hosting)

- Elementor
- Gravity Forms
- Akismet Anti-Spam
- Ultimate Member
- The Events Calendar Pro
- Yoast SEO
- WordFence Basic

### SEO

Google Tag Manager  
*Enables CA to set up and report on Google Analytics data, as well as set up custom tracking and use optimization tools as needed.*  
Monthly analytics summary

# What You Get

We now offer premium hosting services for sites built on WordPress. We've developed a few packages based on client needs. Here are the core services.

## **FREE MIGRATION TO PARTNER SERVERS**

WPEngine provides better performance, more dedicated resources, and a higher degree of overall security. We'll move your site there for free in most cases. As part of the migration, we'll also consolidate your domain name registration and domain name servers (DNS) onto one platform, so that everything is managed in one place and all of your renewals are automatically taken care of and billed to you (optional).

## **PREMIUM HOSTING FEATURES**

WPEngine offers automated daily backups, single-click restore, automatic WordPress updates, advanced caching and other premium features, such as a staging server which provides a safe place to test website changes and updates before making the changes public.



Faster Speeds with WPEngine EverCache and a Content Distribution Network (CDN). WPEngine EverCache is a proprietary caching system serves your media incredibly fast and dramatically increases visitor reach and availability. EverCache is fully integrated into WPEngine WordPress environments and requires no additional plugins.

Your site will also be placed on WPEngine's CDN. This is a premium service consisting of a large distributed system of servers deployed in multiple data centers across the Internet that help to serve your website content to users with high availability and performance. Basically, it makes your site a lot faster.

### **ENHANCED SECURITY AND PROACTIVE WEBSITE MONITORING**

Your site will have built-in server-side security to prevent attacks and security breaches. In addition to added layers of security and firewalls, your site will be proactively monitored 24-7 by WPEngine. If the site goes down or something goes wrong, we'll see it and we'll fix it.

### **PROACTIVE WORDPRESS CORE, THEME AND PLUGIN UPDATES**

The Creative Arcade development team will keep your site up to date. Each month, we will push a copy of your website to staging to safely update the WordPress core, theme, and plugins, fully test, and redeploy to make sure that everything is up to date and any security holes are patched.

### **ONGOING SUPPORT AND UPDATES FOR SELECTED PREMIUM PLUGINS**

Creative Arcade maintains paid licenses for several premium plugins, such as Akismet (spam protection), Gravity Forms (premium form plugin), and more.

### **PRIORITY SUPPORT**

Stuff happens! And we want to be there to fix it for you on the spot. As a Creative Arcade hosting and maintenance plan holder, we will keep resources on tap and re-work our schedule to address any urgent issues as soon as possible.

## **Optional Service**

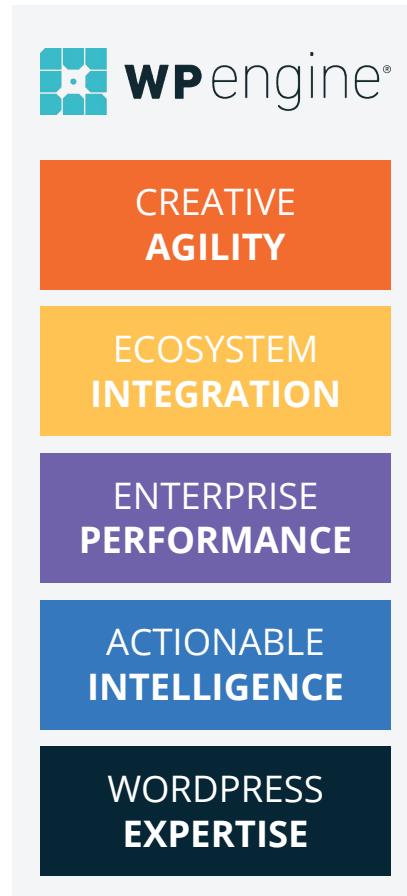
### **GOOGLE APPS EMAIL MANAGEMENT**

Google Apps offers the best and most cost effective email platform on the market. If you're still using Outlook and Microsoft Exchange, you need to see what Google Apps can do for you. Creative Arcade made the switch over a couple of years ago and we haven't looked back. We highly recommend it to all of our clients. Google Apps services included in Creative Arcade hosting plan include initial setup and email account configuration. This is an additional cost payable to Google.

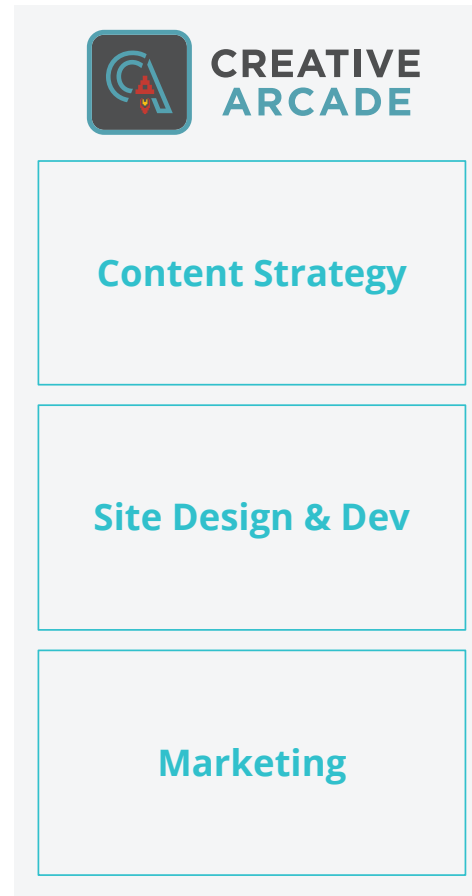
**Technical hosting  
information (IT).**



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**Premium  
website**

# We take care of it.

We manage your site from day one. Built on the best platform. By the best.

STRATEGY	TECH STACK
USER EXPERIENCE	DESIGN/DEVELOPMENT
SETUP & IMPLEMENTATION	DEVELOPER TOOLS
CONFIGURATION	ANALYTICS
SERVER MAINTENANCE	SECURITY
STORAGE	SUPPORT
DATABASE	PERFORMANCE OPTIMIZATIONS
DATA CENTERS	DISASTER RECOVERY



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# Leverage the best tech.

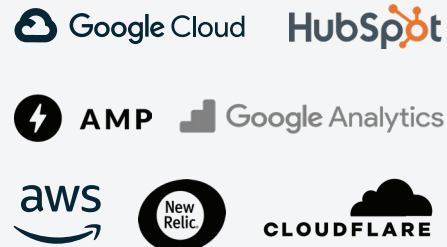


## APIs

- WP Engine API
  - Backups
  - Domains
  - Site administration
- WP REST API



## Martech Partner Solutions



## WordPress Solutions

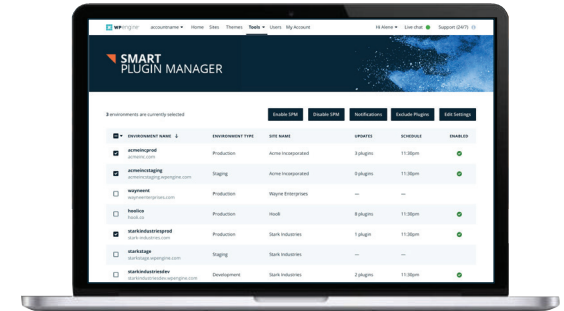
- Plugins
  - Amazon Polly
  - Atomic Blocks
  - Automated Migration
  - PHP Compatibility
- WP Engine Solution Center
- Core contributors



# Smart Plugin Manager

Automate your biggest site management headache

- Automatically update plugins
- Performs Visually Regression Tests (VRT) on sites to ensure site is working properly.
- Sites rollback automatically if plugin update fails VRT



# Application Performance

Code-level application monitoring, powered by New Relic.

- Troubleshoot faster by proactively detecting and resolving issues
- Protect customer experience with full-stack alerting
- Shorten development cycles with faster validations after deploys



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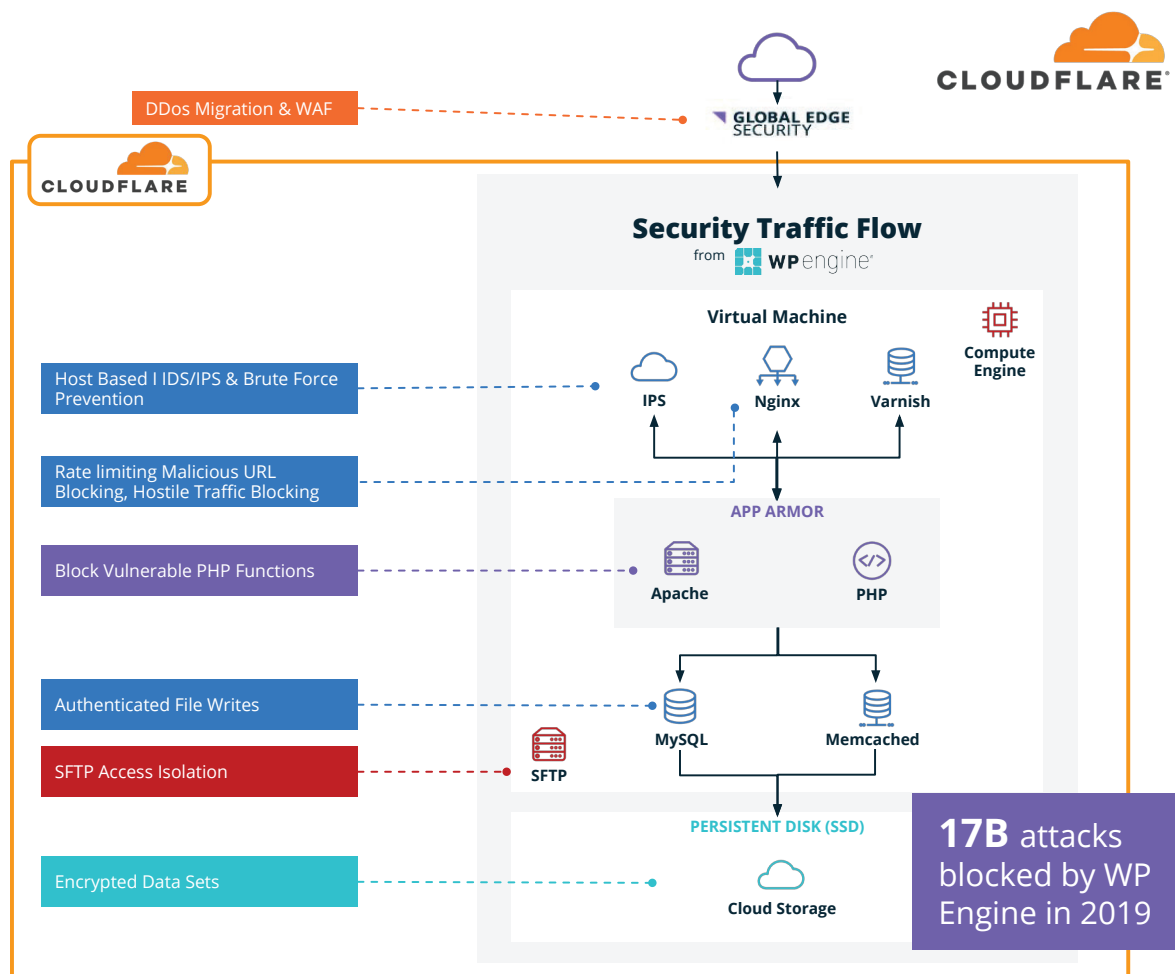
Powered by **PLAY**



# Security Solutions

## Protect your digital experiences

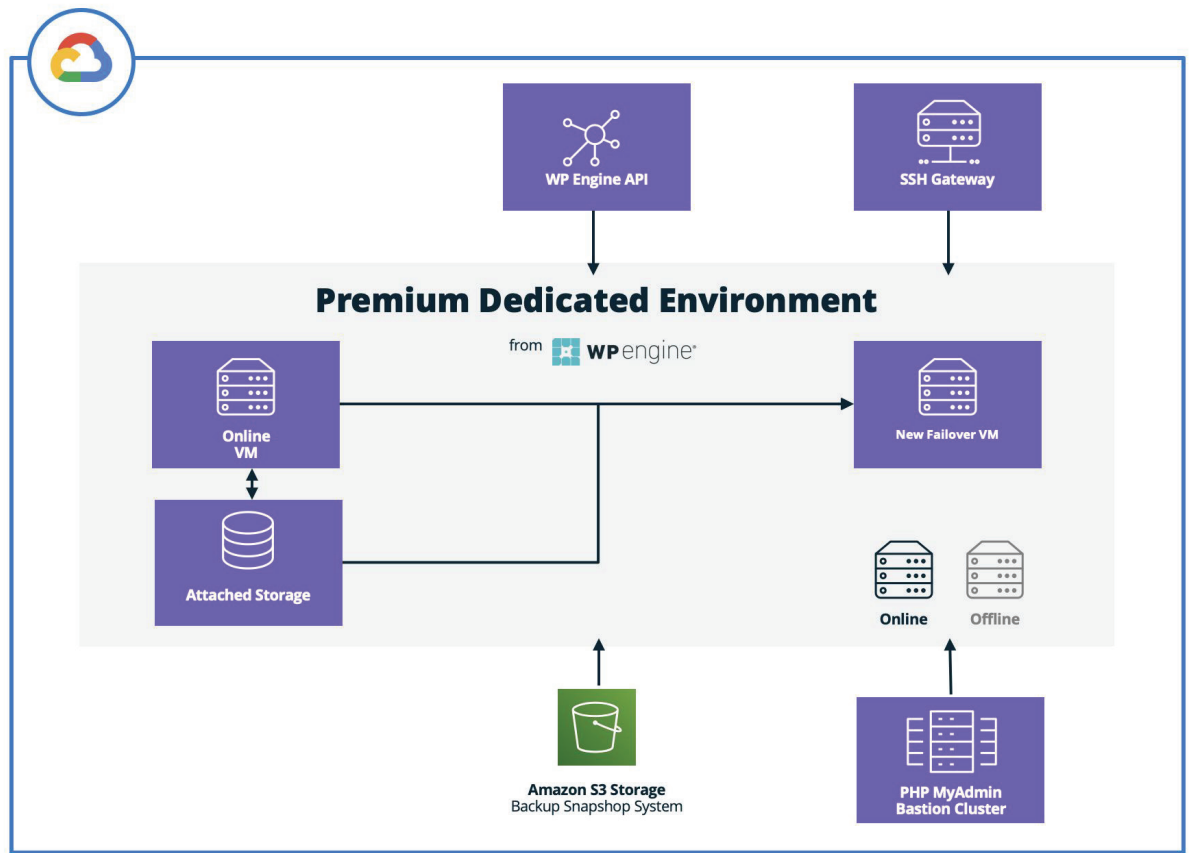
- Encrypted databases, passwords, backups  
HTTPS (latest TLS), and customer files
- Customer environments are monitored for vulnerabilities and misconfigurations
- Security Engineers regularly monitor vulnerability feeds for up-to-date information on emerging threats





# Recommended Solution

- Dedicated environment
- 99.99% uptime SLA
- Global Edge Security
- Application Performance Monitor
- Smart Plugin Manager



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# **The CA WordPress Tech Stack.**

# The tech stack.

Our hosting includes out-of-the-box licenses for the following base plugins which build the best web experiences.

**Elementor** - visual page layout editor

**Gravity Forms** - create dynamic forms

**Akismet Anti-Spam** - keep spam at zero

**Ultimate Member** - create directories and manage account users

**The Events Calendar Pro** - the best calendar and event plugin

**Max Mega Menu Pro** - create impressive menus

**MetaSlider** - create amazing home page hero sliders and dynamic content

**Yoast SEO** - base search engine optimization plugin

**WordFence Basic** - an extra layer of security

# Options and Add-Ons.

Optional Plugins (by request and additional cost)

**Slider Revolution** - hero slider and dynamic content creator

**WPBakery Page Builder** - dynamic page layout plugin

**Yoast SEO Premium** - a deeper dive search engine optimization tool

**The Events Calendar Add-Ons** (individual prices per add-on)

## Add-Ons

### HubSpot

- HubSpot COS
- HubSpot All-in-One Marketing plugin for WordPress

### E-Commerce

- Shopify
- WooCommerce

**CA managed WordPress  
hosting investment tiers.**

Options for any size website and engagement with Creative Arcade. All built on a stable, fast, and scalable platform for the dynamic life of any website.

## Base Hosting

Managed hosting only,  
plugin licenses and  
maintenance are the  
client's responsibility

**\$30/mo**

5GB storage  
50GB bandwidth/month  
1 site included

## Stack Hosting

Managed hosting,  
CA tech stack,  
(other plugins extra  
and maintenance are  
client's responsibility)

**\$50/mo**

5GB storage  
50GB bandwidth/month  
1 site included

## Full Hosting

Managed hosting,  
CA tech stack, and  
monthly maintenance,  
(other plugins extra)

**\$250/mo**

10GB storage  
50GB bandwidth/month  
1 site included

**About Creative Arcade.**

# Hi.

We're Creative Arcade.

We're a growth agency. What does that mean? It means our focus is helping you grow. Whether that is growing awareness or building you a website that accelerates growth, we're here. We want to see you succeed and play a part in that success.

That takes vision and collaboration. Together, we examine your goals and find ways to accomplish them. Using our in-depth knowledge and strategic approach, we make the creative process effective — and enjoyable.

Since the beginning, we've been a marketing partner our clients can rely on. It's all gain, no games.

We're your catalyst for growth. We're Creative Arcade.

## BRAND

Graphic Design  
Illustration  
Motion Graphics  
Brand Voice  
Copywriting  
Drone Certified (shoot/edit)  
Photography (shoot/edit)  
Video (shoot/edit)

## WEB

Web Design  
Web Development  
User Experience (UX)  
App Development  
SEO (Search Engine Optimization)  
Analytics/Data  
Shopify  
WordPress  
Managed WordPress Hosting

## INBOUND

Lead Generation  
Marketing Automation  
Content Development  
Social Media  
Email Marketing  
Workflows



## DIGITAL

Digital Marketing  
Display Ads (SEM)  
Search Marketing (SEM)  
Remarketing (SEM)  
Geofencing  
Reputation Management







**Phil Davidson**

**Partner/Creative Director**

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*218-390-3452*

Phil is an accomplished Creative Director, with a lengthy graphic design and marketing career. He believes that every client deserves a personalized approach. This attitude inspired him to co-create Creative Arcade. Throughout his career, his goal has always remained the same: make marketing, and its process, the bright spot of a client's day.



**Jeff Ruprecht**

**Partner/Interactive Director**

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*218-393-3151*

Jeff is a wunderkind. He started as a professional print designer but has shifted his focus to online marketing. Over the years, he's made himself indispensable to clients from government to retail. His specialties these days are web design, social media strategy, and digital placement. He's a tireless creative, always toiling away at some creative endeavor — like our handmade wooden desks.



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