Breakdown of monthly $90 "Hosting" Fee for Carefortheaging.org Subdomains

PLATFORM & THEME MAINTENANCE
As technology (browser, server, WordPress) changes happen there will need to be maintenance updates to both the platform and the customized themes. If this isn't done then many sites at best will look funny and at worst won't load at all.

CDN (Content Delivery Network)
Is a system of distributed servers (network) that deliver pages and other Web content to a user, based on the geographic locations of the user, the origin of the webpage and the content delivery server. This service is effective in speeding the delivery of content of websites with high traffic and websites that have global reach. The closer the CDN server is to the user geographically, the faster the content will be delivered to the user. CDNs also provide protection from large surges in traffic.

GeoTarget (GEOIP)
GeoIP allows your website to have behavior that depends on the physical location of each visitor. For example, all visitors from a certain country might see different content or get redirected to another page, or a visitor who is in a city for which you have a special landing page might be redirected there.

It's called "GeoIP" as a sort of portmanteau of "Geography" and "IP address." The "IP address" part is due to our usage of the visitor's IP address to figure out that visitor's physical location.

WORDPRESS HOSTING
Web hosting is a service that allows organizations and individuals to post a website or web page onto the Internet. A web host, or web hosting service provider, is a business that provides the technologies and services needed for the website or webpage to be viewed in the Internet. Websites are hosted, or stored, on special computers called servers.

When Internet users want to view your website, all they need to do is type your website address or domain into their browser. Their computer will then connect to your server and your webpages will be delivered to them through the browser.

SECURITY SETUP & UPDATES
Secure Sockets Layer (SSL) is a standard security technology for establishing an encrypted link between a server and a client—typically a web server (website) and a browser.

SSL allows sensitive information to be transmitted securely. Normally, data sent between browsers and web servers is sent in plain text—leaving you vulnerable to eavesdropping. If an attacker is able to intercept all data being sent between a browser and a web server, they can see and use that information.

WORDPRESS UPDATES
Since WordPress is open source, anyone can study the source code to learn and improve it. However, it also means that hackers can study it too and find ways to break into websites.

This means that if you are not using the latest version of WordPress, then you are using software with known security vulnerabilities. Hackers can search for websites running the older version, and you may become a victim of a sophisticated attack.

WISTIA VIDEO HOSTING & REPORTING
Used for video hosting if you're looking to drive traffic to your website, improve conversions, or increase engagement across the websites you control. Custom video players tend to get more clicks, video SEO helps you drive more traffic, and email collectors help you generate leads, which you can send into your CRM of choice. Wistia's analytics also provide much more detail than the data offered on the YouTube platform. Rather than providing sampled and incomplete data, Wistia's in-depth analytics show you how your audience consumes and interacts with your videos. You can get an aggregated view of a video's performance with our engagement graphs, or you can drill down to see how individual viewers are watching your videos with our heatmaps. You can even attribute specific viewing activity to a viewer's email address.

GRAVITY FORMS & DATABASE
Quickly build and design your WordPress forms using the intuitive visual form editor. Select your fields, configure your options, and easily embed forms on your WordPress powered site using the built in tools.

Conditional Logic allows you to configure your form to show or hide fields, sections, pages or even the submit button based on user selections. This allows you to easily control what information your user is asked to provide on your WordPress powered site and tailor the form specifically to their needs.

DAILY BACKUPS
If you mess up your site or even if a hacker does, we can revert to the day before and have you back up and running with no additional cost!

AGILE SETUP (Dev, Stage, Prod Environments)
Platform will have a development, staging and production environment. Allowing for updates and fixes to happen without users seeing or experiencing the progress.

UPTIME MONITOR
We track if your site goes down and automatically get alerts to our phones so we know to quickly fix the issue. To help keep your site up more than 99% of the year.