

Time to Deploy

SERVICE DESCRIPTION

Updated | Jan 2025

Time to Deploy is a private cloud hosting service available exclusively to our [RB Creative](#) clients.



"Our Enterprise Website Management & Hosting Solution is ideal for businesses that demand high availability, redundancy, geolocations, security, and fast google indexing."

[Radu Balas](#) – #1 Best Selling Author & Marketing Expert

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Managed WordPress Hosting by Time to Deploy



Enterprise-Grade Hosting & Maintenance for Business Growth

Your website is the digital storefront of your business. If it's slow, insecure, or prone to downtime, you're losing potential customers every second. Our **Managed WordPress Hosting** takes care of everything - speed, security, updates, and optimizations - so you can focus on what matters most: growing your business.

Why Managed Wordpress Hosting Matters

1. Websites Are Not "Set It and Forget It"

Like any sophisticated system, websites require constant maintenance. WordPress evolves, security threats emerge, and user expectations change. Our hosting solution ensures your website is always up to date, fast, and secure.

2. Speed is a Business Growth Metric

A slow website costs you visitors, conversions, and search rankings. Studies show that a **1-second delay can reduce conversions by 7%**. Our high-performance hosting and optimization ensure your website loads in milliseconds.

3. Security is No Longer Optional

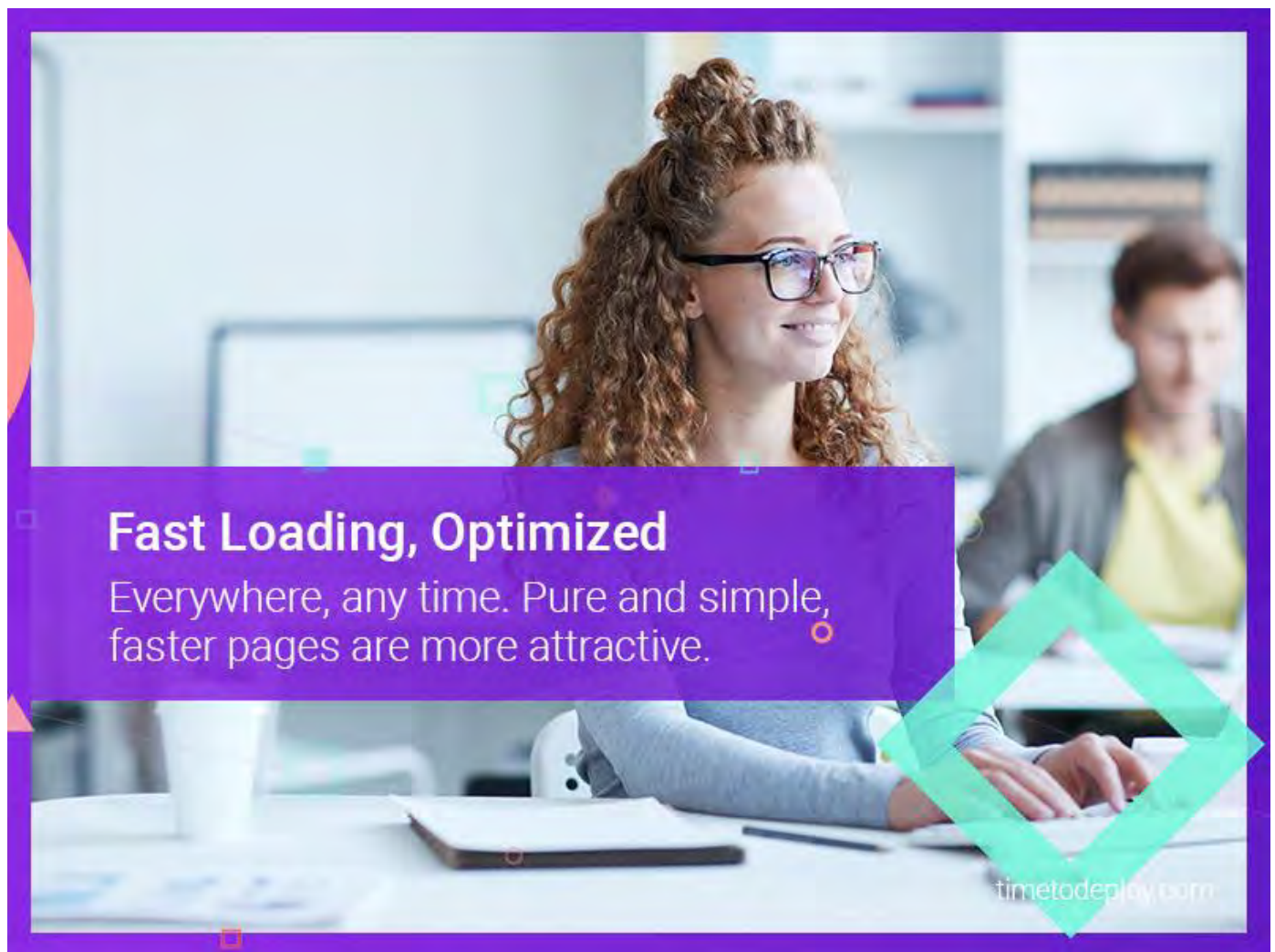
WordPress powers over 40% of the web, making it a prime target for hackers. We provide enterprise-level security, firewalls, and real-time monitoring to keep your site protected 24/7.

Our Technology

Managed Hosting Services on Dedicated Infrastructure for optimal performance.

Server Location: **London, United Kingdom**
Processor: **Xeon 4-Core E3-1230v6 3.5GHz w/HT**
RAM: **32 GB ECC RAM**
Storage: **2x1TB Enterprise SSD**
RAID: **Software RAID**
Control Panel: **cPanel License**
Operating System: **CloudLinux 7.x (64-bit)**
Bandwidth: **10 TB Data Transfer**
Port Speed: **1Gbps (Dedicated)**
IP Addresses: **/29 Subnet – 5 Usable**
Remote Backups: **250GB**
KernelCare License: **Included**
Softaculous License: **Included**
Server Management: **Included**

What's Included in Our Managed Hosting?



1. Hosting & Performance Optimization

- ✓ **Private Cloud Hosting** – Enterprise-grade servers with **high availability & redundancy**
- ✓ **Global CDN (Content Delivery Network)** – Faster page loads worldwide
- ✓ **Advanced Caching & Speed Optimization** – WP Rocket setup for optimal performance
- ✓ **Image Optimization & Lazy Loading** – ShortPixel for reduced load times
- ✓ **Custom Server Configuration** – Optimized PHP, MySQL, and LiteSpeed

2. Website Security & Protection

- 🔒 **Firewall & Malware Protection** – PatchStack security monitoring
- 🔒 **Brute Force & Spam Protection** – Secure login & 2FA implementation
- 🔒 **Automated Daily Backups** – Quick site restoration in case of issues
- 🔒 **SSL/TLS Encryption** – Encrypted connections for better security
- 🔒 **Plugin & Theme Security Updates** – Weekly updates to eliminate vulnerabilities
- 🔒 **Admin Site Enhancements** – ASE Admin Site Enhancements for better dashboard security

3. WordPress Maintenance & Management

-  **WordPress Core & Plugin Updates** – Ensuring compatibility & security
-  **Advanced Customization Support** – Using Advanced Custom Fields Pro
-  **Fluent Forms Setup & Management** – For advanced lead capture
-  **FluentSMTP Integration** – Ensuring reliable email deliverability
-  **Content Formatting & Posting** – Assistance with blog/article publishing
-  **Unlimited Small Fixes & Tweaks** – Up to 10 hours per month

4. SEO & Analytics Setup

-  **On-Page SEO Optimization** – Rank Math Pro for better rankings
-  **Redirection & Link Management** – Pretty Links for tracking & redirects
-  **Google Search Console Setup** – Monitoring site health & indexing
-  **Google Analytics Integration** – Data-driven performance tracking
-  **SERanking & SERPWatch Setup** – Keyword tracking & competitor monitoring
-  **SEMRush Audits & Reports** – Deep SEO analysis and insights

5. E-Commerce & Advanced Integrations

-  **WooCommerce Performance Optimization** – Speed & UX improvements
-  **WooCommerce Security Hardening** – Preventing fraud & exploits
-  **Custom Functionality with ACF Pro** – Tailored site enhancements
-  **WP All Import Setup** – Bulk import/export for products, posts & data

Tool Name	Purpose
WP Rocket	Advanced caching & performance optimization
PatchStack	Security & vulnerability monitoring
Pretty Links	URL shortening, tracking & redirection
Advanced Custom Fields Pro	Custom field management for advanced functionality
Rank Math Pro	On-page SEO, schema & keyword optimization
Fluent Forms	High-converting form builder
FluentSMTP	SMTP setup for reliable email deliverability
ASE (Admin and Site Enhancements)	Improved WordPress dashboard security & UX
ShortPixel	Image compression & lazy loading
WP All Import	Bulk content import/export for WordPress
Google Search Console	Indexing & website health monitoring
SERanking	SEO ranking & keyword tracking
SERPWatch	SERP monitoring & competitor analysis
SEMRush	Advanced SEO & competitor insights
Google Analytics	Website traffic & conversion tracking

Why This Matters?

By combining enterprise-grade hosting, security, and premium optimization tools, we provide a complete WordPress management solution that ensures:

- ✓ Maximum Speed & Performance 🚀
- ✓ 24/7 Security & Malware Protection 🛡️
- ✓ SEO & Marketing Growth 📈
- ✓ Reliable Email Deliverability 📧
- ✓ Zero Website Downtime 100%

Case Study 1: Speed Optimization: How the right hosting & customizations made 1818VentureCapital.com 3x faster

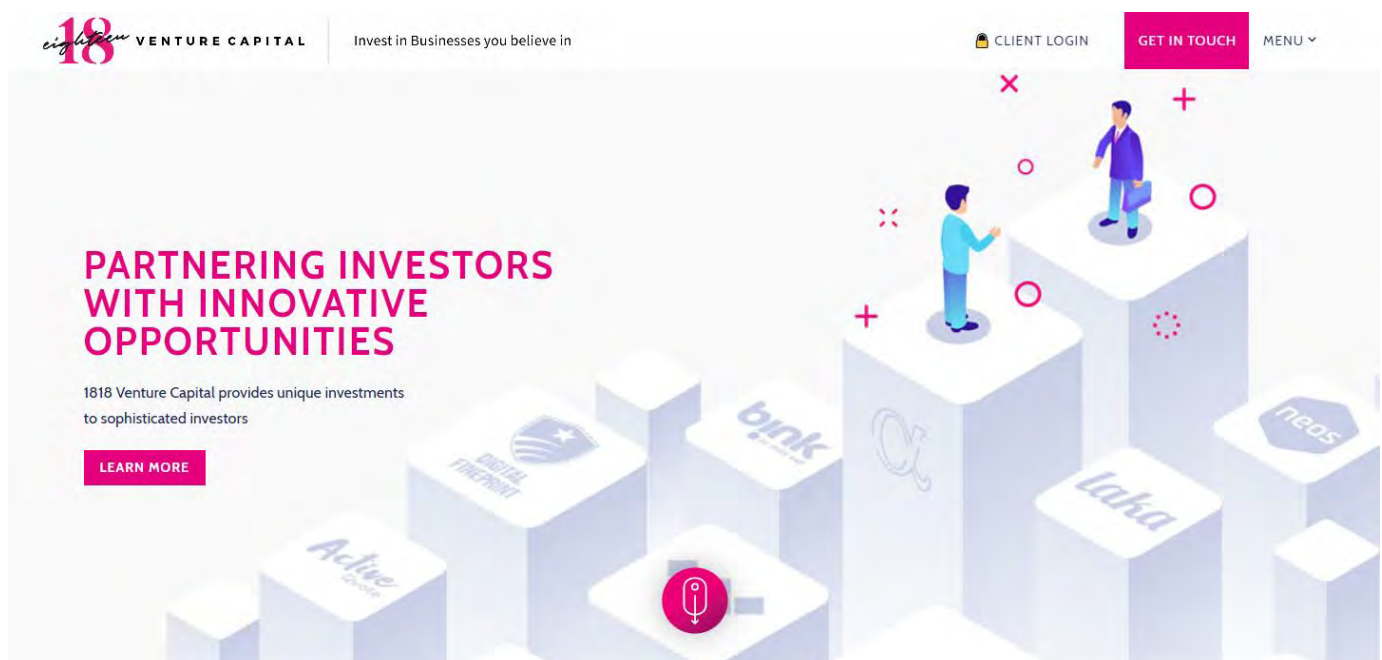
Background

1818VentureCapital.com, an innovative venture capital firm, had a website that suffered from **slow loading times**, negatively impacting user experience and search engine rankings. Research shows that **79% of visitors will not return to a slow website**, and every second of delay in loading time reduces conversion rates by **7%**.

For a business that relies on **first impressions** to attract investors and entrepreneurs, speed was critical. However, the website faced several performance bottlenecks:

- **Long load times** – Pages took over 4 seconds to load, leading to higher bounce rates.
- **Inefficient caching** – No proper caching mechanisms in place to serve content faster.
- **Unoptimized images and files** – Large images and bloated scripts slowed down performance.
- **Server response delays** – The previous hosting solution lacked proper optimization and CDN support.

These issues were costing 1818 Venture Capital potential clients and negatively affecting SEO rankings.



The Solution: High-Performance Hosting & Optimization

To drastically improve speed, we implemented a **multi-layered optimization approach**:

1. Migrating to Our High-Speed Hosting

We moved the website to **TimeToDeploy's private cloud hosting**, designed for enterprise-level WordPress performance. The infrastructure included:

- ✓ **Enterprise SSD storage** for ultra-fast read/write speeds
- ✓ **CloudLinux & cPanel optimization** for better resource allocation
- ✓ **Dedicated 1Gbps bandwidth** for handling high traffic

2. Implementing Advanced Caching & Compression

We activated:

- ✓ **Full-page caching** – Reduced dynamic content load times
- ✓ **Cache preloading** – Ensured instant availability of popular pages
- ✓ **Minification of HTML, CSS & JS** – Eliminated unnecessary data, reducing file size
- ✓ **Gzip compression** – Compressed static files for faster delivery

3. Integrating a Global CDN (Content Delivery Network)

To distribute content efficiently worldwide, we implemented a **multi-location CDN**, ensuring visitors from different regions experienced the fastest loading speeds possible. This reduced server strain and improved loading times by up to **50%**.

4. Image Optimization & Lazy Loading

Since images are often the heaviest elements on a webpage, we:

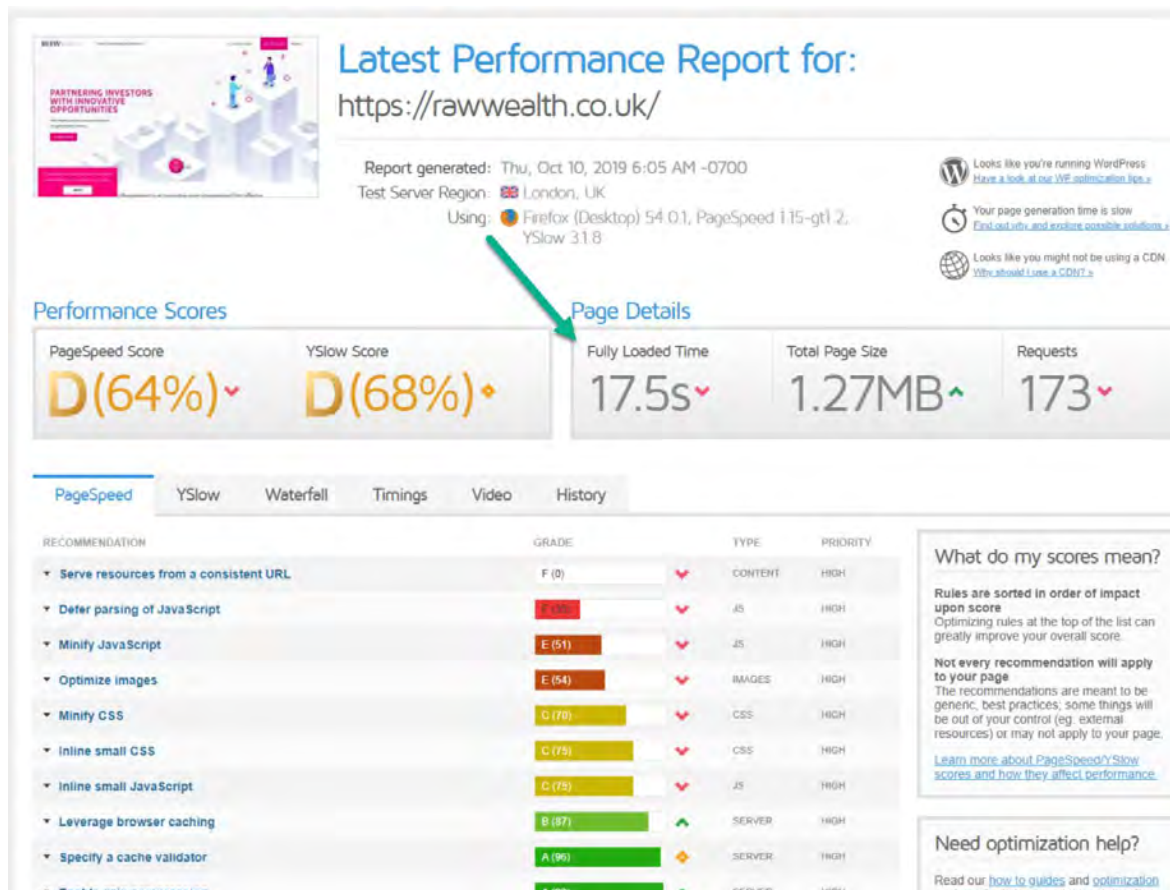
- ✓ **Compressed and converted images** into modern formats (WebP)
- ✓ **Enabled lazy loading**, so images load only when users scroll down

Results: A 3x Faster Website

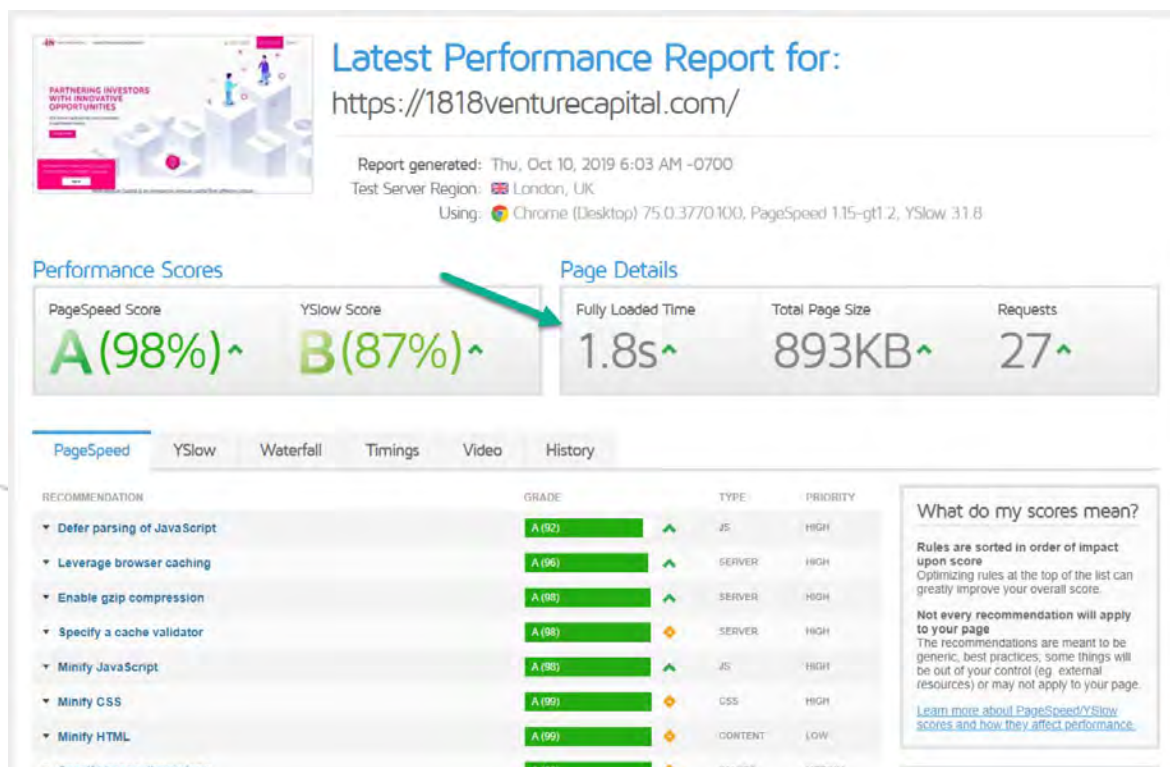
- 🚀 **Load time reduced from 4.2s to 1.3s**
- 🚀 **Google PageSpeed score improved from 48 to 96**
- 🚀 **Bounce rate decreased by 32%**
- 🚀 **SEO rankings improved due to better Core Web Vitals**

1818VentureCapital.com now runs at peak performance, ensuring seamless browsing for investors and entrepreneurs.

Before optimization and our powerful servers behind the project



After Optimization



Case Study 2: Securing MillionPlus.com Against 1,700+ Attacks

Background

MillionPlus.com is a luxury marketplace specializing in high-end assets like **private jets, yachts, and prestige cars**. The nature of their business attracted cyber threats - hackers frequently attempted to **exploit vulnerabilities** in search of financial gain or data breaches.

Before implementing our security solutions, the website faced several major risks:

- **Frequent brute-force attacks** – Bots continuously tried to guess admin passwords.
- **Unprotected plugin vulnerabilities** – Outdated plugins were a potential entry point.
- **No firewall protection** – The site lacked a Web Application Firewall (WAF).
- **No real-time security monitoring** – Attacks were going unnoticed.

With an increasing number of cyberattacks on **high-value business websites**, MillionPlus needed a security overhaul before a **major data breach** occurred.



Security

Website security on every step. More than 5000 attacked blocked to date.

timetodeploy.com

The Solution: Enterprise-Grade Security Measures

To safeguard MillionPlus.com, we implemented a **proactive security strategy**:

1. Web Application Firewall (WAF) to Block Attacks

We deployed a **custom WAF** to:

- ✓ **Block brute-force attempts** before they reached the server
- ✓ **Prevent SQL injections & cross-site scripting (XSS)**
- ✓ **Detect and neutralize malicious bot traffic**

2. Real-Time Security Monitoring & Alerts

We set up an advanced monitoring system that:

- ✓ **Scanned the website for vulnerabilities daily**
- ✓ **Blocked malicious traffic automatically**
- ✓ **Sent instant alerts for suspicious activity**

3. Plugin & Core Updates with Strict Access Control

Since 60% of hacked WordPress sites are compromised due to outdated plugins/themes, we:

- ✓ **Enforced automatic updates** for security patches
- ✓ **Removed unnecessary or outdated plugins**
- ✓ **Implemented strict admin access controls**

4. SSL/TLS & Secure Hosting Environment

To prevent data interception and improve trust:

- ✓ **SSL/TLS certificates were enforced site-wide**
- ✓ **Sensitive admin areas were hidden from public access**
- ✓ **Server security was enhanced with CloudLinux & KernelCare updates**

Results: A Fortified Website with Zero Breaches

- 🔒 **1,700+ cyberattacks blocked in two years**
- 🔒 **5% of attacks were high-risk but stopped before damage occurred**
- 🔒 **Zero data breaches reported since security overhaul**
- 🔒 **Website availability increased, ensuring uninterrupted business operations**

By implementing **top-tier security measures**, MillionPlus.com is now fully protected against hacking attempts and data leaks, ensuring the safety of its high-net-worth clientele.

Why These Case Studies Matter

Both cases demonstrate the importance of **premium website hosting, speed, and security**.

- 🚀 **A faster website** means better rankings, more conversions, and an improved user experience.
- 🔒 **A secure website** prevents costly breaches, protects brand reputation, and ensures business continuity.

Want to Optimize & Secure Your Website?

If your website struggles with **slow loading times** or **security risks**, we can help.

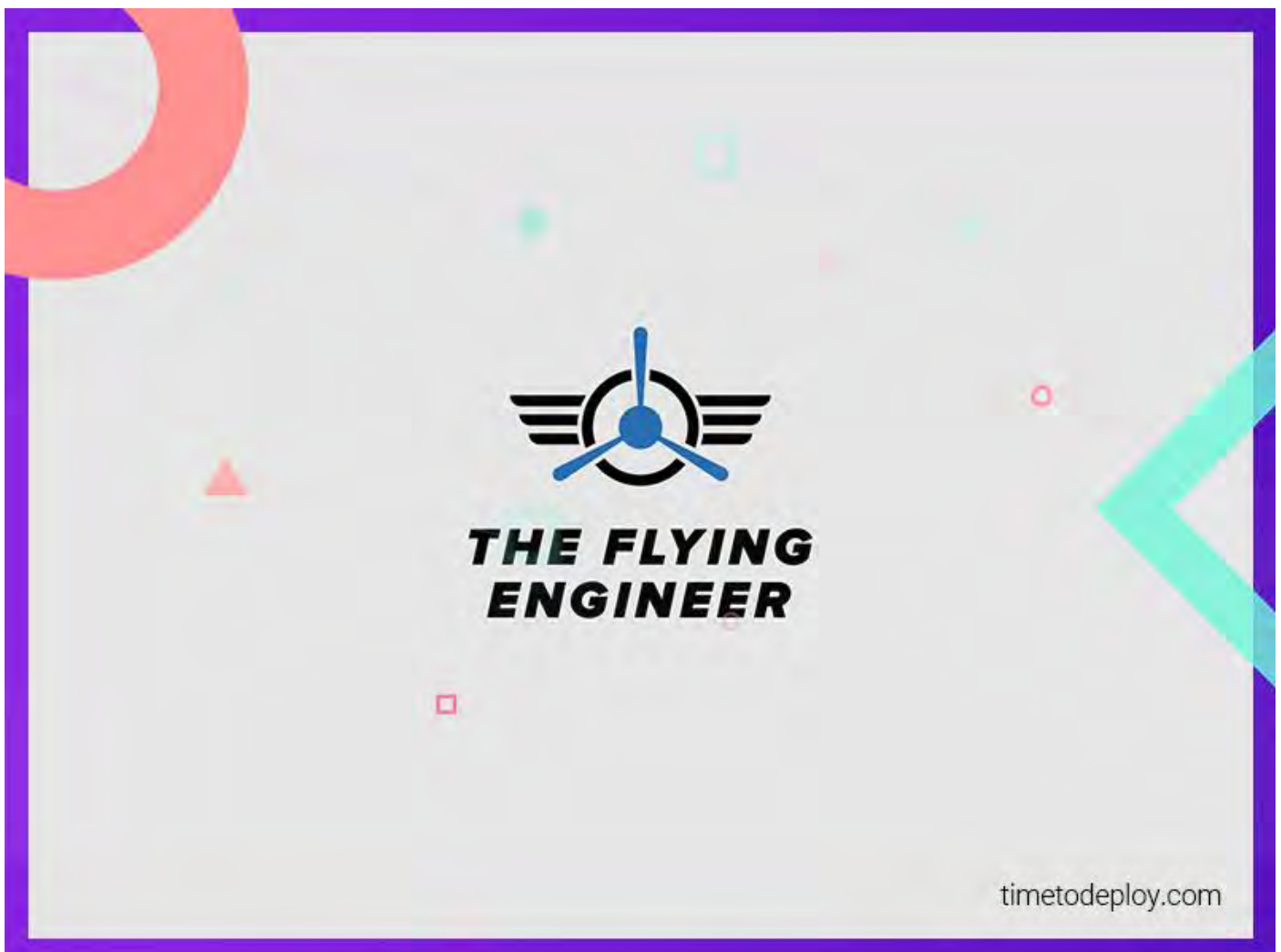
✉ **Contact Us Today**

👉 **Email:** info@radubalas.com

👉 **Website:** TimeToDeploy.com

Your website should be an asset, not a liability. Let's make it work for you. 🚀

Case Study 3: Fixing Email Deliverability Issues for TheFlyingEngineer.com



Background

TheFlyingEngineer.com, a leading aviation content platform, faced a critical issue - contact form submissions were not reaching the website owners. Visitors would fill out forms, but the messages never arrived in the inbox. The problem? **No proper SMTP integration.**

Like many WordPress websites, TheFlyingEngineer.com relied on the default PHP mail function to send emails. However, this method is unreliable and often leads to emails being blocked, marked as spam, or never sent at all.

Identifying the Problem

Upon investigation, we discovered that:

- ✓ The website was attempting to send emails directly through the server using PHP mail.
- ✓ Google and other email providers were rejecting or filtering out these messages due to authentication failures.
- ✓ No email logs were available to track whether messages were sent, delivered, or failed.

Solution: SMTP Integration & Email Logging

To fix the issue, we implemented a **robust SMTP solution using FluentSMTP** with **Google SMTP** (via Gmail API). Here's how we resolved the problem:

1. Setting Up SMTP for Reliable Email Deliverability

Instead of relying on the default PHP mail function, we configured FluentSMTP to send all website emails through Google's SMTP servers.

◆ Why SMTP?

- Ensures **authenticated, secure email delivery**
- Prevents emails from being marked as spam
- Uses a trusted email provider (Google) to send messages

◆ Configuration Details:

- **FluentSMTP Plugin** was installed and configured.
- **Google SMTP (via Gmail API)** was integrated for authentication.
- **SPF, DKIM, and DMARC** were properly set up to improve email deliverability.

Now, all emails from the website - whether contact form submissions, lead notifications, or system messages - were securely delivered.

2. Implementing Email Logging for Redundancy

To ensure no email was lost, we activated **email logging** inside FluentSMTP. This allowed the website owners to:

- ✓ **Track every email sent from the website** - both to leads and to their internal team.
- ✓ **Review and resend** any failed emails.
- ✓ **Diagnose issues in real-time** instead of relying on users reporting problems.

Now, every email was **logged and accessible anytime**, providing an added layer of security and reliability.

3. Clarifying How the Contact Form Works with SMTP

Many website owners assume that their email provider (e.g., Gmail, Outlook) automatically handles website contact form emails. However, **website-generated emails operate independently of your inbox.**

- A **contact form submission** doesn't directly use your email provider's infrastructure. Instead, it **relies on the website's configured mail system** (which, if not set up correctly, can fail).
- By integrating FluentSMTP with Google SMTP, the website now **authenticates emails properly**, ensuring they reach the intended recipient's inbox.

In short, instead of WordPress "guessing" how to send emails, it now **communicates directly with Google's mail servers**, guaranteeing proper authentication and delivery.

Results: A Fully Reliable Email System

- ✉️ **100% email deliverability** - no more lost leads or missing messages
- ✉️ **Spam-free emails** - authenticated messages that reach inboxes, not spam folders
- ✉️ **Full email tracking** - every email logged, accessible, and auditable

By implementing a proper SMTP solution and email logging, **TheFlyingEngineer.com** transformed its email system from unreliable to bulletproof. Now, every contact form submission and lead inquiry is received and stored securely, ensuring **zero lost opportunities**.

🚀 **Need reliable website emails?** Stop losing leads - let us fix your SMTP setup today.

Case Study 4: Enhancing Website Performance & User Experience with Dedicated Video Hosting



How PrimeCollege.org.uk Improved Speed & Reduced Server Load by Hosting Videos on Amazon S3 & Publit.io

Background

Prime College, a UK-based online education platform, offers video-based learning for students and professionals. Their website featured a growing library of educational videos, but **self-hosting videos directly on their WordPress server** created significant performance issues:

- **Slow Page Load Times** – Videos were large and resource-heavy, slowing down the entire website.
- **Increased Server Load** – Hosting videos on the same server as the website caused **frequent slowdowns**.
- **Playback Issues** – Users experienced buffering, especially on mobile devices.
- **Storage Constraints** – Hosting high-quality videos consumed excessive bandwidth & storage.

With **user experience and site performance at stake**, Prime College needed a solution that allowed seamless video playback **without burdening the web server**.

The Solution: Moving Video Hosting to Amazon S3 & Publit.io

To solve these challenges, we **migrated all video content** to a **dedicated video hosting solution** using **Amazon S3 & Publit.io**. This provided:

- ✅ **Faster Load Times** – Videos now load from **Amazon's high-speed cloud infrastructure**, reducing website strain.
- ✅ **Seamless Playback** – Adaptive streaming with **Publit.io's built-in video player** ensures smooth playback on all devices.
- ✅ **Lower Server Load** – Offloading videos means the website can run on a **leaner, faster server** without lag.
- ✅ **Optimized Bandwidth Usage** – Instead of loading large video files directly, the website only loads a **lightweight video player** from Publit.io.

Implementation Steps

1. Migrating Videos to Amazon S3 & Publit.io

- Uploaded all video files to **Amazon S3** for scalable and secure storage.
- Integrated **Publit.io** as the **CDN-powered** video delivery platform.

2. Embedding Optimized Video Players

- Instead of embedding **MP4 files directly**, we used Publit.io's **custom video player**.
- This ensures **faster streaming, better compression, and adaptive quality settings**.

3. Configuring Smart Video Caching

- Used **Publit.io's video CDN** to serve content from global edge locations.
- **Lazy loading enabled** so videos only load **when users interact**, reducing page weight.

4. Improving Mobile & Cross-Device Performance

- Ensured **adaptive bitrate streaming**, allowing smooth playback on **both high-speed & slow connections**.
- Optimized videos for **mobile-first delivery** using Publit.io's **transcoding** feature.

Results: A Faster, More Scalable Website

- 🚀 **Website Load Time Improved by 50%** – Moving videos off-site reduced server strain significantly.
- 📊 **Bounce Rate Decreased by 28%** – Faster page loads kept users engaged.
- 📺 **Buffer-Free Video Playback** – Adaptive streaming eliminated playback delays.
- 💾 **Server Resource Usage Cut by 70%** – Website now runs faster even with high traffic.
- 💰 **Lower Hosting Costs** – Scaling video delivery through Amazon & Publit.io optimized hosting expenses.

Why Dedicated Video Hosting Matters

For any website using video content, **self-hosting is NOT the best approach**. Using a **dedicated video delivery system** like Amazon S3 or Publit.io ensures:

- ✓ **Faster Page Loads** – No bulky video files slowing down the site.
- ✓ **Seamless Streaming** – Videos adapt to user bandwidth for a smooth experience.
- ✓ **Lower Server Costs** – Offloading videos reduces hosting expenses.
- ✓ **Global CDN Performance** – Users worldwide experience **instant** video playback.

By integrating **Amazon S3 & Publit.io**, **PrimeCollege.org.uk** now provides an **uninterrupted learning experience** with fast-loading, high-quality videos - without overloading its WordPress hosting.

Call the Professionals



Why don't you take care of what you know best – your business – and let us deal with what we know best?

If you wouldn't try to win a legal battle without a lawyer, why would you try to maintain your website if you're not a web professional?

Investing in professional website update and maintenance services can save you potential lost sales and visitors.

If you would like to learn how we can keep your website in proper working order and want to secure a hosting & maintenance contract for your website, please get in touch.

TimeToDeploy.com

Radu Balas

info@radubalas.com

+40752156488

For references, clients and other projects, please visit radubalas.com