thefoodconnector

CLIENT ONBOARDING · THE START OF OUR WORK TOGETHER

Your website with The Food Connector.

IN THIS GUIDE

Welcome aboard

- Which services apply to your site
- What we set up for you
- Licenses, connections and protections
- Services included every month
- What we need from you
- How onboarding works
- Next steps

What we set up, what we look after, and what we need from you

Standard onboarding guide · November 2026

Applies to new website builds and to existing sites moving into our care. Page 4 shows which services apply to your site

Onboarding at a glance.

NIGHTLY BACKUPS

Daily

Files and database copied offsite to Amazon Web Services and checked every morning

UPTIME CHECKS

24/7

Every few minutes, confirming pages load and display correctly

MANAGED UPDATES

Weekly

Plugins and themes every week; WordPress security releases as soon as they publish

PREMIUM LICENSES

4

Paid plugins licensed by The Food Connector and included while we host your site

Figures above apply to sites we host. Page 4 shows what applies to a site on your own hosting.

WHAT WE DO FOR SITES WE HOST

- Connect your site to our central management dashboard
- Install our standard plugins, protections and premium licenses
- Set up backups, monitoring, email sending and security alerts
- Keep everything updated and monitored, with a monthly report on the maintenance program

WHAT YOU DO

- Name a primary contact and tell us who needs a login
- Give us access to your domain, hosting and Google accounts
- Send brand assets, content and form email addresses
- Check with us before adding plugins or granting outside access

What stays yours and what we provide.

YOURS, ALWAYS

- **Your domain name**, registered in your company's name and account
- **All content and media:** pages, posts, images, documents and video
- **Form entries** and inquiries collected on your site
- **Your brand:** logo, colors, fonts, copy and photography
- **Stock images** we license for your site, which you may keep using indefinitely
- **Your user accounts** and the decision about who holds one

PROVIDED BY THE FOOD CONNECTOR, FOR SITES WE HOST

- **Hosting** on our professionally managed private server
- **Premium plugin licenses** for Elementor Pro, Formidable Pro, ASE Pro and UpdraftPlus Premium
- **Our own plugins** for image tagging, contact protection and site stability
- **Connections** for backups, email sending, monitoring and alerts
- **Protections** layered from the server firewall up to the login screen
- **People:** a team that maintains, fixes and improves the site

Nothing is locked in. If our work together ever ends, we hand you a full backup and a written offboarding report that lists every item on these pages and what happens to it.

YOUR ARRANGEMENT

What applies to your site.

	WE HOST, WE MAINTAIN	WE HOST, WE DO NOT MAINTAIN	YOU HOST, WE MAINTAIN	YOU HOST, WE DO NOT MAINTAIN
Managed private server, firewall and malware scanning	INCLUDED	INCLUDED	NOT INCLUDED	NOT INCLUDED
Premium plugin licenses	INCLUDED	INCLUDED	NOT INCLUDED	NOT INCLUDED
Our plugins and always-on protections	INCLUDED	INCLUDED	NOT INCLUDED	NOT INCLUDED
Wordfence security	Scanning (server firewall)	Scanning (server firewall)	Firewall and scanning	Firewall and scanning
Backups	Nightly, offsite (AWS)	Nightly, offsite (AWS)	UpdraftPlus, on your hosting	UpdraftPlus, on your hosting
Managed updates	INCLUDED	INCLUDED	INCLUDED	NOT INCLUDED
Monitoring and alerts	INCLUDED	INCLUDED	INCLUDED	NOT INCLUDED
Help with your server (cPanel and SSH)	Part of hosting	Part of hosting	INCLUDED	NOT INCLUDED
Support and fixes	INCLUDED	INCLUDED	INCLUDED	Paid, on request
Monthly maintenance report	INCLUDED	NOT INCLUDED	INCLUDED	NOT INCLUDED
Website design, build and changes	As agreed	As agreed	As agreed	As agreed

We host. Every site on our server receives the protections, licenses, backups and care in the pages that follow. Maintenance adds the monthly maintenance report.

You host. We install Wordfence and UpdraftPlus, with backups stored on your hosting account. Licenses, offsite backups and server security rest with you or your host.

Plugins and tools we add.

TOOL	WHAT IT DOES FOR YOU
The Food Connector smartMedia AI	Writes descriptive file names, titles and alt text for every image you upload, which helps search and accessibility
Email Encoder	Hides email addresses on your pages from harvesting robots, which cuts spam
Agency Phone Encoder	Protects phone numbers on your pages from scrapers
The Food Connector Elementor CSS Guard	Keeps page styling files from going missing, so pages never display unstyled
Formidable User Flow	Shows which pages a visitor viewed before sending a form, so you know what prompted the inquiry
Inactive Logout	Signs out idle administrator sessions automatically
The Food Connector Media Scanner	Finds unused media files so the library stays lean
PDF Thumbnail Generator	Creates a preview image for each PDF you upload
MainWP Child, Reports and Error Monitor	Our secure management link: updates, an activity log of every change, and fault alerts
Always-on protection rules	Block bots and probes, lock sensitive system routes, and prevent known page-builder crashes

Exact tools vary slightly by site. We remove plugins that are abandoned or carry unnecessary risk, and we vet any new one before it is installed.

Premium licenses we provide.

PLUGIN	WHAT IT POWERS ON YOUR SITE	INCLUDED WHILE WE HOST YOUR SITE
Elementor Pro	The page builder's advanced features: site-wide header and footer, templates, popups, loop grids and dynamic content	License, updates and vendor support
Formidable Pro	Advanced forms, conditional logic, calculations, workflows and PDF output of entries	License, updates and vendor support
Admin and Site Enhancements (ASE) Pro	A cleaner admin area, a login log and small site controls	License and updates
UpdraftPlus Premium	Nightly backups of files and database to offsite storage, with one-click restore	License, offsite storage and daily backup checks

Why this matters. Security fixes arrive through updates, and updates need a valid license. Because we hold these licenses across all the sites we manage, your premium plugins stay current without separate subscriptions on your side. If you already own a license for a plugin you use, tell us and we will keep it registered in your name.

Connections we set up.

CONNECTION	WHAT IT DOES	WHAT YOU GET
Central management (MainWP)	Links your site to our dashboard so we can update, monitor and report on it	Managed updates, plus a monthly maintenance report on the maintenance program
Offsite backups	Copies files and database every night to Amazon Web Services storage	A recovery copy that survives even the loss of the server
Email sending	Sends form notifications through an authenticated sending service (Brevo)	Inquiries reach your inbox, and your domain is protected from spoofing
Uptime and health monitoring	Checks the site every few minutes and the server around the clock	Problems are found and fixed, often before visitors notice
Security and fault alerts	Scan results, fault alerts and backup checks are sent to our team	Someone is always watching, so you do not have to
Domain monitoring	Checks your domain's public registration records daily	Early warning of unexpected changes or an approaching renewal
Google Analytics, Tag Manager and Search Console	Measures visits and search performance	Traffic and search reporting, where included in your agreement

Protections from day one.

PROTECTION	WHAT IT DOES	LOOKED AFTER BY
Server firewall and malware scanning	Blocks attacks before they reach your site and removes malicious files	Hosting provider + The Food Connector
WordPress security scanning	Daily scans for altered files, malware, rogue administrator accounts and vulnerable plugins	The Food Connector
HTTPS and browser security headers	Encrypted connections everywhere, with certificates that renew automatically	The Food Connector
Bot and scraper blocking	Turns away known attack signatures and bad bots before WordPress loads	The Food Connector
Locked system routes	Closes routes attackers commonly probe, including the backup plugin's remote-command channel	The Food Connector
Idle session logout	Signs out unattended administrator sessions	The Food Connector
Email and phone encoding	Keeps contact details on your pages away from harvesting robots	The Food Connector
Activity log	Records every change made on the site, and by whom	The Food Connector
Strong passwords and individual logins	One login per person, at the lowest role that does the job	You + The Food Connector

Services included.

Monitoring

- Server health sampled every 5 minutes
- 24/7 uptime checks that confirm pages display with their styling
- Daily backup health check
- After-hours escalation to our senior team

Maintenance and reporting

- Weekly plugin and theme updates, with a follow-up check
- WordPress security releases installed as soon as they publish
- Plugin health checks and fault alerts
- Monthly maintenance report (maintenance program)

Support and improvement

- Fixes and questions handled by our team
- Custom plugins and site rules maintained by us
- SEO, analytics and AI-search work, where contracted
- Fleet-wide security responses that cover your site too

Everything on this page comes with hosting on our server. The maintenance program adds the monthly maintenance report. For a site on a hosting account you own, the arrangement table on page 4 shows which of these services apply.

YOUR CHECKLIST

What we need from you.

Start gathering these now. Once the contract is signed, you provide everything below in one place on our onboarding page, **thefoodconnector.com/client-onboarding**. It takes about 15 minutes. For large sets of images and documents, we can supply a Box account for you to upload them to.

ITEM	WHY WE NEED IT	WHAT THE FORM ASKS FOR
Primary contact	One person who approves work and receives reports	Name, title, email and phone
Domain registrar	To point your domain at your site and protect it from hijacking	Where the domain is registered, who controls that account and its login username
Current hosting and website	Needed only if we are moving or taking over an existing site	Your current host, its login page and username, and, for a WordPress site, the admin login page and username
Google accounts	To connect analytics, Search Console and your Business Profile	Which accounts you already have, so we can request access
Brand assets	So every page matches your brand	Logo files (PDF or high-resolution PNG; SVG, EPS or AI through Box), colors, fonts and any brand guidelines
Content and photography	The words and images the site is built from	Page copy, product information and any photos you own the rights to
Form recipients	So inquiries reach the right people	The email address or addresses for each form
People who need a login	Each person gets their own account at the right level	Name, email and what they need to do on the site
Other tools and licenses	So we can connect them and avoid paying twice	Any CRM, newsletter or booking tool, and any plugin license you already own

The form asks only for usernames, never passwords, and we will never ask for a password by email. We collect passwords separately, by phone or through a secure one-time link.

How onboarding works.

1 · ONBOARDING FORM
After signing, you complete our onboarding form online

→

2 · KICKOFF
We confirm goals, contacts, scope, access and the start date

→

3 · BASELINE BACKUP
For an existing site, a full copy is taken before anything changes

→

4 · SET UP
The tools, licenses and protections your arrangement includes are installed

→

5 · CONNECT AND VERIFY
Backups, email, monitoring and alerts tested; forms sent end to end

→

6 · WELCOME SUMMARY
You receive a summary of what was set up and your reporting schedule

Safety nets

- ☐ A full backup exists before we change an existing site
- ☐ Changes are tested on a staging copy where needed
- ☐ Every change is recorded in the activity log

What we do not change

- ☐ Your content without your approval
- ☐ Your domain or email settings without telling you
- ☐ Accounts belonging to your team

Afterward

- ☐ Monthly maintenance report, on the maintenance program
- ☐ One account lead for questions and requests
- ☐ Regular review of what the site needs next

A few ground rules that keep your site safe.

Requests and support

- Send requests to your account lead, who routes them to the right person
- Tell us about anything that looks wrong on the site, however small
- Forward suspicious emails about your website, domain or hosting before acting on them

Plugins, vendors and access

- Check with us before installing a plugin or theme
- Check with us before giving a vendor or freelancer a login
- Tell us when someone leaves so we can remove their account promptly

Your domain

- Keep the domain registered in your company's name
- Turn on two-factor authentication at your registrar and keep its locks on
- Keep auto-renew on; we will warn you as renewal approaches

Images and content

- Stock images we license for your site are yours to keep using on it
- Only send photos and copy you have the right to publish
- Your content and form entries remain your property at all times

NEXT STEPS

From quote to kickoff.

1 · CHOOSE YOUR ARRANGEMENT

Decide who hosts the site and whether you want the maintenance program, using the table on page 4

→

2 · SIGN THE CONTRACT

Your quote and contract set out the scope, the arrangement and the start date

→

3 · COMPLETE THE ONBOARDING FORM

Our online form collects everything on the checklist in one place, in about 15 minutes

→

4 · KICKOFF

We review your answers with you, confirm access and begin

ONBOARDING FORM

thefoodconnector.com/client-onboarding

Fill it in once your contract is signed. Uploads stay private, and we can supply a Box account for large files.

Questions about this guide? Ask your Food Connector contact, or email **marketing@thefoodconnector.com**, before you sign. We are glad to walk you through any part of it and how it applies to your site.

Why a form? One place for your details means nothing is lost in email threads, files you upload are never publicly visible, and your onboarding starts with everything we need.