



# Care and Growth

**Digital expertise** in support  
of positive change in the world.  
Every day.



# Meet Xfive, a digital products agency operating since 2005

**We specialize in building and maintaining web applications, delivering e-commerce solutions, redesigning websites and working with WordPress and other CMS-es.**

Launching a great website or other digital product is a milestone for each company. However, in a rapidly changing environment, you can't stop there. Each month, new security threats, software updates, algorithm changes, and new trends in design and marketing pop out. All of that affects the performance, SEO, security of your website.

Effective navigation through all the informational buzz and implementation of proper updates, solutions, and conditions takes time and requires experience.

We've crafted the Care and Growth service to empower you to navigate between technology and marketing seamlessly, ensuring your digital products not only function flawlessly but also drive meaningful growth for your business.

TL;DR We take care – you grow.





# Pick your path with Xfive

## Standard care plan

Keep calm and let us handle the bits and bytes

Our Standard care plan is designed for website and e-commerce owners and editors who require essential maintenance and support to ensure the smooth operation of their online platforms. With a focus on instant updates, regular audits to monitor key metrics, such as performance, SEO and security, and constant improvement, this plan provides the necessary foundation for maintaining a healthy digital presence. Additionally, owners and their teams receive holistic support, leveraging expert knowledge in technology, design and marketing.

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Starting from 10 hours / month

## Advanced growth plan

From maintenance mode to rocket growth

For website and e-commerce owners and editors seeking not only to maintain but also grow their business, our Advanced growth plan offers a comprehensive suite of services. In addition to the features of the Standard care plan, this package includes advanced strategies such as UX / UI audits, in-depth SEO audit, business analysis and marketing campaign strategy consulting. With a focus on maximizing the visibility and conversion of your website or e-commerce, this plan is ideal for those looking to maximize their digital impact and drive tangible growth.

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Starting from 30 hours / month

## Pricing and conditions

- › Plans are flexible in terms of the number of hours. The hourly rate for hours within the plan is \$90.00. You can always request extra, outside-of-the-plan hours billed in a time and material model at \$114.00.
- › Unused time from a given month might be rolled to the following one, but not further.
- › Minimum contract duration is 12 months.



# Testimonials

“

Xfive completely overhauled our site and fixed all our slow speed issues and our site now receives three times as much traffic after only several months.

**We Select Dresses**

“

Thanks to Xfive's work, we've seen success from a technical standpoint, and we've been able to get interested users. Our project has met several key milestones with Xfive's support.



“

They provided new ideas to enhance the product in ways that we had not thought of before.





# Compare plans

Services included in the plan	Standard from 10 hours / month	Advanced from 30 hours / month
Core CMS, WordPress or frameworks updates	✓	✓
Dependencies updates (e.g. plugins, modules, third-party services)	✓	✓
Website audits (performance, security, accessibility, SEO, and dead links)	✓	✓
Website optimization and fixes	✓	✓
Technical support and tips for website owners and editors	✓	✓
Website enhancements, design and development tasks	✓	✓
Monthly work report	✓	✓
Quality Assurance	✓	✓
Project management	✓	✓
UX / UI audit		✓
In-depth SEO audit		✓
Marketing campaign strategy		✓
Business analysis consultation		✓



# Standard care plan

Service action	Frequency	Purpose	Outcome
Core CMS, WordPress or Framework updates	Bi-weekly	Keeping your digital product futureproof and secure.	The core technology that runs your website is secure and updated to the latest version.
Dependencies updates (e.g. plugins, modules, third-party services)	Bi-weekly	Ensuring all the parts of your website are updated and work together as expected.	The whole system is updated, and all the parts function properly with each other.
Website audits (performance, security, accessibility, SEO, and dead links)	Every 3 months	A regular health check of your product against crucial metrics, to monitor how your website is performing and detect possible issues early.	A report with audit findings and list of recommendations for improvements is prepared.
Website optimization and fixes	After audits (according to the available time and priority)	Acting upon audits findings, to make your website better.	The website or e-commerce performs better, is more accessible, secure and visible in Google and other search engines.
Technical support and tips for website owners and editors	Upon request (we are always here for you in case you need support with issues or assistance with using your website)	Solving issues and advising on the steps to prevent them from happening in the future. Supporting you and your team in becoming power users of your CMS / website.	All the tasks are resolved, and the website functions flawlessly. You and your team have in-depth knowledge and experience managing the website and its content, leveraging it to its full potential.
Website enhancements, design and development tasks	Upon request (you can always ask us for additional support and your hours might be used for additional development tasks and technical or design consulting)	Implementing a new feature, making some tweaks or working on the user experience or design.	Additional features and tweaks, UX optimizations or UI improvements are implemented, resulting in a more advanced digital product.
Monthly work report	At the end of each month	Keeping you informed on the project progress and work done in the previous month.	A report describing the actions performed with a clear breakdown of hours.



# Advanced care plan

Additionally, to what's included in the Standard care plan:

Service action	Frequency	Purpose	Outcome
UX / UI audit	Once a year	Ensuring the optimal user experience and engagement, to maximize your conversion. Finding ways to present your services and products in a more appealing way.	User flows are checked against defined user scenarios, and conversion is measured. UX and UI recommendations are captured and presented in a form of a report.
In-depth SEO audit	Every 3 months	Keeping the website up to date with the algorithm updates, supervising backlinks profiles, controlling indexing issues, and proper content and meta tags condition allow for stable growth of healthy traffic.	A complex SEO audit considering both on-site and off-site SEO is performed, and an SEO strategy is outlined.
Marketing campaign strategy	Once in 3-6 months, depending on the needs	Constant development and evolution of the digital ecosystem require regular assessment and adjustment of online marketing activities to maintain their satisfactory effectiveness.	Various marketing strategies are evaluated. As a result, a plan for marketing actions is prepared.
Business analysis consulting	Once a year	Gaining a better understanding of the business context and needs, external and internal processes to propose solutions and optimizations.	The digital product is reviewed in a broader business context, and chosen processes are evaluated. New ways for achieving your goals and process improvements are defined in a final report.



# Seamless collaboration from start to success

## Project kick-off

An initial meeting with the team to set communication channels, discuss the project requirements and business goals, aiming to understand your unique needs, and tailor our services to meet your objectives.

## Roadmap consultation

A workshop to discuss the audit findings and prepare the roadmap for the following months.

## Ongoing cooperation

The collaboration continues, overseen by a certified project manager. Requests for technical and design support and website enhancements are welcome. Smaller tweaks are done within the plan and larger features are estimated and developed after your approval.

## Half-year evaluation

After six months of cooperation, a workshop to discuss the progress is conducted. We evaluate performed work based on the audits' metrics and look for the areas to improve the website even further. Additionally, new enhancement ideas are brainstormed.

## Website / e-commerce audits

A thorough examination of your website's performance, SEO, accessibility, security and dead links. Conducted quarterly to ensure continuous improvement.

## Bi-weekly system updates

Regular updates to the whole system running your website (core CMS, framework and dependencies), ensuring everything works properly, is secure, and stays at the forefront of technology.

## Monthly work report

A detailed monthly report outlining completed tasks, ongoing activities, and strategic recommendations for continuous improvement is sent.

Communication



Project Management



Time tracking





# Quarterly website audits



## Performance audit

This assessment focuses on the website's speed and responsiveness. By evaluating loading times, page speed, and server response times, the goal is to identify and address elements that may affect performance, ensuring a fast and seamless user experience.



## SEO audit

Designed to enhance the website's visibility on search engines, the SEO audit examines keywords, meta tags, content quality, and backlinks. The insights gained from this audit inform strategies to improve search engine ranking and increase organic traffic.



## Accessibility audit

An essential audit to ensure inclusivity, it evaluates whether the website is usable by individuals with disabilities. By examining navigation, content structure, and the presence of alternative text for images, the audit aims to identify and rectify barriers to accessibility.



## Security Audit

The audit focuses on the overall security of the website. It includes assessing SSL implementation, data encryption, and vulnerability scanning. The outcome is the identification of potential security risks, safeguarding against threats and ensuring the protection of sensitive data.



## Dead link audit

To enhance user experience and SEO rankings, this audit detects and fixes broken links on the site. By reviewing internal and external links, the audit helps ensure that all links are functional, maintaining the position in search engines results pages.

## Optimization and fixes

Following the audits, we engage in necessary performance, SEO, accessibility, and security optimization and other fixes to make your website work better. The tasks are scheduled depending on the priority and available time within the plan.



# Ongoing support, website enhancements, and design offer

## Technical support and tips for website owners and editors

Should any issue arise, we are here to help. With a Care and Growth plan, you can always contact your Project Manager for efficient resolution of issues. What's more, the team is at your disposal with training or manuals empowering you and your team to manage your website effectively and effortlessly.

## Website enhancement design and development tasks

During the cooperation, you can always request additional support with the design and implementation of new features, adapting to your evolving needs. Should you like to discuss a new idea for the growth of your business, you can arrange one-time consulting session with our experts. You can use the hours from your plan for all these activities.

## Additional design offer

If you ever thought of redesigning your website or would just like to test how it could look, we've got you covered. Thanks to our design deal you can see your digital product in the new light without having to invest much:


- › A free one-hour consultation with our Head of Design
- › Up to 30 design hours at a 33% discount (\$60.00 / hour)
- › Estimation on the implementation of the new design

It usually takes up to 20 hours to prepare new design ideas and a couple of the most prominent screens (homepage, services, etc.) to present the new design direction. There are no obligations to develop it later – you can make an informed decision after reviewing the detailed development estimation.

We revamped the homepage and added a brand page for one of our Care and Growth clients: an e-commerce website in the fashion industry. The design took 30 hours, and the development afterward 40 hours.

[Contact us](#) 

or drop us an email at:  
[contact@xfive.co](mailto:contact@xfive.co)

 You are eligible for the design offer in both standard and advanced Care and Growth plans.



## UX / UI audit

Conducting a comprehensive evaluation encompassing usability reports, heuristic evaluations, user flows, task analysis, and accessibility assessments. This deep dive ensures your digital presence is finely tuned for optimal user engagement and optimized for conversion.

This audit is performed once a year, allowing for a thorough examination and strategic improvements.

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Sign up for the Advanced plan and conduct a UX / UI audit to elevate your user experience, leaving a lasting and positive impression on your audience.

 [Ask Mikolaj a question](#)



### Mikołaj Głybin

Head of Product Design

#### Area of expertise

- Discovery and user experience
- Design systems
- Visual communication

Mikołaj has gained a wealth of expertise in UX and visual design throughout his career, which has spanned more than two decades. He has worked as a hands-on designer and has led and expanded teams in a variety of settings, including agencies, NGOs, corporations, and start-ups.

In his current position as Head of Product Design, Mikołaj works with key clients, leading them through the early stages of discovery, crafting scopes and defining user experience deliverables.



## In-depth SEO audit

A complex SEO audit considering both on-site and off-site SEO. Reviewing the current state of the website against recent algorithm updates, supervising backlinks profiles, controlling indexing issues, and checking the proper content and meta tags condition. Creating a comprehensive strategy for SEO, ensuring a steady growth of traffic.

The audit is performed quarterly, allowing for building a reliable and effective SEO strategy.

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Sign up for the **Advanced plan** and run regular **SEO In-depth audits** to enhance your online visibility, ensuring your digital footprint is optimized for impactful presence.

 [Ask Andrew a question](#)



### Andrew Postelniak

SEO Consultant

#### Area of expertise

- SEO strategy
- Content optimization
- Traffic drop analysis

Andrew is experienced in all aspects of search engine optimization, with a primary focus on conducting audits, technical SEO, setting, and configuring WordPress plugins, analytics tracking codes, and many more.

Andrew also runs a SEO blog (postelniak.com) where he shares tips on how to improve search engine rankings and increase organic traffic to your website. In his current position, Andrew prepares detailed and actionable SEO audit reports with all the necessary recommendations.



## Marketing campaign strategy

Crafting coordinated and targeted plans to reach specific audiences and achieve your business objectives. This strategic approach ensures your marketing efforts are aligned with overarching goals.

Designed for flexibility, we revisit and refine the strategy once every 3–6 months, adapting to the dynamic landscape of your business.

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Sign up for the Advanced plan for a strategic edge in achieving business success through well-planned and executed marketing campaigns.

 [Ask Marek a question](#)



### Marek Tynieć

Head of Marketing

#### Area of expertise

- Online journalism
- Lead acquisition
- Multichannel traffic

Marek has taken care of Xfive's marketing since 2015. His experience in online journalism and various online activities gives him a thorough understanding of multichannel traffic and lead acquisition.

He evaluates, runs, and suggests various campaigns and ongoing marketing activities depending on the budget, scale, and kind of business. Marek will help you decide the direction of your marketing activities while maintaining a reasonable cost-to-effect ratio.



## Business analysis consulting

Engage in in-depth discussions with a Business Analyst and or Product Design expert. Explore possibilities for growth and optimization, in particular for your digital product or internal processes.

Scheduled for once every 6 months, this consultation provides periodic assessments and recommendations.

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Sign up for the Advanced plan to unlock the full potential of your business through expert consultations, driving informed decisions and sustainable growth.

 [Ask Agnes a question](#)



### Agnes Kozak

Head of Project Management

#### Area of expertise

- Project management
- Team leadership
- Business analysis

With 7 years of experience as a Project Manager, Product Manager, and Product Owner, Agnes has successfully managed projects of varying sizes and complexity. From overseeing small teams (1 to 10+ team members) to international R&D initiatives, she brings expertise in diverse products and stakeholders.

Notably, Agnes has played a pivotal role in developing electronic infrastructures for European Open Science Clouds (EOSC) and Research Infrastructures.



# About xfive

**Xfive is more than just a digital agency. We're architects of positive change in the digital landscape.**

Established in Australia in 2005 and now rooted in Poland, **we are a full-service, multi-dimensional agency with a global reach.** Our mission is to foster lasting relationships with socially responsible businesses and organizations, **helping them achieve their online goals through human-centered digital experiences.**

Operating globally, we are dedicated to providing tailored solutions that meet the unique needs of companies worldwide. **With expertise in custom web / app development, branding, UX / UI design, WordPress development, HTML / CSS development, and JavaScript frameworks,** we ensure our clients receive cutting-edge solutions designed to propel their businesses forward.

At xfive, we go beyond standard services. **Our care and growth plans are designed to support our clients' long-term needs,** ensuring their websites remain up-to-date and perform at their best. We provide **business support and guidance,** empowering our clients to achieve their online goals.

Whether you're a startup, small to medium sized business, an organization striving for change, or an enterprise seeking innovative digital solutions, we're here to help you achieve your goals and leave a lasting impact in the digital world.

- > **19** years on the market
- > **7** years – the average length of our partnerships
- > **60+** trusted experts





# Contact



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**Thank you.**