

SOPHISTICATED CLOUD



QP Quandary

CASE STUDY

QP Quandary

What happens when you discover your website has suddenly disappeared from the internet, leaving no trace of your content, connections or data that you have built up over time?

The logo for QP Quandary, featuring the letters 'QP' in a large, blue, serif font, followed by the word 'Quandary' in a smaller, blue, serif font.

Studies show that on average 30,000 new websites are hacked every day*. These 30,000 sites are usually legitimate small business sites.

Alex Hall, owner of QP Quandary Ltd, a pharmaceutical training company, thought she had an informative and secure website.



Although simple in its construction, it showcased her work and gave her sufficient on-line visibility. There were still a few issues that over time would need addressing, for example, it could have been more responsive across all devices and some interactivity would be beneficial for her clients.

* Website Hacking statistics from WebARX Security

What Alex thought could be upgraded overtime suddenly became urgent when she discovered that her website had been hacked. The link took the user to a completely different, and unsavoury, site. The original site had disappeared altogether, leaving Alex with no professional representation on the internet. After a bit of work the original site was found and the link redirected. But it happened again a few months later. Fortunately, the site had not been interactive so there was no risk to personal data.



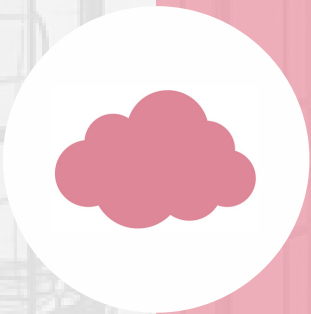
This time Alex approached Claudia Tinnirello at Sophisticated Cloud. Claudia suggested building the new and more secure site with SquareSpace.

SquareSpace are well regarded for taking account security very seriously and have highly developed encryption and security settings.

Another benefit of using SquareSpace is that it is easy to maintain and update and this is something Alex Hall wanted to have control over after the site had been built.

Claudia was able to train Alex on updating her site giving her the much needed confidence and control that she wanted.

In addition, Claudia set up an online booking system, which enabled clients to book with ease. She was able to monetise her site as online bookings for her consultancy and training services were paid upfront using a hassle free payment system.





QP Quandary Ltd
www.qpquandary.com is now easy for customers to navigate and better reflects its intended purpose. Importantly for Alex Hall it is secure giving her the peace of mind that it will not be hacked into or disappear from the internet as it had done before. She can update it regularly to include new content, videos and even podcasts.

Alex said - “with Claudia’s easy tuition updating my site is child’s play. A particular benefit to me has been uploading my regular podcasts which are one of the most popular pages on my site. This interactivity has really helped to increase visitor numbers to my site”.

Alex went on to say - “in addition I know I have Claudia in the background should I ever need her help again”.



In less than a month Claudia Tinnirello at Sophisticated Cloud had created a beautiful, accessible and fully interactive site. Now QP Quandary Ltd has regular new subscribers and many returning visitors, but Alex Hall knows that all their data is safe and that her website has been future-proofed whilst still monetising her assets.



Meet the CEO & Founder of Sophisticated Cloud



CLAUDIA TINNIRELLO

Claudia is an International Bestseller Author and the CEO and founder of Sophisticated Cloud Limited.

She is a professional SquareSpace Web Designer, UX expert, former cookery chef and enthusiastic public speaker.

Originally from Italy, Sicily, she has lived in the UK since 2005.

Following her fourth redundancy at work, she decided to set up her own Web Design business which she absolutely loves.

Not being an English native speaker, she understands the struggles of overcoming judgements and fear of making mistakes when speaking a foreign language. She has discovered ways of becoming a better and confident public speaker by sharing her voice in many different ways, from speaking opportunities, to building websites, to cooking food.

Her mission is to help a million people to be heard and seen by having a robust online presence and embracing public speaking.

In her spare time Claudia enjoys cooking and baking Italian specialities with her husband and their young son, as well as travelling back to Italy to visit the family when she can.

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