

EasyGreen reinvents website management & support in the sustainability age with subscription-based services

EasyGreen, a Glasgow-based startup, offers subscription-based website management, technical support & green hosting services to help small-to-medium businesses enhance performance, reduce costs and lower the digital carbon footprint of their website



Glasgow, Scotland Aug 8, 2024 ([Issuewire.com](https://www.issuewire.com)) - Glasgow-based start-up EasyGreen is reinventing website management and technical support in the sustainability age with subscription-based services for small-to-medium businesses.

EasyGreen, a new subscription-based sustainability startup, is reinventing website management and technical support for start-ups and small-to-medium businesses (SMBs) across the UK. Founded by Neil McKie, a digital industry veteran with over 15 years of experience, EasyGreen provides low-cost productised services that address growing digital emissions while reducing businesses' costs and improving website performance.

The Inspiration Behind EasyGreen

After spending nine years running a digital agency, Neil witnessed firsthand how many businesses experience bloated costs and unsatisfactory service levels. Digital agencies would deliver outstanding websites for businesses but fall short on long-term support. At the same time, awareness of the internet's carbon footprint has become more mainstream, increasing interest in digital sustainability, but relevant services are niche or come with a price premium. Recognising these issues, Neil launched EasyGreen, a start-up committed to helping businesses run faster, greener websites at reduced costs

with ease.

The Growing Problem of Digital Emissions

The internet's carbon footprint now exceeds that of air travel, and by 2025, it's projected to account for 20% of the world's electricity consumption and up to 5.5% of global carbon emissions. Individually, the impact of Small-to-medium businesses (SMBs) emissions is small, but collectively, it is significant. These businesses can play a part in reducing these emissions whilst also reducing their costs and improving digital performance, customer experience and sentiment.

EasyGreen addresses these challenges with:

- **Predictable, Low-Cost Pricing:** Transparent subscription plans that eliminate unexpected costs.
- **Hassle-Free Maintenance:** Confidence your website is always optimised and secure.
- **Green Hosting:** Powered by renewable energy to reduce digital carbon footprints.
- **Performance Enhancement Tools:** Improve website performance and reduce emissions.
- **Seamless Migration:** Free and easy transition to EasyGreen's platform
- **Scalable Support:** Customizable services to meet each business's needs.

"The team have always gone over and above to support us, especially as we've grown. They made the complicated simple and felt like part of our team."

Andrew Stramentov, Founder & CEO, ROKBOX (EasyGreen customer)

Our Mission and Vision

EasyGreen aims to help 1,000 businesses run faster, greener websites at reduced costs and with zero hassle within the next three years. By making sustainable web solutions attractive and accessible, EasyGreen envisions a significant positive impact on the environment and the digital economy.

Join the Movement

After launching in July, EasyGreen is already well on its way to onboarding its first 100 customers. EasyGreen invites businesses, networks, and communities to join their mission to make the Internet a greener place. Migration to their platform is straightforward, with no change to existing content management systems. Pay monthly without commitment, or subscribe yearly for cost savings and benefits.

For more information about EasyGreen, visit [EasyGreen](#).

Media Contact

Neil McKle

hello@easygreen.digital

58 Kingston St, Glasgow G5 8BP

Source : EasyGreen

[See on IssueWire](#)