



WORDPRESS ASSURANCE

WEBSITE MAINTENANCE

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WordPress is one of the web's most popular and powerful content management systems, and because of its popularity, it's frequently a target for hackers and attackers who aim to infiltrate sites to distribute dangerous software, place malicious ads, and otherwise wreak havoc on your site.

If the software isn't kept up to date, it can expose your site to security risks and unpredictable errors associated with using outdated software. It's also far simpler to update on a regular basis than to attempt to update software that's a year old to the newest version, which is why we recommend regular, proactive updates.

No one can guarantee a perfectly secure site (no matter what software or web host you're using), but keeping your WordPress software and plugins up to date is one of the best ways to prevent a malicious attack or errors related to outdated software. In addition to the best-practice WordPress security we provide for every site we build, the WordPress Assurance package provides:

- **Monthly updates** to the WordPress core software and all plugins, plus as-soon-as-possible updates for all WordPress core software and plugin security releases.
- **Our post-upgrade quality assurance procedure**, which is a double-check after every upgrade to ensure the software changes have not had any unexpected effects on your site.
- **Automatic daily backups** of your site files and database, stored securely in the cloud by a trusted backup and storage provider.
- **Priority response time** for all requests and communication related to the site—you “skip the queue” every time you get in touch with us, taking precedent over other projects and activities.
- **Up to 3 hours per quarter of additional maintenance, support, and other communication** to be used for:
 - Making content updates (i.e. changes to pages or posting blogs)
 - Search Engine Optimization (SEO) including keyword research, strategy and implementation
- All additional maintenance occurs during regular business hours (8:00 AM to 3:00 PM MT, excluding holidays and planned vacation periods). This reserved support time does not roll over to the next quarter.
- This allotment of reserved priority support time is in addition to the time spent on the upgrades and performance audit tasks described above.
- We will also communicate with third-party plugin developers and support staff for third-party applications as needed to accomplish our support and upkeep goals. From time to time, changes or additions may be requested that require a greater development investment than the quarterly priority support hours included in this project. In these cases, we will provide a fixed project fee for the additions. This is generally required for larger-scale changes, such as new custom pages or blog posts.

WHAT IF I DON'T CHOOSE WORDPRESS ASSURANCE?

The WordPress Assurance plan is optional, but if you choose to operate your site without a maintenance, support and upgrade plan, you'll need to be sure that you have other resources (e.g. an in-house IT team) who can handle these tasks. Without WordPress Assurance:

- You will be responsible for all upgrades to your software, and delays in upgrading could open your site to security risks.
- You will be responsible for keeping backups of your site and understanding how to restore those backups if a data loss occurs.
- All support and maintenance requests will be handled on a first-come, first-served basis, which means you could wait 1-2 weeks for support during busy time periods.
- All support and maintenance requests will be billed as mini-projects, with a minimum project fee of \$100 per support request. Each request will require a new quote and agreement, which means we won't be able to jump on an issue right away (we'll need to provide a quote and get your approval first).

PERFORMANCE AND SECURITY ASSESSMENT

During your first quarter of WordPress Assurance, if you didn't have your site designed with us, we'll deliver a top-to-bottom **Performance & Security Assessment** for your site. We'll work with you to lock down your site and fine-tune your site so it loads rapidly and delivers the best possible visitor experience. This is also a great way for us to deeply familiarize ourselves with every inch of your site, making future support and improvements faster and more effective. This includes:

SECURITY:

- A thorough review of your site for existing vulnerabilities and hacks, and installation of our most trusted security plugins.
- Locking down WordPress by making changes to your file permissions, hosting configuration, and advanced WordPress settings—without inconveniencing you and your team.

PERFORMANCE:

- Our performance assessment starts with a speed and load test on your site, where we'll identify any issues and recommend changes that can speed up your site or reduce the amount of data loaded by each page.
- From there, we'll work with you to set up or make changes to a caching system or content delivery network, allowing you to rapidly serve static content, dramatically reducing load time.
- Your host plays a huge role in your site's performance. We'll assess the quality and appropriateness of your existing hosting plan for your needs, and make recommendations for upgrading or changing hosts if we believe that will improve your site's performance.

YOUR INVESTMENT

The fixed fee for WordPress Assurance is \$500 per quarter.

An invoice for this amount will be due every three months, starting on the project approval date. If any payment is more than seven days late, all work will stop until payment is completed. We accept payment via check and major credit cards.

TERMS

The terms in this document are valid for 90 days from the issue date.