



Synergetic
Web Group

Website Care Plans

Website Care Plans

You have an shiny new website — now what? Websites are no longer something you can launch and forget about — they need ongoing updates and care. Let us handle the details to keep everything running smoothly.

Why do you need a WordPress Care Plan?

Apart from content updates, your WordPress installation needs regular maintenance to perform optimally. WordPress is increasingly targeted by hackers looking to wreak havoc. As soon as the WordPress team finds these vulnerabilities, they create patches to fix them, leading to regular updates that will keep your WordPress installation clean and safe. 2017 saw 8 WordPress updates, and 2018 had 11 — so it approaches close to one per month. Theme and plug-in updates often occur in response to WordPress updates, but also independently based on bugs, security issues, and feature set improvements. Typical sites may see anywhere from 4 to 10 theme and plug-in updates per month... or more!

Your WordPress installation must be kept current to avoid becoming the next hacking victim.

In addition, regular backups, security scans, and uptime monitoring all contribute to a more robust site, providing a better visitor experience.

Elements of a Care Plan



WordPress Backups

Daily backups are saved off-site on secure cloud storage and are kept for 90 days.



WordPress Updates

Applying updates to the WordPress Core, plugins, and themes reduces the risk of security issues.



24/7 Uptime Monitoring

We're notified and investigate any prolonged or repeated instances, and take action.



WordPress Security

Scans help identify security issues — including malware, blacklisting, malicious scripting, redirects, and more — before they become serious problems.



Technical Guidance

Help or advice when it comes to hosting, domain registration, SEO, functionality, social media, and other web-related tech questions.



Site Updates

Changes or updates to the navigation, plug-ins, and content (text, blog posts, images, galleries, slideshows, etc.).

All plans include:

- Proactive updates to WordPress core files, themes, and plug-ins
- If an update breaks something on your website, we will work to resolve the issue
- Verify automatic backups are running daily
- Restore from backup if there is an issue or the site is hacked
- 24/7 uptime monitoring
- Broken link scan (monthly)
- Security monitoring and security scans, including proactive security adjustments

The **Essential Care Plan** will free you from worry about updating your WordPress installation, and will give you a resource for a quick questions or minor change to your site.

With the **Standard** and **Premium Care Plans**, you can rest assured that your website infrastructure will remain current, plus you'll receive technical support and site updates so you can keep your website in top shape. Having a resource available for the day-to-day care and feeding of your site, as well as ongoing updates, is key to your peace of mind!

	Essential ¹	Standard	Premium
Plan Cost	\$75 per month	\$150 per month	\$250 per month
Technical Guidance ² (time per month)	15 minutes	1 hour	unlimited
Site Updates ³ (time per month)	15 minutes	1 hour	3 hours
Website Analytics and Reporting		Included	Included

If requests fall outside this definition, or the time required goes beyond your plan, we will let you know the time impact and offer options to accommodate getting the work done, possibly with additional billing.

Sign up for Website Care Plans:

<https://synergeticweb.com/wordpress-care-plans/>

¹ **Essential Care Plan:** This plan is limited to websites with less than a total of 150 pages/posts and traffic less than 10,000 pageviews per month.

² **Technical guidance:** Answer questions and provide guidance via email or phone, related to WordPress, domain registration, hosting, email, security, SEO, marketing, advertising, analytics, content, formatting, etc. This does not include any actual work on your site.

³ **Site updates:** Update existing content or add new content to existing pages, including text, forms, images, and video. Add new pages including new content and related navigational changes. Update CSS styling (colors, text size, fonts, backgrounds, etc.). _____