



Website Maintenance for WordPress Sites

Once a new website design is live, the project hasn't ended, but rather the needs of the site have changed. Keeping your site fresh, accurate, and working well will maintain your company's strong online presence while increasing visitors and activity. Website maintenance is key to the ongoing success of your website.

Internet trends and technologies are constantly evolving and your business is growing. Our website maintenance plans ensure your site evolves with the changing demands.

Site Content Updates

By keeping your website fresh, customers will visit frequently to check out what's new. And as your company grows, so will your site. Your company information will need updated, relative industry news will need to be added, and old articles will need to be properly archived. With the expansion of content and the correct archiving of outdated material, your site's position in search engine rankings will improve. Tending to your site will encourage repeat visitors, increase customer activity, and ultimately enhance your site's search engine rankings.

Keep it current

New products and services will need to be added, prices will change, and old products and services will need to be removed. By keeping your products and services up-to-date with website maintenance, you leverage your online business above the competition.

Keep it competitive

By offering special promotions, discount programs, and more, you keep your online business competitive. Short-term and long-term sales initiatives will require updates to your site. Routine website maintenance enables you to strengthen your sales with unique offers for your ecommerce store.

Keep it in top-notch order

With the ever-evolving technologies in the web world, a website begins to look and act old if the interactive website components are not consistently updated. If your site's development pieces are not working properly on all browsers, you'll lose customers and weaken your online reputation. Website maintenance fine-tunes your site to ensure your website interactivity is working properly. The successful interactivity of your website will help to market your products and services while capturing new clients.

Keep customers talking

Social Marketing Plans are an effective way to keep your customers engaged and spreading the word about your products and services.

Basic Maintenance: \$250 annually

Search engines like to see the most current code. Hackers have a harder time breaking in when code is kept current. And you are saved unexpected expenses when you want to make a minor change and find we have to update your software before we can take care of your needs.

With our Basic Maintenance Plan, we quietly and regularly upgrade your site's software and its associated plug-ins as updates become available –and after we've vetted the value of the upgrade against your site's needs. This keeps the code of your site in top order without your risking upgrade conflicts by attempting to make these necessary improvements on your own.

Weekly data backups are also included.

Bundle Basic Maintenance with Shop Time

If you regularly use our team to help send newsletters, update your site, consult on marketing, do some graphics work, help with your social media...any of the myriad of things we do well, one of our PLUS bundles might be a good fit. Add one or two hours of our time monthly to your basic maintenance plan. It helps us to plan staff hours and it helps you because you get the time at a whopping 50% discount (-ish).

Plus One: 1 hour /month x 12 months x \$80/hour = \$960 annually but this plan only adds \$475 to your basic maintenance bill.

Plus Two: 2 hours /month x 12 months x \$80/hour = \$1920 annually but this plan only adds \$950 to your basic maintenance bill.

Note: time must be used monthly and cannot accrue.

