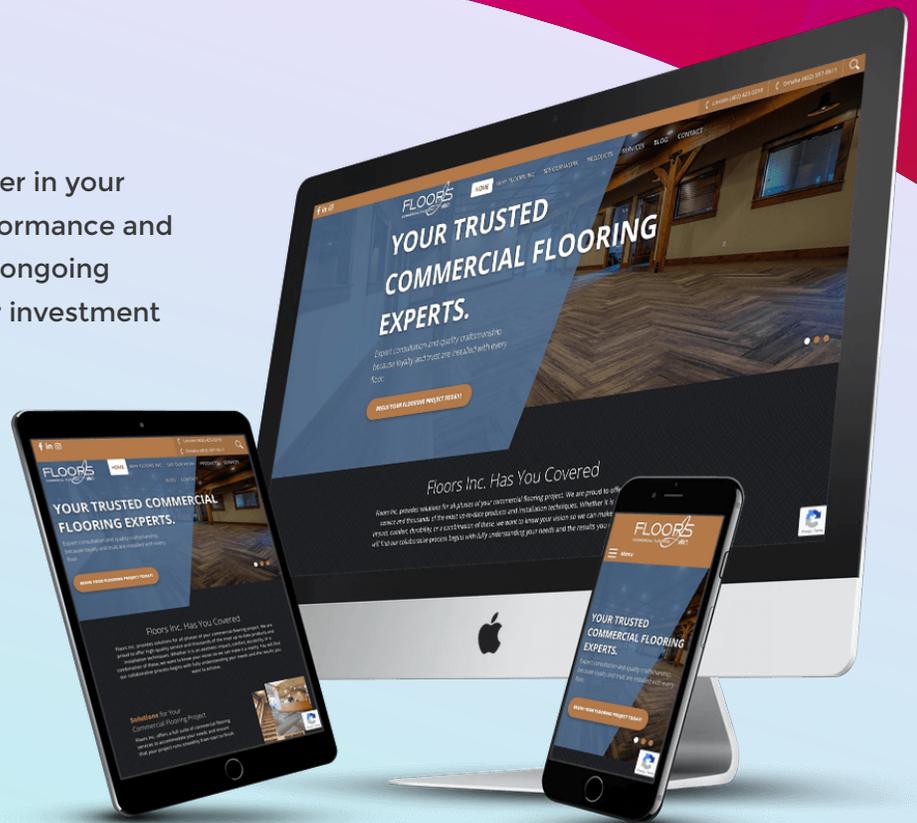




# YOUR WEBSITE CARE PLAN & AGREEMENT

Your website helps position you as a leader in your field. In order to continue at optimal performance and security, your website needs to be on an ongoing website care plan which will protect your investment and offer you peace of mind.

On the following pages are the details of our website care plan, frequently asked questions, and terms of the agreement. This proposal is aimed at providing ongoing care and support through a partnership with your business for your WordPress website.



## TAKING CARE OF YOUR BUSINESS NEEDS

Specifically, the ongoing website care needs to fulfill the following business needs:



Continual performance with reduced errors and optimal load times



Communication with the web host on troubleshooting bugs or hosting issues



Monitoring for any issues during WordPress and plugin updates

# Starter Plan

Your website is your digital storefront and like a physical storefront, you want to make sure that all of your assets and information are secure and protected. This plan is a great starting point.

**\$50/mo**

Update WordPress to the latest version	<b>As Needed</b>
Update WordPress plugins to their latest version	<b>Monthly</b>
Backup website database and site files	<b>Daily</b>
Optimize the WordPress database	<b>Monthly</b>
Perform SPAM & revisions cleanup	<b>Monthly</b>
Run regular security and performance scans	<b>Daily</b>
Provide a detailed report of updates and findings	<b>Monthly</b>

Uptime monitoring to keep us aware of any site performance issues

24/7 Security Monitoring - we constantly monitor your site for hackers and malware. In the unlikely event you do get hacked, we fix it for you for free.

Free SSL Certificate - this ensures that the data (form submissions, e-commerce transactions, etc.) are encrypted and secure.

Free Content Delivery Network - A CDN is a collection of servers all over the world that hold a copy of your site's files. When a user visits your site, they are served the files closest to them.



## Professional Plan

This plan contains all of the same services as the Starter Plan but with updates occurring weekly and includes the following additional services.

\$75/mo

**Performance checks** - I will schedule weekly performance checks and get immediately notified if your website is under-performing. This is great information to have if your business depends on website performance or is paying for search engine optimization. If the performance drops, we will be able to identify why it changed

Weekly

**Link Monitor** - I'll get automatic checks and alerts for any unresponsive or broken links on the site. This lets me deal timely with any broken links issues and avoid any negative impacts on SEO, user experience or revenue.

Weekly

**Add 1 hour of support**

\$165/mo

## Advanced Care Plan

This plan contains all of the same services as the Starter & Professional plans but includes unlimited\* updates.

\$250/mo  
to  
\$350/mo

We will update content (photos, videos, text, blogs), make style changes (css), mobile optimization, and WordPress template modification on an unlimited basis.

**OPTIONAL \$100/mo** - ADA/WCAG 2.0 compliance: we will make your website compliant with the government's 508 ADA compliance requirement. Our system will scan your site once a day to make sure compliance is being met. Updates will occur once a day.

*\*Does not include total redesigns or plugin development.*



# Frequently Asked Questions

## 1. Why do I need an ongoing plan when my web host updates my WordPress version?

Web hosting providers may or may not update your WordPress software for you (please check their policy), but all web hosts will not update your plugins. WordPress plugins are created by multiple authors, and are consistently updated to newer versions to comply with the latest version of WordPress, or to address security issues and bugs.

It is not guaranteed that the mandated updates to WordPress will not break the website, nor that plugins will continue to function if not updated.

For this reason, having a trained web specialist on hand to monitor the website is necessary to update plugins, rollback plugins, replace plugins or even adjust the theme to continue optimal performance.

## 2. Can I cancel anytime?

Yes, you can cancel anytime. You are under no obligation to continue the ongoing service. We just ask you give us 30 days notice so we can carry out our last thorough update of the website and remove our administrator credentials.

## 3. How do I contact you when I have a problem?

You can email us at [hosting@kevinbrowndesign.com](mailto:hosting@kevinbrowndesign.com) or call **(402) 570-3578** and we will respond as soon as possible.

## **Authorization:**

You are engaging Kevin Brown Design, as an independent contractor to perform work as described in the package(s) or service(s) you have purchased. In the event access to your website is necessary, you hereby authorize Kevin Brown Design to install any necessary WordPress plugins for maintenance and security

## **Cancellation:**

Cancellation of any monthly recurring service can occur at any time after your first one month (30 days) of service.

In order to cancel your recurring payment or change payment method, simply contact Kevin Brown Design prior to your payment's due date.

## **Limitation of Liability; Disclaimer of Warranties:**

Although there are limitations to the guarantees we can provide, your satisfaction is very important to us. Please read and understand our limits of liability before engaging in our services.

Although we strive for your website's optimal performance and security, we did not build the WordPress software or plugins used on the website, nor are supplying the hosting platform it runs on.

For this reason, Kevin Brown Design does not represent, guarantee or warrant that the functions contained in these web pages or Internet website will be uninterrupted, error-free, free from loss, corruption, attack, viruses, interference, hacking, or other security intrusions, and Kevin Brown Design disclaims any liability relating thereto.

To the extent not prohibited by law, in no event will Kevin Brown Design be liable to the client or any third party for any damages, including, but not limited to, any lost profits, lost savings, loss of data, business interruption, or incidental, consequential or special damages arising out of the operation of or inability to operate these web pages or website, however caused, even if Kevin Brown Design has been advised of the possibility of such damages.

## **Pricing & Payments:**

Once a client of Kevin Brown Design, you authorize Kevin Brown Design to charge the payment method you submitted for all the invoices generated for the services rendered under this ongoing website care plan.

## **Third Party or Client Page Modification:**

You acknowledge that you or your staff have access to independently edit or update web pages within the WordPress platform.

You also acknowledge that anyone inside or outside your organization who attempts to update the website and damages the design or impairs the ability for the web pages to display or function properly, may result in time to repair the web pages in order to restore the website.

In this event, damages will be assessed at an hourly rate of \$90 per hour with a one-hour and scope of the ongoing website care plan