

Website Maintenance & Management Plans

Choose a plan that best suites your websites needs and goals.



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GENERAL INFORMATION

Exclusive Plans For WordPress Websites Only

This document outlines the available website maintenance and management plans that are exclusive to WordPress websites only. We offer separate website maintenance plans for websites built on other CMS platforms.

Why Is Website Maintenance Important?

Website maintenance is essential to ensure your website stays secure, performs optimally, and adapts to the latest technological advancements. Regular updates protect your site from vulnerabilities, prevent functionality issues, enhance user experience, and improve your search engine rankings amongst other things. Without consistent maintenance, websites can experience downtime, security risks, layout and design errors, slow loading times, and more which can negatively impact your brand's reputation and customer trust. By investing in regular maintenance, you're ensuring that your website remains a powerful tool to grow your business.

Why Is It Important to Collect Website Analytics?

Tracking user traffic and data analytics is crucial for understanding how visitors interact with your website. It provides valuable insights into user behavior, such as which pages are most popular, where visitors are coming from, and how long they stay on your site. This data helps you make informed decisions to improve the user experience, optimize content, and adjust marketing strategies. Additionally, analytics can reveal patterns and trends, allowing you to identify opportunities for growth, improve conversion rates, and better target your audience, ultimately driving business success.

Comprehensive Website Maintenance for Optimal Performance and Growth

In addition to maintaining your website's performance and tracking valuable user data, our plans are designed to grow with your business. Whether you're looking for basic upkeep or advanced features like security monitoring and custom updates, we have the right solution for you. By choosing the right maintenance package, you'll not only safeguard your site but also ensure it continues to evolve as your business and audience needs change. Let us handle the technical aspects so you can focus on what matters most—growing your business.

CHOOSE THE RIGHT PLAN FOR YOUR WEBSITE

//////	Essentials Package	Advanced Plan	Professional Plan
Routine Website Backups Frequency of website backups. Storage duration = 14 days.	Once A Month	Twice A Month	Daily
Plugins, Theme, and PHP Updates Frequency of software being checked and updated.	Once A Month	Bi-Weekly	Daily
Technical Support Online support via email or phone and response times.	24-48 Hours Standard Priority	24-Hours Elevated Priority	> 6-Hours High Priority
Preventative Maintenance Regular checks to identify and fix potential issues	●	●	●
SEO Monitoring Basic audits, keyword tracking, and search engine visibility		●	●
Performance Optimization Page speed improvements and database optimization.		●	●
Uptime Monitoring Real-time monitoring and alerts if website goes offline.			●
User Analytic & Data Tracking			
Essentials Package Basic Traffic Data	Advanced Plan Includes All Essential Features	Professional Plan Includes All Advanced Features	
<ul style="list-style-type: none"> • Basic Traffic Overview: Track the total number of visitors, page views, and sessions on the website. • Top Visited Pages: Identify which pages on your website are the most visited. • Top Visited Posts: Identify which blogs on your website are the most visited. • Device Usage: See what devices (Desktop, Mobile, Tablet) visitors are using. • Browser Insight: See what browsers visitors use to get to your website. • General Location Overview: View the geographic location of visitors (country's). • Basic Problem Resolution: Minor updates, fixes, and adjustments that require 15 minutes or less are included at no extra charge. 	<ul style="list-style-type: none"> • Traffic Source Breakdown: Discover where your visitors are coming from (organic, direct, referral, social media). • Visitor Location Overview (Advanced): Identify what city's and countries your website draws the most traffic from. • Visitor Behavior Analysis: Track how visitors navigate through your site, including session duration, engagement rate, and bounce rate. • Goal Tracking: Set up and track goals, such as form submissions, purchases, or key actions taken on your website. • Real-Time Analytics: Monitor your site traffic in real-time to see who's currently visiting and what they're viewing. • Basic Conversion Tracking: Track basic conversion metrics like click-through rates (CTR) and lead generation. • Monthly Data Report: A comprehensive report featuring graphs, charts, and detailed lists that present key metrics, helping you visualize and compare your website's growth over time. 	<ul style="list-style-type: none"> • Customizable Dashboards: Personalized dashboard for easy access to the data that matters most to your business (Access GA4 Analytics Dashboard). • Advanced Conversion Funnels: Set up complex conversion funnels to better understand user journeys and optimize them. • Heatmap & User Session Recordings: Get visual insights into how users interact with your website, where they click, and how far they scroll. • Contact Form Tracking: Get insights on the number of forms submitted and for what reason/category. • Performance Testing: Page loading speed report, (LCP)(CLS)(TBT) for all devices. • Search Result Report: Insights on how your website appears and performs on major search engines. • Personal Review & Report: I personally analyze your website's user analytics, traffic data, and performance metrics, providing you with a detailed, professional assessment. 	

MAINTENANCE PLAN DETAILS

Essentials Package

\$179/Month

For Annual Plan

The Essentials Package is perfect for businesses looking to cover the basics of website maintenance, management, and performance monitoring. It includes foundational features to help you understand your website traffic, the most popular content, and how users are interacting with your site. Allowing you to gage how your website is performing, identify potential problems, and find ways to improve. With basic problem resolution and key data tracking, this package is the perfect starting point for businesses looking to keep their site functional and gain insight into visitor behavior.

Key Features Include:

- Routine Website Updates & Backups
- Basic SEO Monitoring
- Technical Support Via Email or Phone
- Basic Traffic Overview
- Top Pages & Posts Visited
- Device & Browser Insights
- General Location Overview
- Basic Problem Resolution

Payment Options: \$245/month for month to month payments (OR) \$179/month for annual payments (Save \$792/yr).

Advanced Plan

\$325/Month

For Annual Plan

The Advanced Plan offers deeper insights into your website's performance, helping you understand where your traffic is coming from, how users are engaging with your site, and what actions they are taking. In addition to all the features of the Essentials Package, you'll get real-time analytics, advanced visitor tracking, and goal tracking to ensure your website is optimized for conversions. This package is ideal for businesses looking to take their website to the next level with actionable insights and comprehensive data reports.

Key Features Include:

- All "Essentials Package" Features
- Advanced Traffic Source Breakdown
- Visitor Behavior Analysis & Insights
- Goal and Conversion Tracking
- Demographic Insights
- Real-Time Analytics
- Monthly Website Data Report
- Elevated Support Priority

The Advanced Package provides everything you need to make data-driven decisions and improve the overall performance of your website. Ideal for companies who want to prioritize growth, this plan provides you with what you need to identify the areas that need improvements, figuring out what works and what doesn't.

Payment Options: \$425/month for month to month payments (OR) \$325/month for annual payments (Save \$1,200/yr).

MAINTENANCE PLAN DETAILS

Professional Plan

\$449/Month
For Annual Plan

The Professional Plan is the ultimate solution for businesses seeking the highest level of website management and data tracking. This package includes all the features of the Essentials and Advanced Packages, plus exclusive tools like heatmaps, session recordings, and customizable dashboards. You'll gain full visibility into how users interact with your site, detailed performance metrics, and advanced conversion tracking. Perfect for data-driven organizations, the Professional Package ensures you have the tools needed to optimize every aspect of your website's performance.

Key Features Include:

- Everything included from Essentials Package & Advanced Plan
- Daily Backups & Software Updates
- Customizable Analytic Dashboards (GA4)
- Search Engine Result Insights: Impressions & Clicks
- Visitor Heatmap Tracking & Session Recordings
- Full E-commerce Tracking
- Advanced Location Tracking: City, State, & Country
- Premium Security Features: DDos Protection & Malware Protection
- Behavioral Event Tracking
- Advanced Performance Testing
- Personal Review & Assessment Of Data + Comparison To Previous Month

With the Professional Package, you'll have complete control over your website's data and insights, enabling you to maximize performance and drive business growth. It is the best option for data driven companies, as it give you a full in-depth report on all aspects of the websites performance.

Payment Options: \$600/month for month to month payments (OR) \$449/month for annual payments (Save \$1,812/yr).

Additional Plans

KMWA Plan

\$240/Year

Keep My Website Alive (KMWA) Plan, is as basic as it gets. Once a month you website is reviewed, receives all the necessary updates, and is backed up. This will prevent most catastrophic issues that could occur due to neglecting your website.

All Inclusive Plan

\$1,200/Month (6-Month Contract)

The All-Inclusive Plan is the most comprehensive offering, combining the full benefits of the Professional Plan with 20 hours of website development work each month. This package delivers unmatched value, as our standard rate is \$75/hour rate for development work. It's perfect for businesses that need ongoing updates, new features, or custom development in addition to top-tier website management.

- **Monthly:** \$600 for the Professional Plan + \$1,500 in development work = \$2,100 value. Your cost: \$1,200/month. (Savings each month = \$900)
- **6-Month:** \$3,600 for the Professional Plan + \$9,000 in development work = \$12,600 value. Your cost: \$7,200 total (over 6 months).

This plan offers total savings of \$5,400, giving you the highest return on investment for website management and development.

ADDITIONAL WEBSITE MODIFICATIONS

Hire For Modifications, Fixes, Consulting, Etc.

\$75/Hour

Billed In 15-Minute Increments

Our standard rate for website development is **\$75/hour**, billed in 15-minute increments. For clients on the **Essentials Package** or higher, any task that takes less than 15 minutes is included at no additional charge.

For clients without a maintenance plan, there is a **minimum service fee of \$19** for tasks under 15 minutes. Larger projects will require a custom project quote, with pricing determined on a per-job basis.

Clients also have the option to set limits on their work requests, such as setting a **maximum budget** or timeline. If the developer reaches this limit, they will pause and contact the client for further instructions.

For clients who need **ongoing work**, we offer the convenience of consolidated billing, allowing charges to be combined into one invoice rather than billed individually. This ensures a smooth and flexible billing process tailored to your needs.

Hourly Rate: \$75/Hour Billed In 15-Minute Increments.

Payment Information:

Upon completing the work, an invoice will be sent to your email that is due within 24-hours. You are able to pay by card for all transactions under \$100. For transactions larger than \$100, a ACH Transfer is required.

Project Based Pricing

Larger work requests require project quotes with pricing determined on a per-job basis. A project is defined as any task or request that significantly alters the structure, functionality, or content of the website, or is expected to take a substantial amount of time. Projects typically involve more planning, design, and execution than smaller hourly tasks.

- Addition of a new page or post
- Addition of a plugin that has not existed on your website before
- Addition of a feature to the website that has not been previously on the site
- Redesign of 30% or more of any given page, post, header, footer, or menu
- Work requests expected to take longer than 6 hours
- Complete website redesign or overhaul
- Development of a custom functionality (e.g., advanced forms, user portals)
- E-commerce integration or modifications
- Migration of the website to a new platform or host
- Creation of a landing page for a marketing campaign
- Any work requiring modification or addition of any code or PHP File
- Any work on the hosting platform, PhpMyAdmin, or cPanel
- Any form of digital investigation or website recovery

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