

## WEBSITE CARE & MAINTENANCE PLAN

Websites are no longer a “set and forget” part of your on-line business. Your website is a crucial part of your business and therefore requires extra care to make sure it continues to perform its functions.

Digital technology has evolved to the point that website software is constantly being updated to make it more secure, faster, aesthetically pleasing, and visible to search engine algorithms.

In this respect your website is just like your smart-phone software, for example. It needs constant updating for all the same reasons.

**Web Design Domain – web services** has taken the initiative to offer clients a comprehensive **Care & Maintenance Plan** to ensure that you worry less and have peace-of-mind of knowing that your website is pro-actively protected and remains up-to-date with the latest technology and functionality as your business changes and grows.

### Care & Maintenance Plan Details

Our Care & Maintenance Plan, as the name implies, is composed of two main areas:

#### Website Care

- Your WDD website is built on a strong foundation allowing for an 'open-ended' evolution of your website as your business changes and grows.
- As with any on-line presence, fresh and relevant content is all important. Your clients, as well as search engines, favour sites containing fresh and relevant information. WDD analytics data reports can help you 'fine-tune' your site content, to rank you higher on search results and, when you are found, help to retain interest in your site.
- We'll help you with small tasks\* to assist you managing the content on your website.
- Your 'home page' is your on-line shop-front. As such it needs refreshing regularly. WDD care plan will assist you in keeping this important aspect of your business dynamic. On a needs basis, your site may require a complete change to its overall design. We can facilitate this change through this plan.
- **Social Media Integration** is an essential element in any on-line presence. We will help you develop and maintain an active social media strategy to maximise the advantages of directing a broader audience base to your business or organisation.
- You can chat with us, at any time, about any/all aspects of your site. We are mindful that 'your success is also our success'.

*\*Small tasks include any task that takes us less than 30 minutes to complete and typically covers things like adding a small feature to your site, assisting with content updates, or restructuring content section to your website. These tasks do not cover advanced features such as a complete online shop or membership tracking systems.*

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### Website Maintenance

You can be confident in knowing that in the event of a hack or website loss, you'll have the proper backups and a partner working to get your site back online with as little impact to your clients as possible.

Website Security Monitoring offers multiple, overlapping layers of protection and insurance against the fallout of a website compromise, allowing you to recover your site quickly with minimal impact in the event of a hack.

- Your website is built on an award-winning Content Management System core. WDD will monitor and perform all **Critical Core Security Updates**, released regularly, to help keep your website core protected from hacker attacks.
- WDD will also monitor and install all **Third party software updates**, including custom feature software, essential to protect your website from attacks.
- **Website functional checks** will be performed after each update to ensure that the core and website features are running smoothly.
- **Backup Anytime.** We will perform nightly website and database backups. We also offer 'on-board' software that allows you to perform full site backups any time you like.
- Featuring a rigorously configured **ModSecurity Firewall**, your website is protected from a broad range of attack modes. I.P blocking of suspected file and database intrusion attempts, limiting failed login attempts, monitoring file modification are among the large number of functions ModSecurity performs seamlessly 24/7.
- **Malicious Attack Repair.** In the rare event of a successful intrusion we will give the highest priority to cleaning up any suspicious code and ensure search engines are updated and are listing you properly so you're not blacklisted.
- **Malware Scanning and Repair.** Your site is constantly scanned for malware and known vulnerabilities. Repair functions are mostly performed in the background.
- **Website Optimisation Consultancy.** We can draw on many years of experience to advise you in matters of Search Engine Optimisation, website load speed improvements, Social Media Integration, as well as Site Specific feature improvements.
- We make full use of Google's traffic data through the **Google Search Console** and **Google Analytics**. We can help you gather and interpret these data to help drive more traffic to your site.

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### Plan Summary

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● <b>Core Software Updates</b>
● <b>Third Party Software Updates</b>
● <b>Website Hosting</b>
● <b>Hourly Database Backup</b>
● <b>Hourly Files Backups</b>
● <b>Malware Scan &amp; Clean</b>
● <b>ModSecurity Firewall</b>
● <b>Content Update Support</b>
● <b>Features Update Support</b>
● <b>Hard Disk Storage - 20 GB</b>
● <b>Web Analytics data Analysis</b>
● <b>Social Media Integration</b>
● <b>Site Optimisation Consultancy</b>
● <b>Intrusion Monitoring</b>
● <b>Link Scan and Fixing</b>
● <b>24/7 Help Desk</b>
● <b>Design Review &amp; Change</b>

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### Plan Benefits

Essentially, we do all the hard work in the background so that you can get on with doing what you do best, that is, running your organisation.

Additionally,

- WDD will work with you to help keep your on-line presence looking modern and 'up-to-date', commensurate with your clients expectations.
- You will have the ongoing benefits of our experience and knowledge in all technical, design and strategic aspects of your on-line presence.
- The increased speed and performance
- Less down time,
- Greater audience participation
- Higher traffic flows to your site.
- Piece of mind 24/7 contact with us.
- The cost of fixing your website is far greater than it is to maintain it.