



# Monthly WebCare

## OVERVIEW

Your website is a crucial part of your company's marketing strategy and we take that very seriously. In today's fast-moving digital landscape, an unmaintained site can have a very short life expectancy. Maintenance is no longer a choice, it is an obligation. Websites must be regularly maintained to ensure they stay secure and free from malware, spam, and brute-force hacking attempts. Our WebCare packages help protect your investment.

## MANAGED HOSTING

Alford Creative offers a high-quality, dedicated WordPress hosting solution through Google cloud servers. This provides our clients a much better and faster experience than they can get via a shared environment, where you are competing for space with sometimes hundreds of other sites.

- Completely secure and optimized for WordPress
- 25K visits/month and up to 5gb of storage
- 40% faster than shared plans offers accelerated page load times with Evercache proprietary caching layer
- Additional bandwidth and storage is available if/when a website grows to need more for an additional fee

## WHAT BASIC WEBCARE COVERS

WebCare is mandatory if your hosting is managed by Alford Creative. **All packages** include:

- Managed hosting
- Core, theme and plugin updates
- After-update fixes: It is common for there to be minor breaks during updates usually due to incompatibility issues with software, plugins etc

- Ongoing security monitoring: we monitor software notifications and inconsistencies and are proactive to fix problems as they arise
- Website backups: We back up your website content and database and store it in the cloud on a daily basis. Only the current version of your website is saved, previous versions are overwritten. Storing the previous month version of your site provides you with control and a safety net for human error. If you accidentally erased the content of a page, with the backup, you will be able to retrieve the last version that was saved. For our pro and growth versions, we also manually backup and store to a 2nd location. In addition, we also provide manual backups to a second location on dropbox for added security.
- Proprietary licenses: As a WebCare client, you have access to our professional licenses for premium themes and functionality

## WHAT ARE THE DIFFERENT PACKAGES?

- **Basic:** intended for simple sites with minimal moving parts or complicated systems. It includes up to 30 minutes of content updates
- **Growth:** intended for growing businesses who need to make occasional changes to the website. Growth plan is also required if you have a LMS or membership software built in because those take more maintenance. This includes up to 4 hour minutes of content updates
- **Pro:** intended for larger sites with many forms, funnels or calendars that need frequent updates and for sites that need to use us as their customer support. This gives you up to 10 hours in a calendar month for content updates

## WHAT ARE CONTENT UPDATES?

A content update includes any of the following:

- Text edits
- Text changes
- Blog, image and video uploads
- Simple forms or embeds
- Simple menu, footer or widget adjustments
- Calendar updates
- Your customer tech support
- Hours for content changes expire at the end of each month. They do not roll over and cannot be accrued. If maintenance requests exceed the purchased hours, you will receive an invoice for overages at the rate of \$125 an hour.

## WHAT WEBCARE DOES NOT COVER

- Additional website development work including new pages, new functionality, plugins
- Integrating and/or managing 3rd party software including EHRs, client/patient portals, appointment softwares, outside sales platforms etc, If your software causes issues on the site,
- WebCare does not include additional design work.
- If you need help with additional website development or cleaning up a hacked site, please contact us through customer portal and we will give you an estimate of charges.
- Site Migration.
- Clean up of site hack: Even with excellent security, sometimes hackers still get through. To remove malicious files and malware is not included in the monthly hours.

## PAYMENTS

Webcare fees will be charged on the first day of website launch and will automatically charge each month on that same day. Payment is due upon receipt of invoice. You may not withhold any amounts due and we reserve the right to cease work without prejudice if amounts are not paid when due. By purchasing WebCare, you have authorized Alford Creative, LLC to charge your credit card automatically every month on the same day as purchase. After the initial payment, sales tax will be added to monthly invoices at a rate of 8.5%

For ongoing, monthly marketing clients we can add a line-item to your invoice if you prefer. Please contact your account manager.

## TERMS

Alford Creative's WebCare is offered on a month-to-month basis with no long term contract. You can cancel anytime with a 30-Day confirmed email notice. If you choose to cancel, we will deliver a zipped file of the latest website backup to the client along with a letter of disengagement that outlines the licenses, themes and software instructions.

For security and accountability, it is our policy not to share top level administrative rights to the website dashboard nor access to the root files with anyone else. If your company requires top level access, we will need to have a signed waiver in your file that releases Alford Creative from any responsibility from harm or obligation to repair breakage should someone from your team break something on the site. You always own your website assets at all times, and will have access to the latest backup in dropbox if needed.

## WebCare Options

We offer two different WebCare plans depending on your needs. [Go here to purchase](#) or have a chat with your Project Manager.