







Our Service Plans Include...

			
Consulting and Training			
Unlimited consulting on any matter related to your website or web technology	✓	✓	✓
Unlimited website and content management system training		✓	✓
Unlimited email campaign, analytics, SEO and online marketing training			✓
Managed, Redundant Site Hosting			
Hosting of live and staging site on secure, redundant environment	✓	✓	✓
99.999% site uptime	✓	✓	✓
24/7 site monitoring and active alerts	✓	✓	✓
Host environment patches, upgrades and tuning	✓	✓	✓
Nameserver hosting and management	✓	✓	✓
Content delivery network	✓	✓	✓
Backups, nightly for changes / weekly for entire site	✓	✓	✓
72 hour disaster recovery window		✓	✓
Domain record(s) management		✓	✓
Site archiving and version control		✓	✓
General Site Maintenance Services			
Google webmaster tools setup and management/review	✓	✓	✓
Site spell check ¹	✓	✓	✓
Site broken links check ¹	✓	✓	✓
Image license management		✓	✓
Webfont license management		✓	✓
Bug fixes (maintain site compliance with latest browsers)		✓	✓
Ongoing site testing in new browsers		✓	✓
Performance testing and page load optimization			✓
ADA compliance testing			✓
Fix all spelling errors and broken links, provide report to client			✓
Advanced Security			
SSL encryption, setup and maintenance (SSL/TLS)	✓	✓	✓
Site and CMS password maintenance/updates	✓	✓	✓
Website security scan	✓	✓	✓
Site penetration/vulnerability testing		✓	✓
Active mitigation and reporting on attempts to hack or compromise your site			✓

			
CMS Upgrades			
Perform upgrades to WordPress CMS and plug-ins	✓	✓	✓
Fix conflicts & compatibility errors with WordPress plug-in upgrades		✓	✓
Annual upgrade for Darwin Site Manager CMS		✓	✓
Analytics			
Setup and maintain Google Analytics	✓	✓	✓
Setup and maintain Clicky Analytics	✓	✓	✓
Create custom analytics dashboard designed around client goals		✓	✓
Ongoing review of site traffic		✓	✓
Traffic report analysis and action plan			✓
Social media monitoring			✓
SEO			
XML sitemap generation and submission to major search engines	✓	✓	✓
Annual SEO Audit		✓	✓
SEO program maintenance			✓
Integration			
Monitor and maintain website integration with other systems			✓
Email Marketing			
Email marketing system setup			✓
Email campaign setup and sending (12x per year)			✓
Subscriber list management			✓
Design/build custom email templates (4x per year)			✓
Monitor email campaign deliverability and mitigate delivery problems			✓

Hours Included in Plans for Site Additions/Changes

			
Tier 1	-	20	75
Tier 2	-	30	125
Tier 3	-	40	175
Tier 4	-	50	225
Tier 5	-	60	275

¹ 1x per year for ESP clients. 1x per quarter for SSP clients. 1x per month for TSP clients.