

WEBSITE MAINTENANCE PLAN

Why website maintenance is important?

It Improves Security

Security is the main reason that website maintenance is so important. If your organization is using a Content Management System (CMS) such as Drupal or WordPress, you will want to ensure that your site is keeping up with software patches and security updates. Failing to do so gives hackers the chance to steal data from your site.

It Boosts Site Traffic

In order to provide searchers with the best quality content, search engines such as Google raise rankings for websites that are updated regularly. A higher ranking increases your site's visibility, which increases the likelihood that your content appears when your target audiences search for relevant keywords. Updating your site with valuable information, fixing broken links, removing duplicate pages, and keeping your content updated will help drive both new and returning visitors.

It Optimizes the Visitor Experience

Regularly updating your site with sharable content such as upcoming events, image galleries, and blogs give your audience an idea about who you are and what you do. Engage with your audience by including actionable items such as a newsletter signup form and social media icons that link to your organization's profile. A well-maintained website helps promote your brand, work, and mission. Remove information that is out-of-date and conduct a site audit to track issues and errors on your site. Do this regularly so that you can provide your visitors with the best possible user experience.

Website maintenance is important for all organizations, both big and small. Regularly maintaining your site will improve performance and provide a safe and secure environment for your visitors.

WEBSITE MAINTENANCE PLAN

We offer three customizable tiers as a part of our monthly website maintenance pricing plan:

FEATURES	Security Patch & CMS Plan	Full Web Maintenance Plan	After-Hours
Design or Development Hours	\$ 7 / hour	Up to 3 hours of design or development time included per year	Up to 6hours of design or development time included per year
Quarterly CMS Security patches	Yes	Yes	Yes
Annual CMS Version Upgrades	Yes	Yes	Yes
Daily Security Scan	No	Yes	Yes
Urgent CMS support/restore if the website is hacked	No	Yes	Yes
Monthly full-site backup and storage at 3rd party location (for easy restore)	No	Yes	Yes
WordPress CMS quarterly upgrades/security patches	Yes	yes	yes
WooCommerce Support(e-commerce in WordPress)	No	No	Yes
Yearly Investment	\$50	\$100	\$150

Terms

Website maintenance services by Just In Time Design are annual (12 months) agreements.

Monthly Maintenance Minor Update Listing

- Small text changes (not including changing an entire page of text)
- Adding or modifying a link
- Adding or changing a photo/image
- Adding or modifying a menu item
- Adding or modifying metadata (keywords, descriptions, title, etc. on a page)
- Changing page URL's (only applies to Joomla CMS sites and websites developed by Dreamingheads)
- Uploading a new advertisement
- Changing a banner ad
- Adding or modifying a product in a catalogue or e-commerce system
- Adding or modifying a calendar event
- Modifying code
 - PHP
 - MySQL
 - DHTML
 - XHTML
 - Javascript
 - XML
 - Template

Non-Minor Updates & Additional Monthly Maintenance Services

Please note: these services carry an additional fee on top of your monthly maintenance fee.

- Add a Blog
- Add a calendar
- Create a “pop-out” menu
- Add a frontpage slideshow
- Add Google Analytics/Sitemaps
- Add a new page
- Additional minor updates
- Add a CMS
 - Additional pages
 - New template
- Add an online form
- Add a “Map & Directions” page
- Add an online product catalogue
- Add an online shopping cart*
- Add an online payment gateway*

* E-commerce and/or payment gateways require additional services that require additional fees.

- There are absolutely no refunds for any fees related to website maintenance services.
- When adding new text and/or content to a page the client is responsible for providing all text (in digital format) and images/photos.
- Minor updates are limited to 5 incidents per week depending on availability. More minor updates may be able to be completed each week depending on the **Dreaming heads** master project schedule. The client may submit a support ticket to find out if more updates may be allowed in a given week.
- There is no roll-over for any website maintenance plan services.
- “Update turnaround time” is based on standard minor updates. Advanced programming may result in longer turnaround times.
- Urgent and/or Rush updates, modifications, or edits will be completed within 24 hours. A fee of \$20 will be charged if updates and/or modifications or edits are required to be completed on Saturday or Sunday.