



WordPress Assurance

Howard Development & Consulting

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Prepared for: Rob Howard

Our Exclusive 30-Day Unconditional 100% Money-Back Guarantee

We know it's a big decision to dive into a relationship with a new web partner for a high-value project. The hard truth is that it can be very difficult to accurately judge the quality of a web developer without first-hand experience – especially if you're not an expert in web development yourself.

With most developers, you're stuck in a Catch-22. You need to try them out to really know if they're the right fit, but you have to risk a lot of time and money on that trial.

That's why we're different. **We start every relationship with our unparalleled 30-Day Unconditional 100% Money-Back Guarantee.**

If you are dissatisfied with any aspect of your experience working with us – for any reason – within 30 days of the approval of our first project together, **we will provide a 100% refund of all payments you have made, and you will retain full rights to everything we have built for you.**

In other words, you get your money back and you keep all the work completed as our gift to you.

Since 2009, we've completed more than 350 high-end web projects with glowing reviews. Of the 52 agencies we've partnered with during that time, 100% have returned for a second project.

We're willing to take all the risk on this one, because we know we will rock your world. Our goal is to create win-win relationships with businesses and organizations that become partners for life. Today is the first step on that journey together.

WordPress Assurance

WordPress is one of the web's most popular and powerful content management systems, and because of its popularity, it's frequently a target for hackers and attackers who aim to infiltrate sites to distribute dangerous software, place malicious ads, and otherwise wreak havoc on your site.

If the software isn't kept up to date, it can expose your site to security risks and unpredictable errors associated with using outdated software. It's also far simpler to update on a regular basis than to attempt to update software that's a year old to the newest version, which is why we recommend regular, proactive updates.

No one can guarantee a perfectly secure site (no matter what software or web host you're using), but **keeping your WordPress software and plugins up to date is one of the best ways to prevent a malicious attack or errors related to outdated software.** In addition to the best-practice WordPress security we provide for every site we build, the WordPress Assurance package provides:

- **Monthly updates** to the WordPress core software and all plugins, plus as-soon-as-possible

updates for all WordPress core software and plugin security releases.

- **Creation of a post-upgrade quality assurance procedure**, which will define a set of features and functionality that we will double-check after every upgrade to ensure the software changes have not had any unexpected effects on your site.
- **Automatic daily backups** of your site files and database, stored securely in the cloud by a trusted backup and storage provider.
- **Priority response time** for all requests and communication related to the site – you "skip the queue" every time you get in touch with us, taking precedent over other projects and activities.
- **Up to 3 hours per quarter of additional maintenance, support, and other communication** during regular business hours (8:30 AM to 4:30 PM MT, excluding holidays and planned vacation periods). This reserved support time does not roll over to the next quarter.
 - This allotment of reserved priority support time is in addition to the time spent on the upgrades and performance audit tasks described above.
 - We request that the client assign no more than two people to act as points of contact for support requests. The addition of more contact points will require an expansion to the scope and project fee.
 - We will also communicate with third-party plugin developers and support staff for third-party applications as needed to accomplish our support and upkeep goals.
- This project does not include after-hours support. We recommend reaching out directly to your web host's support team for any emergency issues that arise outside of business hours. If you'd like to add 24/7 support to this project, please contact us and we will review the options with you (which will include a scope and fee expansion).
- From time to time, changes or additions may be requested that require a greater development investment than the quarterly priority support hours included in this project. In these cases, we will provide a fixed project fee for the additions. This is generally required for larger-scale changes, such as new custom plugin or theme development.

What if I don't choose WordPress Assurance?

The WordPress Assurance plan is optional, but if you choose to operate your site without a maintenance, support and upgrade plan, you'll need to be sure that you have other resources (e.g. an in-house IT team) who can handle these tasks. Without WordPress Assurance:

- You will be responsible for all upgrades to your software, and delays in upgrading could open your site to security risks.
- You will be responsible for keeping backups of your site and understanding how to restore those backups if a data loss occurs.
- All support and maintenance requests will be handled on a first-come, first-served basis, which means you could wait 1-2 weeks for support during busy time periods.
- All support and maintenance requests will be billed as mini-projects, with a minimum project fee of \$300 per support request. Each request will require a new quote and agreement, which means we

won't be able to jump on an issue right away (we'll need to provide a quote and get your approval first).

Performance & Security Assessment

During your first quarter of WordPress Assurance, we'll deliver a top-to-bottom Performance & Security Assessment for your site. We'll work with you to lock down your site, improve your internal workflow to increase your data security (even outside of WordPress), and fine-tune your site so it loads rapidly and delivers the best possible visitor experience. This is also a great way for us to deeply familiarize ourselves with every inch of your site, making future support and improvements faster and more effective.

Your Performance & Security Assessment will include...

Security:

- A thorough review of your site for existing vulnerabilities and hacks, and installation of our most trusted security plugins.
- Locking down Wordpress by making changes to your file permissions, hosting configuration, and advanced WordPress settings – without inconveniencing you and your team.
- Assisting you and your team in securing all your passwords and critical accounts. This includes implementing “one person, one account” policies, adding two-step verification to all your accounts, setting up secure vaults to share passwords safely, and encrypting passwords saved on your local computer.

Performance:

- Our performance assessment starts with a speed and load test on your site, where we'll identify any issues and recommend changes that can speed up your site or reduce the amount of data loaded by each page.
- From there, we'll work with you to set up or make changes to a caching system or content delivery network, allowing you to rapidly serve static content, dramatically reducing load time.
- We'll also run a query and code analysis to identify any specific plugins or themes that are slowing WordPress down. If we identify a problem plugin, we'll work with you upgrade, replace or rebuild it.
- Your host plays a huge role in your site's performance. We'll assess the quality and appropriateness of your existing hosting plan for your needs, and make recommendations for upgrading or changing hosts if we believe that will improve your site's performance.

Your Investment

The fixed fee for Wordpress Assurance is \$____ per quarter.

An invoice for this amount will be due every three months, starting on the project approval date. Priority Support is tracked based on calendar quarters (Jan. 1, Apr. 1, Jul. 1 and Oct. 1). If any payment is more than seven days late, all work will stop until payment is completed. We accept payment via check and major credit cards.

Annual Payment (10% Discount):

Howard Development & Consulting may choose to pay annually and receive a 10% discount. Annual payments are non-refundable after the 90-day guarantee period.

Upgrades & Backups Only:

Howard Development & Consulting may choose the Upgrades & Backups Only plan, which includes monthly upgrades and automatic backups for the site, but does not include priority support or reserved support time. With this plan, all support requests will be handled on a first-come, first-served basis and require a minimum project fee of \$300. The fixed fee for the Upgrades & Backups Only plan is \$450 per quarter.

Terms

The terms in this document are valid for 90 days from the issue date.