



EXPAND 2021

The Ultimate Care Plan Kit

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The Ultimate Care Plan Kit

Care Plan Scope of Work

[PLAN LEVEL NAME] PLAN DETAILS:

Your monthly website care plan will consist of executing the following services. [Web Company] will:

- Update WordPress to the latest version
- Update WordPress plugins to their latest version
- Update WordPress theme when necessary for security or performance
- Backup website database and site files (once a month)
- Optimize the WordPress database
- Perform SPAM & revisions cleanup
- Run regular security and performance scans
- Perform support requests within an allotted [X minutes] a month
- Provide a detailed monthly report of updates and findings
- Provide ongoing email support

Additionally, the following “behind the scenes” features are included in every plan:

- A dedicated support desk to track requests and development support time
- Regular site health checks
- Uptime monitoring so we are aware when the site has performance issues

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Care Plan Process Flowchart

- 1.** Is the site clean and performing well before updating?
Confirm clean security scan and solid performance scan
- 2.** Is anything broken on the website before updating?
Check website frontend links before updating
- 3.** Do we have a recent backup?
Select to make backup if needed
- 4.** Is WordPress and plugins up to date (ignoring any plugins that need a separate update out of caution)? Perform update to WordPress/plugins (avoid ignored plugins)
- 5.** Is the database optimized and has no spam?
Optimize database and clean spam
- 6.** Do any database updates need to be run from inside the WP Admin? Are there an errors in the admin after the update? Open WP Admin and check for updates/errors
- 7.** Is anything broken on the front-end of the website after updating?
Check website frontend links after updating
- 8.** Anything you need to address asap or at another time?
Create a task or note for any issues or items that need attention
- 9.** Is everything clean, updated and running well so the client is able to review a report?
Send monthly report to client

** Optional: Does the WordPress theme require an update for security or performance reasons? Update the WordPress theme on a staging site first, checking for issues or errors, then perform the update on the live website.

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Care Plan Email Templates

EMAIL AFTER WEBSITE PROJECT

Subject: [IMPORTANT: Please read] Website care plan action required.

Hey (Name),

It's been a [days/months] since we launched the website and I hope everything is going smoothly!

Per our scope for the build, we've been monitoring and updating the website for these past [XX days]. I've attached the monthly maintenance report for the ongoing website care we've provided during this time.

After these initial [XX days] we encourage all our website clients to subscribe to one of our ongoing website care plans. All the benefits and features inside our signature website care plans are viewable on our care plan page along with pricing: [LINK]

We briefly discussed this when we started the project, but to recap our website care plans are more than website maintenance, they are the gateway to ongoing support allowing you to request updates with access to our support desk. All our website care plan clients receive proactive attention on the website. Think of it as having access to a webmaster on your team without the salary. We're here for advice and, as a client, you have the ability to contract for extra work. We only work with websites that are on a website care plan, so they get our full attention.

To get started, simply checkout on our website here: [LINK]

Please note that signing up for a website care plan will need to be done as soon as possible, otherwise monitoring will cease and the website software could be left vulnerable.

If you have any questions, do not hesitate to reach out. We look forward to continuing to provide you and your website quality care and support.

[Signature]

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Care Plan Email Templates

EMAIL FOR CURRENT CLIENTS TO CONVERT TO CARE PLAN AND/OR RAISE PRICES

Subject: [IMPORTANT: Please Read] Website Care Plan change notice.

Hey (Name),

With 2021 here and already a quarter in, we're excited to announce that we are revamping our website care plans to add more value to you and your websites.

What's been included: [List what you've done or include...] WordPress core and plugin updates, daily security scans, daily backups, daily uptime monitoring, monthly performance scans, immediate updates on plugins for security vulnerabilities, monthly website review (correcting small issues we catch from updates), and as needed web host communication during our office hours.

On top of all of this is your dedicated monthly support time (varies by plan) with our support desk and staff who will assist in getting your request complete!

Now for the new features:

1. [New feature and benefit to them]
2. [New feature and benefit to them]
3. [New feature and benefit to them]
4. [New feature and benefit to them]

With these new features, we now have the ability to offer you even better quality care and support for your website - your 24/7 sales tool.

[With the change in scope and added benefits of our website care plans, please note that pricing will be increasing to XX on XX, 2021.] Your subscription will automatically be adjusted so there is no need for action on your end.

We truly appreciate you as a website care plan client and look forward to how these changes will contribute directly to the growth, security and performance of your website.

Please feel free to email any questions and thank you for being a [COMPANY] Client!

[Signature]

For more resources like these, please visit wpcaremarket.com/training

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Thank you!

Join GoDaddy Pro for free today.

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