
EGO MARKETING

WEBSITE MAINTENANCE

Website care built for confidence.

A practical guide to updates, security, backups, uptime, performance, support, reporting, and ongoing improvement.

Denver, Colorado · Serving businesses nationwide

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THE BUSINESS ASSET

Your website stays valuable only when it keeps working.

Customers experience the website in real time. A broken form, warning message, slow page, or outdated detail can weaken confidence at the exact moment someone is deciding what to do next.

Protect trust

Keep the public experience professional, secure, accurate, and dependable.

Protect continuity

Catch issues before they interrupt calls, forms, bookings, sales, or access.

Protect the investment

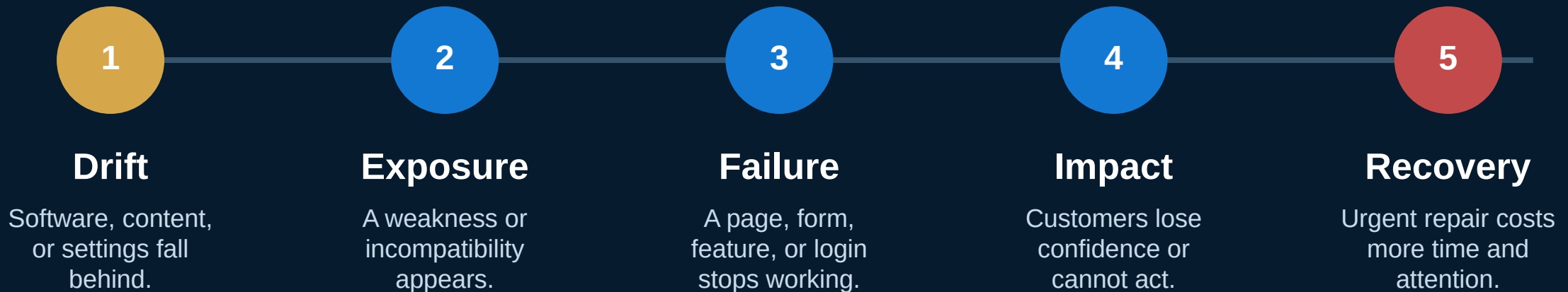
Maintain the website you already paid to design, build, and promote.



HOW SMALL ISSUES GROW

A technical problem can quickly become a business problem.

Maintenance interrupts the chain early - before an unnoticed update, expired certificate, failed form, or compromised account affects customers and revenue.

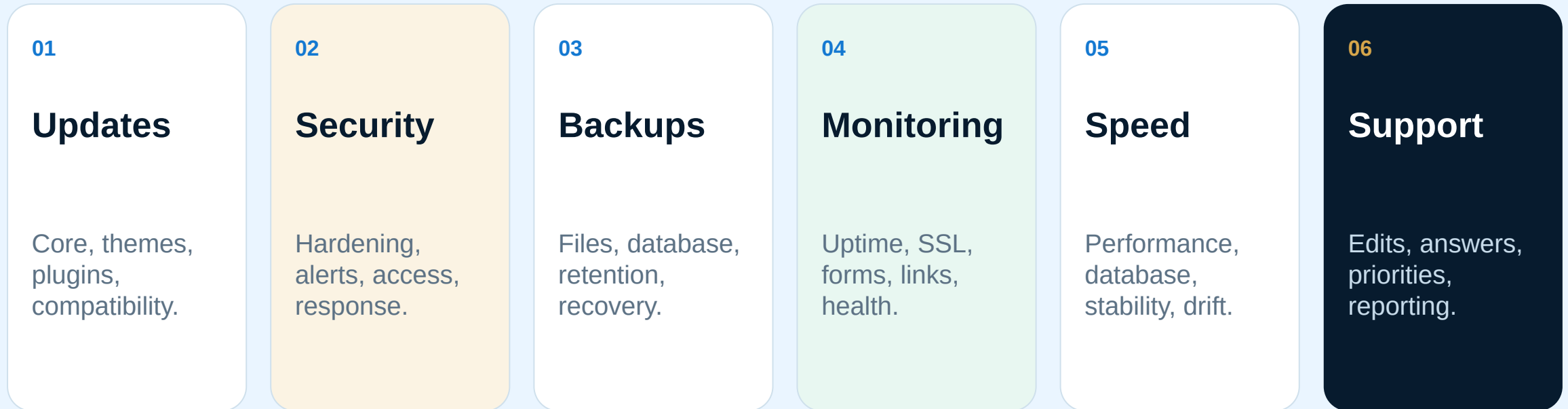


Proactive care reduces the chance that routine maintenance becomes emergency recovery.

THE COMPLETE CARE SYSTEM

Website maintenance is connected work - not an update button.

Reliable care aligns software, security, recovery, monitoring, performance, and support around one goal: keeping the website ready for customers.



AUTOMATION + PROFESSIONAL CARE

Automation can alert. A professional must own the outcome.

Auto-updates, monitoring tools, and AI can accelerate routine work. They cannot understand every dependency, approve the right response, verify the customer journey, or accept responsibility when something fails.

Tools can

Run schedules · detect changes · send alerts · surface patterns

EGO Marketing owns

Review · compatibility · priorities · verification · communication · accountability



Security is ongoing risk reduction - not a one-time promise.

No provider can make a website perfectly secure. Professional care reduces avoidable exposure, watches for warning signs, keeps recovery options available, and responds with clear judgment.

AVOID

False confidence

Set it and forget it

Unreviewed automation can miss failed updates, conflicts, or changing risks.

Security guarantees

Real security manages risk; it cannot honestly promise that nothing will happen.

BUILD

Layered protection

Keep the stack current

Maintain supported software, review access, and address actionable health issues.

Monitor and recover

Watch availability and security signals while maintaining usable backups.

RECOVERY READINESS

A backup is useful only when the whole website can be restored.

A WordPress website consists of both files and a database. Professional backup care protects both, keeps recent recovery points, and confirms that restoration is practical before an emergency.

01

Website files

Themes, plugins, uploads, configuration, and custom code.

02

Website database

Pages, settings, users, orders, form data, and structured content.

03

Recovery path

Matched backup sets, off-site storage, retention, and a known restore process.

Backup frequency and care level depend on the selected maintenance plan.

Dependable care without the agency runaround.

You receive proactive attention, clear communication, and support from people who already understand your website and business.

01

Proactive website care

We handle essential updates and routine checks before small issues become costly disruptions.

02

Security you can trust

Monitoring, reliable backups, and software updates help keep the website protected and dependable.

03

Performance that lasts

Ongoing speed and functionality checks keep the website running smoothly across devices.

04

Responsive ongoing support

Receive prompt help from people who already know the website, priorities, and history.



BASELINE & ONBOARDING

We begin by understanding the current website.

We review the software stack, hosting environment, backups, security posture, performance, critical functionality, and known priorities before taking responsibility for ongoing care.

1

Inventory

WordPress, theme, plugins, licenses, integrations, users, hosting, and domain access.

2

Health baseline

Updates, backups, SSL, uptime, forms, links, speed, errors, and Site Health signals.

3

Care plan

Immediate priorities, maintenance schedule, responsibilities, support path, and reporting.



SAFE SOFTWARE CARE

Updates need preparation, testing, and verification.

Prepare

Review urgency and dependencies; confirm a current backup and rollback path.

Update

Apply WordPress core, theme, and plugin updates in a controlled sequence.

Verify

Test key pages, forms, navigation, login, and customer-facing functions.

Document

Record completed work, issues found, and recommended follow-up.

Problems are easier to manage when they are discovered early.

Monitoring helps surface downtime, suspicious changes, expired certificates, failed background tasks, and other warning signs that may deserve attention.

What we watch

- Website availability and unexpected downtime
- Security alerts and suspicious activity signals
- SSL status and visible browser warnings
- WordPress health and update failures
- Critical errors that affect public access

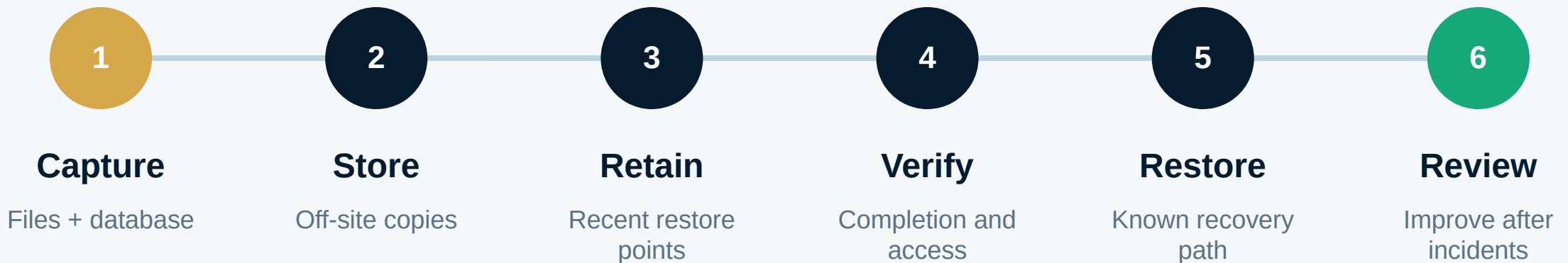
How we respond

- Confirm whether the alert represents a real issue
- Protect access and preserve evidence when needed
- Restore service or escalate to the responsible host/vendor
- Communicate impact, action, and next steps
- Recommend preventive follow-up

Monitoring supports faster awareness; response time and included work follow the selected plan and issue scope.

Recovery should be planned before it is needed.

A dependable backup routine creates recent recovery points and separates them from the live website so one failure does not remove every option.



Essential includes weekly backups; Business and Premium include daily backups.

Website speed can drift - even when the design never changes.

Plugin additions, database growth, image uploads, hosting changes, third-party scripts, and software updates can gradually affect the customer experience.



Loading

How quickly the main content becomes visible and useful.



Interaction

How quickly the page responds when a visitor interacts.



Visual stability

Whether page elements remain steady while the page loads.



Site efficiency

Database, cache, media, plugins, and server behavior over time.

Business and Premium plans add hands-on optimization beyond routine performance checks.

The page can load perfectly while the business path is broken.

Forms, links, bookings, certificates, and integrations deserve routine attention because they connect a visitor's intention to a real inquiry or transaction.

Forms & bookings

- Submission flow
- Confirmation messages
- Required fields
- Delivery path

Links & navigation

- Broken destinations
- Buttons and menus
- Phone and email links
- External resources

SSL & integrations

- Certificate status
- Browser warnings
- Connected tools
- Vendor dependencies

Form, link, and SSL monitoring is included in Business Care and Premium Care.

A maintained website should stay accurate - not merely online.

Minor editing time gives the business a practical way to keep important details current without reopening a separate project for every small change.

Good uses of included time

Routine edits

Update existing text, images, links, hours, team details, offers, or service information.

Small refinements

Correct formatting, replace assets, or make contained changes to existing pages.

Quoted as separate projects

New scope

New pages, redesigns, custom features, migrations, or significant restructuring.

Outside costs

Hosting, paid licenses, subscriptions, stock assets, or third-party services.

Included time resets monthly and does not roll over.



COMPLEX & COMMERCE CARE

More dependencies require deeper maintenance discipline.

WooCommerce, memberships, bookings, custom integrations, and larger websites create more interactions to protect, test, and optimize.

Staging updates

Test material changes away from the live customer experience before release.

Complex-site care

Review commerce, accounts, payments, forms, integrations, and dependent functionality.

Advanced performance

Address heavier databases, larger catalogs, scripts, and operational demands.

Maintenance should be visible - even when nothing dramatic happens.

A clear monthly record shows the work completed, the website's current condition, issues discovered, and the next priorities worth considering.

Completed work

- Updates applied
- Backups completed
- Edits delivered
- Optimizations performed

Website health

- Uptime and alerts
- Security signals
- Performance checks
- Critical functionality

Next decisions

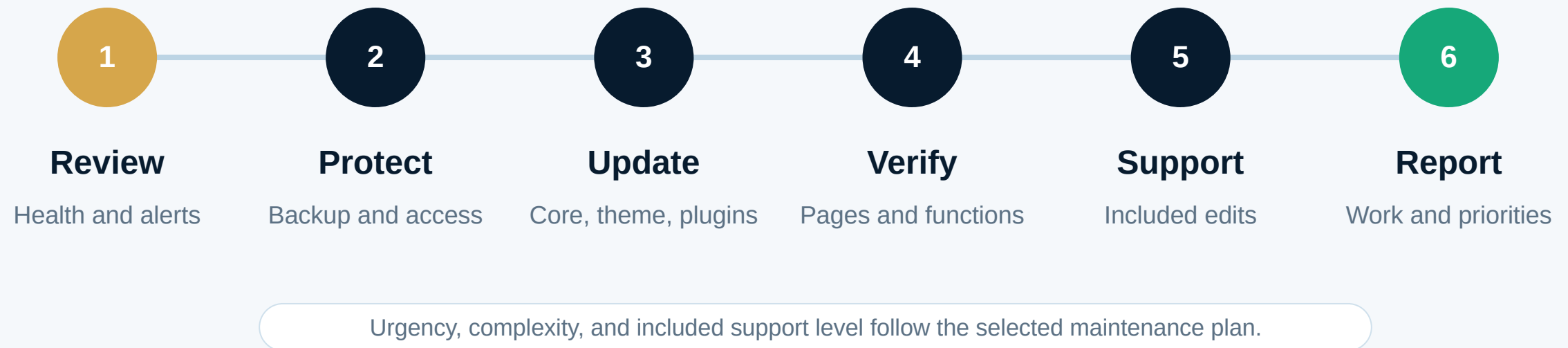
- Issues to monitor
- Recommended fixes
- Upcoming dependencies
- Growth opportunities

Business and Premium plans also include an SEO summary to keep visibility on the radar.

HOW THE ENGAGEMENT WORKS

A disciplined monthly rhythm keeps website care predictable.

You know what is being monitored, what changed, what was verified, and when a larger recommendation requires a separate decision.



THE FIRST 90 DAYS

We stabilize first, then build a dependable care rhythm.

The initial term gives us time to understand the stack, address priority risks, establish reliable routines, and improve the website using real observations.

MONTH 1

Stabilize

- Access and inventory
- Health baseline
- Backup routine
- Priority updates
- Critical issue list

MONTH 2

Protect

- Monitoring reviewed
- Compatibility checked
- Forms and SSL verified
- Performance baseline
- Support workflow refined

MONTH 3+

Improve

- Routine care cadence
- Included edits
- Optimization by plan
- Monthly reporting
- Next priorities

This is why EGO Marketing maintenance plans begin with a three-month minimum commitment.

WEBSITE MAINTENANCE INVESTMENT

Three clear levels of ongoing care.

Choose the plan that matches the website's activity, complexity, support needs, and business importance. Final scope is confirmed after the initial review.

ESSENTIAL CARE

\$159

per month

Reliable protection for smaller business websites.

CORE PROTECTION

BUSINESS CARE

\$299

per month

Ongoing support for active, growing websites.

MOST POPULAR

PREMIUM CARE

\$499

per month

Advanced care for complex, revenue-focused websites.

ADVANCED CARE

Three-month minimum · Save 8% with six months · Save 15% with twelve months

ESSENTIAL CARE

\$159

per month

For smaller websites that need dependable core protection.

Best for brochure and service websites with modest content activity and straightforward support needs.

CORE PROTECTION

What's included

- Core, theme and plugin updates
- Weekly off-site backups
- Security and uptime monitoring
- Basic performance checks
- 30 minutes of minor edits
- Monthly website health report

A practical starting point for updates, protection, recovery, and visible monthly care.

BUSINESS CARE

\$299

per month

For active websites that need more support and closer monitoring.

Best for growing businesses that make regular changes, depend on lead flow, and value faster assistance.

MOST POPULAR

What's included

Everything in Essential Care

Daily off-site backups

Two hours of minor edits

Speed and database optimization

Form, link and SSL monitoring

Priority support and SEO summary

The strongest balance of protection, optimization, editing time, monitoring, and responsive support.

PREMIUM CARE

\$499

per month

For complex websites where continuity and performance matter most.

Best for WooCommerce, larger sites, integrations, staging workflows, and urgent support needs.

ADVANCED CARE

What's included

Everything in Business Care

Four hours of minor edits

Safe updates on a staging site

WooCommerce & Complex Sites

Advanced speed optimization

Urgent priority support

Advanced care for complex functionality, higher operational risk, and greater support expectations.

PACKAGE COMPARISON

Choose the care level that fits the website now.

Final scope follows a review of the website, stack, activity, complexity, support expectations, and known priorities.

	Essential Care	Business Care	Premium Care
Monthly price	\$159	\$299	\$499
Best fit	Smaller business site	Active growing site	Complex / revenue-focused
Backups	Weekly off-site	Daily off-site	Daily off-site
Minor edits	30 minutes	2 hours	4 hours
Performance	Basic checks	Speed + database	Advanced optimization
Forms / links / SSL	Routine issue review	Included monitoring	Included monitoring
Update workflow	Live-site care	Live-site care	Staging for safe updates
Complex / commerce	Custom review	Custom review	Included care
Support level	Standard	Priority	Urgent priority

3 months: standard rate · 6 months: save 8% · 12 months: save 15%

SCOPE CLARITY

Know what maintenance includes - and what becomes a separate project.

Clear boundaries protect response time, service quality, and the value of the selected plan.

Included in the selected plan

- Maintenance services listed for the chosen package
- Included monthly editing time and support level
- Updates, backups, monitoring, and reporting in scope
- Routine recommendations and documented follow-up
- Care for one website at the published monthly price

Quoted separately when needed

- New pages, redesigns, migrations, or custom development
- Hosting, domains, premium software, or licensing costs
- Work beyond the plan's included monthly editing time
- New features, major integrations, or structural changes
- SEO, advertising, or unrelated marketing services

Included editing time resets monthly and does not roll over. Final responsibilities are confirmed in writing before service begins.

Professional website care should have a reliable foundation.

Our approach is informed by first-party WordPress guidance, current security practices, performance standards, and the practical needs of each business.

BACKUPS	WordPress Backups handbook	developer.wordpress.org
UPDATES	Updating WordPress	wordpress.org/documentation
AUTOMATION	Plugin and theme auto-updates	wordpress.org/documentation
SECURITY	Hardening WordPress	developer.wordpress.org
SITE HEALTH	WordPress Site Health screen	wordpress.org/documentation
PERFORMANCE	Google Core Web Vitals guidance	developers.google.com/search
SMALL BUSINESS	CISA cyber guidance for small businesses	cisa.gov

READY WHEN YOU ARE

Keep the website protected, current, and ready for customers.

Start with a conversation about the website, business priorities, current issues, and level of support you need. We will review the stack and recommend the right care plan.

1 Request a website health review

Tell us what the website does and what concerns you today.

2 Receive a focused care recommendation

We define priorities, scope, responsibilities, response level, and investment.

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