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lovedadesign.co.uk

Client Care Plan.

Critical WordPress website care and support for your peace of mind, ongoing results & growth. So much more than just maintenance.

DIVINE AESTHETIC

Schools & Education

Client Care Plans

Critical WordPress website care and support for your peace of mind, ongoing results and growth. *So much more than just maintenance.*



Your Website Is Critical To Your School

You have a website that is critical to your school. It generates interest, raises the school profile and serves as an important resource for parents and students (or at least it should). It's a channel through which parents, potential new staff and partners will find you and engage with you.

It is fundamental to the success of your school and you need peace of mind that it will be up and available for your audience 24/7, without interruption.



All Software Is Vulnerable

Software needs updating. All software, including the software that powers your website. Every day, more and more websites are being hacked. Even big players like Twitter and Facebook are being attacked. It's the nature of the world we live in and, unfortunately, schools and educational establishments often make easy targets.

Your competitors are waking up (or maybe leading the way) and innovating with new websites and online strategies. The world is getting smaller as more of us connect to the web and that means that it is only going to get harder to keep up, let alone stay ahead of the pack.

Do It Yourself?

Keeping your website up to date with new content, blog posts and events, as well as keeping it backed up and secure, can be time consuming and a little tedious. It takes you away from what you should be focused on - serving your students, staff and partners. The technology continues to evolve and there is no way you can keep abreast of all the latest trends and developments.

Why Us?

If you're reading this, then it's likely your website is built on WordPress. We know the software your website is built on inside out. We've been using it for over 9 years and all of our websites (including our own) are built on the same software. We are WordPress experts, so we're in the best position to keep your website up and running and open for business and we can do that with one of our Client Care Plans.


We're also experts in design and marketing, so with unique benefits such as one to one consulting calls, regular webinar training and monthly marketing newsletters for our Care Plan clients, you'll be very well looked after.

What Do We Offer?

We do all the day to day things you don't want to so you can just enjoy focusing on what you do best - serving your audience.

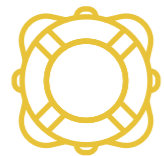
We perform an unlimited number of small tasks on your website throughout the month to make sure every piece of content and code is perfect.

Working with us means your website will continue to drive attention and interest to your school *at a fraction of the time and cost it would take to do it yourself.*



WordPress website care & support for your peace of mind, ongoing results & growth.

What's Included?



Unlimited Content Changes & Support



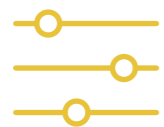
Software & Security Maintenance



Website Backup & Restore Service



Sucuri Security Monitoring



Database Cleaning & Optimisation



Scan & Fix Broken Links

We aim to go above and beyond with the value we offer through our Client Care Plans. Here's what's included:

- 1 Unlimited Content Changes & Support**
 Unlimited small tasks for total peace of mind and maximum support.
 We take care of your content changes and provide unlimited technical support for small tasks (yes, unlimited!) for you. All you need to do is email support with the task and we'll get them completed for you, usually within 24hrs.
- 2 Software & Security Maintenance**
 Peace of mind that your website software is always up to date.
 Each month we perform our maintenance service checklist to keep your website secure and running smoothly. This includes software updates, security scans, and website performance optimisation. All of this is detailed within a monthly or realtime report.
- 3 Website Backup & Restore Service**
 Daily secure off-site backups so your site can be restored quickly if anything goes wrong.
- 4 Sucuri Security Monitoring**
 Constant security monitoring to keep any nasty intruders out.
 Daily security scans and unlimited cleanup, thanks to our partnership with Sucuri. Each site will receive a front-end scan 4 times daily and a server-side scan once daily. If any malware is detected, we will have Sucuri's remediation team perform a cleanup to remove anything found from the site's files and/or database.
- 5 Database Cleaning & Optimisation**
 Regular cleaning of your website to keep it running fast and smooth.
- 6 Scan & Fix Broken Links**
 Scans for broken links to assist the search engines and to heighten user experience.

What's Included?



Maintenance Reporting



WordPress Training Videos



Monthly Strategy Consulting Calls



On Page Search Engine Optimisation



Webinar Training



Monthly Marketing Newsletter

7

Maintenance Reporting

Monthly or realtime reporting so you can rest assured your site is updated.

8

WordPress Training Videos

Comprehensive Essential WordPress Training.

Step by step WordPress video tutorials available directly from your WordPress dashboard, so you'll never feel like you're on your own again.

9

Monthly Strategy Consulting Calls

Your questions answered. Advice and guidance.

Regular contact for accountability, digital marketing advice, guidance and coaching to keep you on track.

10

On Page Search Engine Optimisation

SEO essentials to get the best start with Google.

Getting the basics right on your website to get you better visibility and more visitors from search engines.

11

Webinar Training

Digital marketing deep dives to help your school.

Quarterly webinars that explore hot topics to help you get the most from your website and online marketing, such as the latest digital marketing techniques and strategies, search engine visibility, lead generation or whatever our Client Care Plan community tell us they'd like to learn more about.

12

Monthly Marketing Newsletter

We do the leg work to find the best marketing articles on the web and deliver them straight to your inbox.

13

No Long Term Contracts, Cancel Anytime

No long term commitments. All plans are on a month-to-month contract. You can cancel any time so you're in control.

Also Included With Every Care Plan

Understand where your site is today and what needs to be addressed to improve security and performance with our essential site audit and security hardening.

Website Evaluation.

(Value £250)

Comprehensive 60 point audit of your WordPress website to highlight where it's succeeding and where it needs attention. Full report and recommendations provided.

The audit will evaluate how your site is performing in the following areas:

- Content
- Forms
- SEO & Analytics
- Social Media Integration
- General WordPress Settings
- User Experience
- Speed Test
- Security
- E-Commerce
- Marketing
- Plugin Review
- Theme Review
- Recommended Next Steps

Security Hardening.

(Value £500)

Addressing 13 key security weak points on your site. Making it harder for the hackers. Giving you even more peace of mind.

Areas addressed:

- Implementation of WordPress Backup Solution
- Implementation of WordPress Security Plugin
- Enable Web Application Firewall (WAF)
- Change Default Usernames
- Disable File Editing
- Disable PHP File Execution
- Limit Login Attempts
- Change WordPress Database Prefix
- Password Protect WP-Admin and Login
- Disable Directory Indexing and Browsing
- Disable XML-RPC in WordPress
- Automatically log out Idle Users
- Add Security Questions to WordPress Login



Investment

	Essential £99 <i>per month</i>	Premium £299 <i>per month</i>	Professional £499 <i>per month</i>
Unlimited Content Changes and Support (30 mins or less per task)	✗	✓	✓
30min Content Changes and Support	✓	✗	✗
Priority Email Support	✗	✓	✓
Email Support	✓	✗	✗
WordPress Core & Plugin Updates	✓	✓	✓
Off Site Website Backup	<i>Monthly</i>	<i>Daily</i>	<i>Daily</i>
Website Restore Service	✓	<i>Priority</i>	<i>Priority</i>
Maintenance Reporting	✓	✓	✓
Database Cleaning & Optimisation	✓	✓	✓
Monthly Marketing Newsletter	✓	✓	✓
Website Evaluation	✓	✓	✓
Security Hardening	✓	✓	✓
WordPress Training Videos	✗	✓	✓
Webinar Training	✗	✓	✓
Uptime Monitoring	✗	✓	✓
Daily Sucuri Security Monitoring	✗	✓	✓
Unlimited Malware Cleanup	✗	✓	✓
Scan & Fix Broken Links	✗	✓	✓
Monthly Strategy Consulting Calls	✗	✗	✓
On Page Search Engine Optimisation	✗	✗	✓
Weekly Google Analytics Reporting	✗	✗	✓

Commit for 12 months and receive one month free

“ This service is designed to give you peace of mind and the assurance you have a skilled partner who can help you achieve your online objectives. ”

Some popular questions

Question & Answers

Here are some of the most common questions we're asked. If you have a question that's not answered below, please get in touch and one of our team will be happy answer it for you.

01

Do You Really Offer Unlimited Support? How Is This Possible?

Yes, we offer unlimited small jobs. Individual tasks are limited to approximately 30 mins each but there's no limit on the number of tasks you can send. We're able to do this because we have a dedicated support team and this is all they do – all day, every day. We can resolve most tasks quickly since we see similar requests across many of our customers. While some customers send more support requests than others, the average number of tasks per customer is very manageable.

02

What Types Of Tasks Are Included?

We can make content updates, theme or stylesheet adjustments, install new plugins, configure forms and much more. From code to general WordPress issues, we'll take care of almost anything that can be done within 30 minutes. Most of our time is spent with content updates, CSS, action and filter hooks, PHP, JavaScript and the admin panel.

03

What If A Task Takes More Than 30 Minutes?

If we estimate a task to take more than 30 minutes, we'll let you know and can discuss the best way forward. We do offer Medium (approx. 1 hour) and Large (2 hours) one-off tasks that you can purchase as needed. Beyond that it's likely the requirement will be a project in itself. In this situation we can discuss the requirement and offer a quotation.

04

What Is Your Response Time?

We strive to complete all tasks within 8 business hours but it usually happens MUCH faster.

05

How Do I Send Support Requests?

By email, using our dedicated email address for Client Care Plan support customers.

06

How Will I Know What You're Doing For Me Each Month?

For our Essential Plan clients, we will send you a monthly PDF report detailing WordPress core and plugin updates.

For our Premium & Professional clients we have a Dashboard Plugin that will show a list of recent WordPress core/plugin updates, daily backups including download links and the most recent security scan results. It also provides options to exclude specific plugins from being included in our automatic update process. We'll be adding features to this plugin in the future.

07

Do Your Care Plans Cover WordPress Multisite Websites?

Our Care Plans do not currently provide support for sites that are part of a multi-site network (also known as MU).

08


What Is The Process If I Decide To Sign Up?

Once you've provided your payment information and agreed to our terms of service, you'll receive a form to complete to provide both WP admin and FTP credentials for your site. When we've received this information, one of our support engineers will login to the site to install our support plugins, connect the site to our remote maintenance system, perform a manual test of the remote backup process, install a file to facilitate the daily server-side security scans (Premium & Professional clients only), and manually perform any outstanding core/plugin updates.

09

Do Your Care Plans Cover WordPress WooCommerce Websites?

The options and complexities of e-commerce need specialized support. That's why we have a separate, dedicated plan just for WooCommerce sites. Please contact us for more detail.



Managing your WordPress website is about to get **a lot easier**

Client Care Plan

Application

We would love to work with you and your school to help you fulfill the potential of your website.

We have a finite capacity to offer this service at the high level we do, so we do have to cap the number of clients we work with. As such, we're looking to work with clients who are really serious about their website and understand the value it adds to their school.

Our Client Care Plans are available by application only to ensure a good fit on both sides.

If you think your school could be a good fit for this service, please get in touch and a member of our team will be happy to help you further.

Please either call us on:

02392 007 823

Or apply online here:

lovedadesign.co.uk/edu-apply

I hope we can help your school soon.



About

Divine Aesthetic

Just a little bit about us. We are here to help your school achieve success online and get you closer to your goals, leaving you to focus what you're best at - running your school.

Who Are We?

We're a design and marketing agency based in Portsmouth. We look after all areas of digital marketing, web design and development, and branding. Specialists in WordPress solutions and Certified Digital Business Consultants, we've been around for over a decade and have helped countless clients in many different industries achieve their goals online.

What Do We Do?

With value, quality and ROI core to everything we do, we are goal focused and ensure our clients achieve success online. We take care of your website, branding, digital strategy and provide support, so you can focus on running your school.

Why Choose Us?

Divine Aesthetic has been around since 2007 and our team has been building websites and developing brands since 2002. We've seen what works and what doesn't, watched trends come and go and continue to invest in learning to ensure we are at the leading edge with the design and marketing solutions we offer.

When it comes to WordPress, we know what we're talking about. We know the software your website is built on inside out. We've been using it for over 9 years and all of our websites (including our own) are built on the same software. We are WordPress experts, so we're in the best position to keep your website up and running and open for business with one of our Client Care Plans.

See what our clients say about us here - lovedadesign.co.uk/testimonials



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