

Prepared by: _____ For: _____

Website Care

Why a website needs a caretaker, not just a builder

The problem nobody budgets for

A website is software. It runs on a stack of components that release security patches every month — and most local business sites are maintained by no one. The result shows up as a hacked site, a broken contact form that fails silently for weeks, or a slow-loading page quietly costing rankings and customers.

What continuous care covers

- **Hosting & uptime** — fast, monitored hosting with someone accountable when it matters
- **Security** — patching, hardening, malware monitoring, and daily backups
- **Updates** — core, theme, and plugin updates applied and tested, not ignored
- **Small edits** — hours, staff, services, photos changed within days, not months
- **A monthly report** — proof it's healthy, in plain English

What it prevents

Without care	With care
Hacked site discovered by a customer	Monitored, patched, backed up
Contact form silently broken	Tested and monitored
"Can you update our hours?" takes a month	Done within two business days
Slow site bleeding rankings	Performance watched and tuned

The honest pitch

Website care is inexpensive precisely because it's preventive. The businesses that skip it pay for it later — in emergency cleanup, in lost rankings, and in customers who hit a broken page and called the next result instead.

Ask your marketing team how website care is included in your program.