

WHY WORDPRESS MAINTENANCE PLANS MAKE SENSE



...versus going it alone

SECURITY

Do you change your passwords? Do you know what your WP Error Logs are, where to find them, and what they can tell you? How often do you backup your site? These are just a few questions that, if you can't answer them, you should employ someone with the answer. Otherwise, you leave yourself (and any potential user/client data) open to attack.



SPEED

With site speed being as important as it is these days, keeping a lean and mean website is crucial. You may have started off with something that would keep you in the race for expected site speeds, but how often do you run a test on your site's speed? What did that cool background video do to your load times? Those 43 plug-ins? That javascript snippet you were told would help? Faster site speed is crucial, not just for good UX, but it also affects your rankings on search engines.

SPAM

Spam - emails or comments, or both? How are you keeping your inbox free of all the bots that are filling out your unprotected forms without creating so many validation hurdles that your real customers just bail? It's a sweet science, and if your organization lives on any kind of user interaction (email, form fills, gated content, social media, etc...) then you need a robust solution to managing spam - not just for the security concerns, but for the time-sink to your organization.



SUPPORT/BROKEN STUFF

Why isn't that embedded video showing up for Android users? What about that plugin that stopped working - the one with the support page that hasn't been updated since 2014? Any dev will tell you about the dangerous correlation between features and "broken stuff". Having someone to keep you honest about the balance between reliability and features is key. Plus, that same person is supremely capable of fixing the things that break.

OPTIMIZATION

A larger umbrella than mere site speed, optimization covers your WordPress database, your images (does that hero image really need to be 350mb?) and even backend code that can get sloppy if not cleaned up from time to time (those bytes add up). Before you can optimize, however, you need to know what to optimize, which requires testing. Before you can test, you need to know what elements of your site may have issues - which requires an audit. That's no small book of work.



SIMPLICITY/PEACE OF MIND

Knowing you're safe from hacks, that your site speed is putting you in that SERP sweet-spot, that your broken links and busted plugins will get fixed, that people can (and want to) access your content - knowing that your site will always be up, always making you money - how do you NOT put a premium on that? And when something does come up? All you gotta do is fire off an email (though we'll probably be way ahead of you).

