



Hey there!

Thanks for grabbing the information guide for the WordPress Website Care plans. If you're reading this, you're probably trying to find a way to get the technical side of your WordPress website off of your shoulders. And you've come to the right place. This brief guide will help you learn more about this service and find the right plan for you!

## Plans

Let's first break down the different plans you can choose from. Each of these plans are tailored for websites that are in different places, like the mature online store with a lot of products or for a website that's just starting out. You should be able to find a plan that works for you.

### Basic

The basic plan is the base level plan. You'll get the option to host your website on WP Engine and get all of the great features they offer websites, including page caching, extra security at the server level and much more. Either way, you'll also get daily backups, managed WordPress core, plugin and theme updates, an accessibility audit and fixes included in the price and access to the community and knowledge base.

It's the perfect plan for a website that's just starting out where you just need someone to look after the technical side of the website.

### Pricing

Monthly: \$50/month

Annual: \$40/month (billed annually)

### Secured

The next level up is the Secured plan. This includes everything you get with the Basic plan, plus you'll also get a security audit and fixes when you join the plan, plus continued security updates as time goes on. You'll also receive a weekly report for your website, including what plugins and themes were updated in the last week. And you'll get five hours a month of code changes and edits you want for your website.

It's a great plan if you have a small online store and/or want to make sure that your website is secured and protected from outside threats.

### Pricing

Monthly: \$90/month

Annual: \$80/month (billed annually)

## Optimized

The Optimized plan is the best value if you want to grow your website and your business. In addition to everything from the Basic and Secured plans, you'll also receive a user experience audit and fixes when you start out, plus SEO technical fixes and Local SEO support (including code and getting you on Google Business Profile), image optimization to help your page speed, Google Analytics, Search Console and Tag Manager setup (including custom reports) and 10 hours of changes per month.

It's the best deal for if you're looking to grow your website and your business without spending a lot of your time.

### Pricing

Monthly: \$150/month

Annual: \$140/month (billed annually)

## Ecommerce

Finally, for larger online stores (defined as > 30 products in your store), this is the plan for you. You'll get everything offered in all of the other plans as well as dedicated support for your store. This includes help using WooCommerce or whatever ecommerce plugin you have on your website and finding ways to improve your store.

If you have an online store that you don't want to deal with the technical side of the website, this is the plan for you.

### Pricing

Monthly: \$210/month

Annual: \$200/month (billed annually)

## How this will work

So how will this all work out for you? First off, if you're ready to give your website the care it deserves and basically hire a part time chief technology officer for your website, you [can head on back to the service page](#) and select the plan that you want for your website.

From there, I'll get in contact with you to discuss either migrating your website over to WP Engine or getting credentials so I can get into your website and web hosting so I can take care of the technical side for you.

After that, I will get to work giving your website the level of care that you selected and keep your website healthy and working for your business.

## Migrating your website

If you decide that you want to take advantage of the WP Engine hosting offered by these plans, we will schedule some time to discuss the details of the migration. In that meeting we will figure out when the migration will happen as well as the set of credentials needed to complete the move (generally it will be current web host credentials and domain credentials). I will work to make sure that the migration happens seamlessly and has no interruption for your business.

## Refunds

The good news is that you select a plan today, you don't pay anything today. There is a built-in 15 day free trial for you to really make up your mind and for us to figure out the best way to care for your website. If you decide during that 15-day period that you don't want to continue, you can go into your account page and cancel the subscription at no extra cost to you.

If you decide after the payment subscription period has started, there are no refunds that can be offered. Your website care will continue throughout the rest of the payment period (until the next month for monthly plans and the rest of the year for annual plans). If you've migrated your website to WP Engine, we can schedule some time for us to discuss how to migrate your website over to your new web host at no extra cost to you.

## Your next step

So are you ready to hire a part time chief technology officer for your website and business? Then head on back to the [WordPress Website Care page](#) and sign up for one of the plans and we will go from there. I look forward to lifting the technical issues off of your shoulders and letting you focus on content, products and running and growing your business!