

Website Care Plans

Complete website support
for peace of mind, ongoing
results and growth.

Client Service Plans

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Your Website Is Critical To Your Business

You have a website that is crucial to your business. It generates leads, customers and revenue (or at least it should). It's a channel through which customers, suppliers, potential new staff and partners will find you and engage with you.

It is fundamental to the success of your business and you want peace of mind that it will be available for your audience 24/7 without interruption, and that it will continue to support ongoing business growth.

All Software Is Vulnerable

Software needs updating to stay secure and take advantage of technology advances. The unfortunate truth is that all software is vulnerable, including the software that powers your website. More and more websites are getting hacked and attacked, including the big players like Twitter and Facebook as well as millions of small businesses every day.

Take Advantage Of New Strategies

Your competitors are innovating (or maybe leading the way) 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, backed up, secure and consistently bringing in new leads can be a time consuming and tedious process. It takes you away from what you should be doing, which is building relationships with your customers, staff and partners. The technology and strategies continue to evolve and it's a full time job to keep abreast of all the trends and developments

Generic Help

Yes there are plenty of options for you to keep your website managed and up to date by the same company that hosts it. They do it for thousands of customers every day. That means they are experienced. It also means they might not be paying attention to the finer details of your particular website and business needs.

Our help

We know every line of code and all of the variables and combinations of things that hang together to make it work. We also know the software your website is built on very well. We've been using it for over 10 years and all of our websites are built on the same software. So we are in the best position to keep your website up and running and open for business and we can do that with one of our Website Care Plans.

We'll do all the nitty gritty things you don't want to so you can just enjoy being a superhero to your audience. Think of us as the Robin to your Batman.

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

What we can include:

SEO

No matter how fabulous your website or sales page is, if nobody ever sees it, it's no good to you. To bring in new clients they need to be able to find YOUR website rather than your competitors.

The purpose of our SEO plan is to help your website rank higher where it will be seen by more people, and your chances of gaining new clients are exponentially increased. We will find the top keywords that potential clients are most likely to search to find your services, and we will optimise your site for these.

Each month we will tweak your website to improve your visibility on the search engines.

Software & Security Maintenance

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 email report.

Consulting & Training

1-On-1 Consulting: Strategic sessions with Soak to get hands-on with your website growth strategy. We review website performance, talk about your business goals and lay out the path to help you use your website to achieve them.

Professional Training Videos: Unlimited access to step by step video tutorials on managing your content, eCommerce site and website SEO.

Monthly Newsletter: Our monthly newsletter includes targeted articles specific to website growth and digital marketing.

Unlimited Content Changes

Your time is precious and should be spent interacting with your customers and growing your business, not logging in and updating your website.

We can take care of all your content changes for you so all you need to do is email the content changes (text or photos) and we'll get them done for you, usually within 24-48 hours.

Our care packages

Our packages vary depending on your website, and business needs. The usual monthly plan will consist of executing the following services.

Essentials

- Peace of mind that all your website software and plugins are up to date.
- Daily and weekly backups of your website stored on secure servers so you can rest easy that if anything ever goes wrong we can restore your website quickly.
- Optimize the WordPress database
- Constant security monitoring to keep any nasty intruders out.
- Run regular security and performance scans
- Provide a detailed Monthly Report of updates and findings
- Regular site health checks
- Uptime monitoring so we are aware when the site has performance issues

Optional Extras

- Premium Website Hosting on our local, fully managed, super-fast hosting provider.
- Scan and fix any broken links so we keep the search engines happy.
- Monthly coaching calls & advice contact for accountability and advice so you know you're not barking up the wrong tree.
- Search Engine Optimisation (SEO) including constant tweaking of website to get more visitors from search engines.
- Unlimited content changes

Need More?

If you require anything outside our plans, it's simply a case of letting us know and we can provide a separate quote for you to approve. Because we evaluate requests on a case-by-case basis, it's more than likely that we will just charge an additional add-on fee to the plan you've already chosen.

When quoting for additional work, we will always provide you with a fixed-price estimate before we get started so you can budget effectively. If the work is particularly customized or the scope of the work not fully known upfront, we can also charge an hourly rate to give you more flexibility.

The flexibility factor also continues with your web hosting services. Although we prefer to use our own recommended providers, we are happy to review your chosen provider and talk with them about how best to satisfy your needs. If you'd prefer to transfer your own hosting service to our Premium Web Hosting services, we also offer a once-off hassle-free migration fee.

An added bonus? Our services defy the inflexibility of locked-in contracts, because the most important thing to us is building a valuable relationship with you and your website. We know engaging in website servicing can be a big commitment, and understand that budget restrictions are part and parcel of running a business these days, so we promise we won't lock you in! If you need to cancel or suspend your contract for any reason, cancellation is just an email away. (Although we'd hate to see you go).

Need more information on any of our website maintenance services or Care Packages? **Get in touch with us at hello@soak.co**

FAQ's

How do "Unlimited Content Changes" work?

You simply send us an email with clear instructions on the content you want to change on your website and we get straight to work and let you know when it's done - usually by the next business day.

Content changes include any text or image change that will take us 30 minutes or less. This typically covers things like adding a testimonials section or a new event to your website.

These tasks do not cover advanced or custom features like an online shop or membership section.

What happens if my website goes down, is hacked, breaks, etc?

The whole purpose of our client plans is preventative care, so we work hard to prevent anything from happening. However, in the case something does happen and your website needs emergency care, we will be there right by its side communicating with the web hosting company on your behalf.

We cannot promise your website will not be hacked but can promise we will do everything in our power to prevent it, as well as assist in the restoration and cleanup of the website with one of our backups.

How do consulting calls work?

Email is our best form of communication since it yields the fastest response. However, we know brainstorming and reviewing visual work can be best on the phone or on a video call (we use Skype).

These consulting calls are reserved for clients on our Improve and Grow care plans. They help focus a trajectory of the website for growth and improvements. These sessions are often used for online screen-sharing small updates or providing training.

You simply book your consultation via our online calendar and we'll be ready with the agenda to make the most out of our call.

What if I need something outside the plans?

If you have a task that is beyond what is included in your plan, we will submit a quote for you to approve separately.

However, many times we will evaluate requests that exceed your plan on a case by case basis, and with approval, work past the time and bill for time exceeded at the support rate listed on your plan.

What is your hourly rate?

When quoting work we provide a fixed price estimate before we get started so you can budget effectively.

In some cases, we use hourly billing where the work is customised or the scope is not fully known to give you more flexibility.

Our standard hourly rate is \$130/hr for purchasing a block of 10 hours.

Can I use my own web host?

You sure can. Although we prefer to use our recommended providers, we'll review your web hosting and talk to your hosting company to make sure it will fit your needs.

If you prefer to move your website to our Premium Web Hosting, we offer migration for a one-off fee, starting from of \$250 (+ GST)

How does billing work?

Your Credit Card or PayPal account will be charged automatically at the start of each month.

Once payment is complete we send you a tax invoice PDF directly to your email.

Can I really cancel any time?

Absolutely.

We are all about building a valuable relationship with you and your website, so we would hate to see you go but we know financial needs weigh on many decisions and don't want to lock anyone in.

Request a cancellation via email to support@soak.co, and we will immediately stop the next payment.