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Below are descriptions from the terms used in the Website Care (Maintenance) plan pricing and features table. They're listed in order, as seen on the table, along with what plan(s) they're included in. If you have any further questions, feel free to [contact me](#).

Daily remote malware scanning

Included with: Essential Care

Deep scans for malware are conducted daily, and as soon as malware is detected, I will be alerted to go in and clean it. This will allow me to take action before your site is blacklisted by Google or blocked by web hosts which hurts your SEO ranking. These scans are done on remote servers so that it never slows down your site.

Constant remote malware scanning

Included with: Premium Care and Ultimate Care

Deep scans for malware are conducted constantly, so any malware or vulnerabilities on your site will be detected immediately and I will be alerted to go in and clean it. There's no chance of it sitting there for up to 24 hours. This will allow me to take action before your site is blacklisted by Google or blocked by web hosts which hurts your SEO ranking. These scans are done on remote servers so that it never slows down your site.

Site hardening

Included with: Essential Care, Premium Care, and Ultimate Care

Site hardening reduces the number of surface ways a hacker or bot can get through to your site. Multiple layers of protection are added.

Standard protection from brute force attacks

Included with: Essential Care

Protection from brute force attacks is provided by the firewall and login protection. There are limited failed login attempts by an IP, suspicious login alerts, and IPs known to have malicious intent are blocked.

Enhanced protection from brute force attacks

Included with: Premium Care and Ultimate Care

Protection from brute force attacks is provided by the firewall and login protection. There are limited failed login attempts by an IP, suspicious login alerts, IPs known to have malicious intent are blocked, auto configured reCAPTCHA, and more. It's able to block 99% of brute force attacks.

24/7 security monitoring

Included with: Essential Care, Premium Care, and Ultimate Care

Your site will be monitored 24/7 for any attack.

Standard web application firewall

Included with: Essential Care

This firewall provides brute force attack protection, prevents bots from entering your site that could steal data and spam, and keeps malware out. Overall, it is adequately effective.

Enhanced web application firewall

Included with: Premium Care and Ultimate Care

This firewall uses OWASP base rules, blocks 99% of the brute force attacks, prevents bots from entering your site that could steal data and spam, blocks automated public-exploit attacks, and keeps malware out. Overall, it is extremely effective.

Uptime monitoring

Included with: Essential Care, Premium Care, and Ultimate Care

Uptime monitoring is performed every 5 minutes to see to ensure your site is running smoothly and users can access it.

Enhanced performance & speed optimization

Included with: Essential Care, Premium Care, and Ultimate Care

Your site's performance and speed will be as great and fast as possible through the use of lazy loading (images are loaded as your visitor scrolls down the page), page and browser caching, file optimization, image optimization, and more.

Enhanced SEO optimization

Included with: Essential Care, Premium Care, and Ultimate Care

This will greatly help you increase your ranking in search engines and therefore expand your organic reach. Some of the features include managing title and meta descriptions, a sitemap, improved social sharing on Facebook and Twitter, broken page and link monitoring that I will be alerted to and fix, the ability to add breadcrumbs, and Google analytics can be integrated into your dashboard.

Daily secure off-site backups

Included with: Essential Care

Your site files and database will be backed up each day to Dropbox, a secure off-site storage solution.

Daily secure & encrypted off-site backups

Included with: Premium Care and Ultimate Care

Your site files and database will be backed up each day to Dropbox, a secure off-site storage solution. Your database backup will be encrypted.

Malware cleaning/removal

Included with: Essential Care, Premium Care, and Ultimate Care

If malware is detected, I will clean it immediately. Even the most complex malware will be detected and removed, leaving no trace of malware on your site.

Database scanning

Included with: Essential Care, Premium Care, and Ultimate Care

This allows for scans to be done that can detect malware in your database.

Broken link monitoring & monthly fixing

Included with: Essential Care

Your site will be regularly monitored for any broken pages or links, and I will fix them within a month (ie. If I normally do updates to your site at the end of the month, this is when I'll fix the links).

Broken link monitoring & weekly fixing

Included with: Premium Care

Your site will be regularly monitored for any broken pages or links, and I will fix them within a week (ie. every Friday I will fix broken pages or links that have been found that week).

Broken link monitoring & instant fixing

Included with: Ultimate Care

Your site will be regularly monitored for any broken pages or links, and I will fix them as soon as they are found.

Monthly WordPress core, theme, & plugin updates

Included with: Essential Care

Your WordPress core, theme, and plugins will each be updated once a month. Keeping everything up-to-date keeps your site more secure, and updating things once a month is the recommended minimum.

Weekly WordPress core, theme, & plugin updates

Included with: Premium Care

Your WordPress core, theme, and plugins will each be updated every week. Keeping everything up-to-date keeps your site more secure. Updating things once a week is safer than once a month, so that your site remains highly protected.

Semiweekly WordPress core, theme, & plugin updates

Included with: Ultimate Care

Your WordPress core, theme, and plugins will each be updated two times a week. Keeping everything up-to-date keeps your site more secure. Updating things twice a week is safer than once a week, keeping your site as protected as possible.

Updates tested safely on a staging site

Included with: Premium Care and Ultimate Care

When making updates, I will first test and verify that everything is working smoothly on a staging site. Once it's confirmed that the update or updates work with your website, I will push them live. This ensures that if there is a problem with an update, it won't affect your live website.

Monthly security and backup reports

Included with: Ultimate Care

Each month you'll receive a report containing an overview, details of security scans, details of backups, and information on updates.

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