



# WEBSITE MAINTENANCE

## 01 INTRODUCTION

We often don't think much about maintenance until something breaks. For instance, most of us don't check the fluids in our cars, rotate tires, clean filters, or replace wiper blades as often as we should.

But regular maintenance keeps products in top condition & prevents issues before they happen - which saves time & money in the long run.

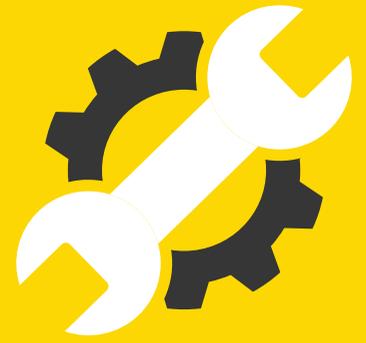
## THE GORILLA AGENCY

## 02 THE IMPORTANCE OF WEBSITE MAINTENANCE

Before launch, we make sure your site is up to date with all the latest software and conduct a full offsite backup. If left completely untouched, it's likely that your website would not have problems for a little while. But if left out of date, small and large items on your website will eventually break and decrease the functionality and appearance of your website.

# OUR REASONING

## WHY WE DO WHAT WE DO



### 03 WORDPRESS THEMES & PLUGINS

WordPress and the themes and plugins used to build your site are continually updated and improved by their developers. Over the past few years, WordPress itself has been updated an average of twice per month. Plugins and themes can be updated just as often. Because these elements work together on your website, an update of any one can cause the others to break unless updated as well.

These types of updates provide important improvements to security, functionality & usability.

#### **SECURITY:**

WordPress regularly releases updates that close loopholes in code and combat the constantly improving methods of hacking and tampering with websites.

#### **FUNCTIONALITY:**

Updated software ensures that everything stays working as it should – pages display properly, images load quickly, buttons and links send users to proper pages, etc.

#### **USABILITY:**

WordPress updates often include new features (both frontend and backend) and make current features easier to use. The same is true of plugin and theme updates.

### 04 MANUAL & FREQUENT UPDATES

The three core elements that make up your website (WordPress, themes and plugins) must be manually updated. Though some programs offer automatic updates, it is important to manually ensure each update is properly installed and does not cause any issues after installation. If issues do arise, troubleshooting is required to determine which update or combination of updates is causing problems and how best to resolve them.

It is also important to conduct updates frequently – usually once each month. Updates are released in versions (v4.7, v4.8, etc.). Skipping version updates increases the likelihood of trouble when the most recent update is finally performed.

### 05 WEBSITE BACKUPS

Website and database backups are also important to maintain the site itself and prevent the loss of edits, changes, and recently added content.

Even if you are not adding or changing content frequently, backups include the most recent versions of WordPress, themes, and plugins – and will allow you to quickly restore your website to its last fully functional version.

# LET'S DO THIS

## WE'LL KEEP YOUR SITE RUNNING RIGHT



### 06 BENEFITS OF MAINTENANCE DONE RIGHT

Consumers usually research businesses online before deciding to work with them (think about it – don't you?). Your website is likely the very first interaction a potential customer will have with your business. You can't afford to have a website that is broken, or anything less than perfectly functional. It very well might mean the loss of a lifetime customer.

Website maintenance done right keeps your site running smoothly and helps prevent additional time and costs associated with getting your site up and running again after it breaks. In fact, we're often required to update a site before it's even possible for us to fix it. Maintenance is a preventative tool that keeps your site running consistently well and provides a great user experience for your customers at all times.

### 07 HOW TO MAINTAIN YOUR WEBSITE

It is possible for you to maintain your own website. However, many clients don't want to learn how to do so – or deal with the extra time and hassle.

The Gorilla Agency will perform **manual monthly updates** of WordPress, all plugins, and themes as well as **offsite backups** of your website and database. We'll make sure that all updates are **installed correctly** and that your site is **fully functional** with its new upgrades. You can rest easy knowing your website is completely taken care of!

We will also include up to **1 hour of small scale website changes** such as simple text adjustments, image updates, or changes to contact information. Any large scale edits requiring more than 1 hour to implement will be billed separately at our hourly rate.

### 08 READY TO GET STARTED?

To keep up with the fast paced web world - website maintenance is a must! We're ready to keep your site running smoothly with the latest updates so you can avoid downtime and repair costs down the line. Contact us at (503) 626-0202 or email [info@gorillaagency.com](mailto:info@gorillaagency.com) to get started!