

## WebCare

### HOSTING PACKAGES

Our comprehensive hosting packages have been designed with the best quality products and services we have found in our over 20 years of web design service. We packaged many of the required online features needed, such as Google Analytics, GDPR notification, SSL certificates, plus much more that goes with a successful online presence. We've got you covered!

**These packages are more than just rent for your web space. We offer what many other companies don't...human attention and love for your website. We truly care about your success.**

### ABOUT OUR WEB SERVER

Our hosting packages are offered on a dedicated server with Liquid Web, located in Phoenix, AZ. They offer 24-7 support and are an excellent hosting service provider.

Hosting accounts are managed and supported by Via Maria. LiquidWeb will not accept support calls from Via Maria clients. While we may not be able to help 24-7, our team expedites all support requests and we understand the urgency of having a live, working website. There may be random server glitches and downtimes that are out of our control, and in those cases we remain in contact with you about the progress. Supporting our websites is always the number one priority.

WebCare packages are billed annually. Early cancellations are not pro-rated nor refunded.

**A 30-day advance notice is required to cancel a hosting account.** An invoice will be emailed as a reminder and will be due by the hosting renewal date.

Domain names are not included with our packages and are not supported by us. Should you need assistance with your domains, our support rate is \$75/hour. We recommend updating your contact information each year on your domain accounts in order to receive renewal notices and updates to your account. Also note the name of your domain registrar (GoDaddy, Network Solutions, etc), as you may receive scam invoices via snail mail or email from other vendors trying to trick you.

**Our name servers must be added to your domain name:**

**ns.liquidweb.com**

**ns1.liquidweb.com**

## OUR WEBCARE HOSTING PACKAGES

**DIY:** This hosting package is for holding pages or very simple personal websites.

**MINI:** This is our grandfathered affordable business hosting option and covers all of the basic needs for a healthy website. You may incur tech support & development fees from time to time as technologies evolve and things have to be maintained on your website. We always notify prior to doing any billable work. We have kept our hourly support rate as low as possible. This is not available to new clients.

**MAXI:** Most everything is taken care of for you, including some support you may need while working in WordPress. You will rarely have any billable technology support hours for site updates and fixes as technology evolves, and you will have access to support when using the WordPress admin tools (doesn't include private trainings or documentation). This plan covers all the little questions and quirks that may come up when working on your website.

**SHOP:** This is our full WooCommerce shopping cart hosting package. If you are just doing PayPal buttons, Venmo, Square or a registration/donation form, this package isn't needed and you may stick with MAXI plan.

**MULTI-SITE PACKAGES:** Enjoy a 20% discount on annual hosting fees for multiple website packages.

*Please note that we only offer web design services to clients who host with Via Maria. This is due to all sorts of issues and overall liabilities. We can refer you to another web developer should you need.*

Websites are billed annually, locking in your package for that time. Packages may change in features or price each year. Packages are posted at [www.webcarehosting.com](http://www.webcarehosting.com).

	WEBCARE DIY \$175/YEAR	WEBCARE MINI \$200/YEAR	WEBCARE MAXI \$350/YEAR	WEBCARE SHOP/COURSES \$450/YEAR
Server Updates (PHP/MYSQL)*	ℵ	ℵ	ℵ	ℵ
SSL (Secure Certificate/https) + installation	ℵ	ℵ	ℵ	ℵ
Hosting Control Panel Access	ℵ	ℵ	ℵ	ℵ
301 Redirect Domains and Domain Aliases	\$15 per add on	Includes 1, \$15 ea add'l	Includes 3, \$15 ea add'l	Includes 3, \$15 ea add'l
WordPress Environment	ℵ	ℵ	ℵ	ℵ
1 GB file storage (web files)	500 MB storage only	ℵ	ℵ	ℵ
\$15/yr per additional GB	ℵ	ℵ	ℵ	ℵ
200 Compute Cycles	ℵ	ℵ	ℵ	ℵ
\$25/yr per additional 100 compute cycles/month	ℵ	ℵ	ℵ	ℵ
Google Analytics and Search Console	\$75 add on + maintenance	ℵ	ℵ	ℵ
WordPress Theme: X (includes license)**	ℵ	ℵ	ℵ	ℵ
1 Contact Form (Gravity Forms license included)**	Manage yourself	\$50/yr add on per form	1 form + \$50/yr add ea additional	1 form + \$50/yr add ea additional
1 Donation Form (Gravity Forms and payment plugin license included)	\$100/yr add on per form	\$100/yr add on per form	ℵ	ℵ
GDPR Cookie Pop-up and Privacy Policy***	\$100 add on (1x fee)	\$100 add on (1x fee)	ℵ	ℵ
Favicon (branded graphic icon in browser)	\$75 add on	\$75 add on	ℵ	ℵ
Custom 404 Page (page not found)	\$75 add on	\$75 add on	\$75 add on	\$75 add on
Basic SEO plug-in, setup guidance and direction for adding keywords	\$200 add on (1x fee)	\$200 add on (1x fee)	ℵ	ℵ
Woo Shopping Cart and Online Courses	Not available	Not available	Not available	ℵ
WordPress Management**** <ul style="list-style-type: none"> <li>• Website backups</li> <li>• Site Security</li> <li>• Theme updates (X only)</li> <li>• Plugin updates*</li> </ul>	ℵ	ℵ	ℵ	ℵ
WordPress Support***** <ul style="list-style-type: none"> <li>• Light assistance with WordPress Admin tools</li> <li>• Repairs from plug-in and theme updates</li> <li>• Regular form checks</li> </ul>	\$75/hour for tech support and WordPress trainings/how-to's	\$75/hour for tech support and private WordPress trainings/how-to's	ℵ	ℵ

**Hosting Support Requests:** If you feel something is down or broken on your website, please don't hesitate to ask for assistance. All hosting packages are given a free 10-minute check to see if the problem can easily be fixed. If a developer is required to fix the problem, you will be notified of the issue before any billable work is done.

\*Only applies to WordPress websites and plugins/themes that have been installed by Via Maria.

\*\*X Theme and other Plugin Licenses are not transferable if you choose to move your website to another host.

\*\*\*We do not offer a blanket privacy policy document. You are responsible for the content.

\*\*\*\*Does not include the cost to repair any technology that becomes outdated or breaks from updates.

\*\*\*\*\*By using a theme or plugins outside of our initial setup, you may incur additional development fees at \$65/hour if the website breaks or has technology conflicts. Light assistance with WordPress is limited to simple questions and does not include training or documentation.

## SERVER UPDATES

Our server gets technology updates from time to time. As the php and mysql environments get updated, old codes can break. This generally does not affect WordPress or its themes and plugins IF they are continuously maintained by their developers. Once any of them are abandoned, the codes generally break down as updates continue. You will generally be notified as this is happening and a recommendation will be made. This coverage does not apply to websites built outside of WordPress or using non-WordPress technologies. This coverage does not apply to plugins or themes not maintained by their original developers.

## SSL (SECURE CERTIFICATE)

SSL certificates (<https://> instead of <http://>) are strongly recommended these days, especially if a website has an online form, shopping cart or collects data from users. Absolutely no money should be collected without SSL. Google enforces SSL by adding an alert to websites that don't have it, so web visitors will be warned. Google also improves your rankings if you have SSL. While it is not required, most websites today use them.

## 301 REDIRECT DOMAINS AND DOMAIN ALIASES

We recommend using 301 redirects for additional domains that point to your website. Search engines frown upon duplicate websites, so by using a 301 redirect, it lets Google know that the additional domain is not a duplicate. It is not recommended to purchase extra domains for SEO. Please note that you may set up and manage these 301 redirects with your domain registrar at no cost.

## STORAGE

All of the files that comprise your website take up server storage space. Uploading full size photos from your photo or stock art can take up this space very quickly. Hi-res PDF's and videos also take a lot of space. It is recommended that you reduce the photo resolution to 72 dpi on any images and use a 3rd party site like YouTube or Vimeo to render videos on your site. You will be notified if you go over on storage space and will have the option to either delete some files or pay for the overages going forward.

## COMPUTE CYCLES

This is calculated by how hard your website has to work. Every time somebody loads a page, it takes some work. We use a caching plugin to reduce this workload, but if your site is running videos, large imagery, digital products and downloads, or is getting high traffic, this work load increases. 200 cycles/month is enough to cover a simple professional website. Overages are not billed by a single month, but on the average over 12 months.

## SEO FRAMEWORK

Use our SEO plugin for better rankings in Search Engines. For search engine research, keywords and content development, we offer hourly rates.

## GOOGLE ANALYTICS AND SEARCH CONSOLE

This is the best way to get Google to notice your website. Google Analytics tracks visitor data while Search Console manages other aspects of your site like your site map, robot.txt file, etc. We set up these accounts for you and connect them to your website. If you would like access, we can connect you to them via your email address used with your Google account.

Includes your sitemap and robot.txt file, although we do not maintain the sitemap file. If you have added additional pages to your website (events, blogs, news, new products, etc, please submit new URLs to add to the list. This is complementary with the Mini, Maxi and Shop packages.

## CONTACT FORMS

Forms are built using Gravity Forms. We don't trust any other plugin to collect your leads, inquires and feedback from your website. Plugin licensing fees included with hosting. All forms include:

- Form on web page to be filled out.
- Email notification upon the form being submitted (we cannot guarantee this 100% so it is important to login to WordPress to check ENTRIES on a regular basis).
- Entry stored in WordPress, tracks all of the fields entered, date. Can be exported into a CSV file.
- It is recommended online forms be tested monthly as technologies can break with updates and conflicts. Just fill out your form to make sure it arrives in your inbox!

Additional contact forms are \$50/year to cover routine testing and updates.

## DONATION FORMS

Donation forms are built using Gravity Forms and use a plugin to connect to an online payment gateway such as PayPal or Authorize.net, which is also included with hosting fees. The additional plug-ins needed often have an annual subscription cost and this is included with your hosting package. SSL is mandatory for online donation forms.

Additional donation forms are \$100/year to cover routine testing and updates.

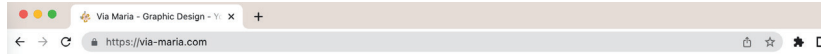
## GDPR COMPLIANCE AND PRIVACY POLICY

GDPR compliance is required by the EU, so for international websites to reach most of Europe, this is an important feature to include. A pop-up window at the bottom of your homepage will require the web visitor to acknowledge that cookies are used on the website. (Little files that may be placed on the users computer to help with better browsing).

A privacy policy is also important these days for compliance, as it notifies the user of how their personal browsing data is being collected. If you are using Google Analytics, this is mandatory. Also, if you are collecting email addresses from your online forms, mandatory, and your intent must be mentioned in this policy. The content of a privacy policy is your responsibility, and using the advice of an attorney can be helpful. A template will be provided for you to fill out before it is posted on the website. There is no blanket privacy policy page, as each website is unique.

## FAVICON

This is the little icon that you see in your browser bar that may be your logo or simpler variation of it. We will use your logo to generate the artwork and upload it to your website. For best results, please supply a vector image of your logo. (The little flower below is a favicon.)



## WORDPRESS MANAGEMENT

We manage the important things for you. Each quarter we log in to your WordPress admin and website to make sure everything looks good. We update your theme, your plug-ins and check that things are working. We check your site for spam, security issues, working back-ups and additional updates. We alert you to any plugins or themes that may no longer be working properly and help you to find alternative solutions. This does NOT include testing forms or shopping carts. We know that technology is constantly evolving, so by maintaining all of our clients' sites, we are ahead of the curve before things break. This is only a check-up and does NOT include fixing old codes, updates that break or any technology issues that may arise. Any site fixes are billed at \$65/hour or may be included if you have the WordPress Support plan.

## WORDPRESS SUPPORT

This package is great for anyone actively using and updating their website who is nervous about all the crazy things that can go wrong. And they do! Every time a plug-in or a theme is updated, or even WordPress itself, there is potential for conflicts and breakage. This is a little guarantee that you are covered without any extra expenses, as long as you don't alter the theme or add additional plug-ins to the site. Each plugin comes from a unique developer that is contributing to the overall usability of WordPress, which means that plug-ins can conflict with each other, breaking a page, or even the entire website.

We have created a wonderful environment of a time-tested theme and supporting plug-ins that all play well together. As long as you stay within these boundaries, our package will cover all the bumps in the road. We fix what breaks during updates. We fix things that break due to server updates. We routinely check that WordPress is sending out email notifications. We test your forms.

Things NOT covered: plugins or themes that become obsolete and outdated and have to be replaced, server glitches and downtime (covered by LiquidWeb instead), search engine optimization, updating site maps. This support package is not available to clients who have FTP access to their files. Due to the nature of email, we cannot guarantee that your web site will send and deliver 100% of your email notifications to your inbox.

## SHOPPING

Our ecommerce packages are built using Woo Commerce, using PayPal or authorize.net as online gateways. SSL is required and is included with this hosting package. Your shopping package includes cart plug-in updates and required database updates. This package also includes all of the MAXI hosting package benefits.

## ONLINE COURSES

Offer your own courses, either mini-courses or signature multi-week programs using our LMS WordPress plugins. (Hosting does not include license fees, which are billed annually.) Courses can be exciting to offer, and we can help you learn about maintaining your courses, building additional courses, and uploading files such as workbooks, videos and other course assets. This requires the Shop/Courses hosting package.

## Compare!

### AFFORDABLE WEB HOSTING PACKAGES

#### HOSTING WITH GODADDY

Business WordPress hosting package is \$143/88 the first year but renews at **\$203.88/year**. They offer a free SSL but you have to install it yourself or pay them.

This still doesn't include many of the features we offer because we feel they are important to have on your website for security, Google optimization and overall branding.

#### HOSTING WITH SQUARESPACE

Personal WordPress hosting package is **\$276/year**. Which is just the basics. And if you ever want to find a new host, you will lose your website. You are locked in with them.

Do-it-yourself has never been easier with WordPress. Ask about our DIY packages available with hosting packages. All packages include support and guidance on your projects, softening the learning curve.

### OTHER WEB HOSTING COMPANIES DON'T *care* LIKE WE *care*

#### THEIR PACKAGES **DO NOT** INCLUDE:

- Google Analytics or Search Console setup, needed for good Search Engine Optimization.
- SEO framework, site map, SEO best practices for better Google rankings.
- A professional WordPress theme guaranteed not to be obsolete in a few years.
- Gravity Forms, the most trusted online form plug-in for online forms, donations and leads.
- A combination of plug-in's installed for you that are guaranteed to work well together and cover all of your web basics, including backups, security and an ideal admin working environment.
- Personalized favicon for branding your website in visitors' browsers.
- Basic web standards such as a privacy policy and GDPR announcement.
- WordPress management, assisting with updates and fixing things that go down.
- Help fixing codes that break when server technology gets updated.
- The option for somebody who knows what they are doing and cares about your website to keep a human eye on all the things that keep your website working optimally.

THE MAXI PLAN IS THE BEST DEAL: HOSTING, SSL, SUPPORT, SEO, BEST WEB STANDARDS, BRANDING, TRUSTED CONTACT FORMS



## EmailCare

### EMAIL PACKAGES

Our email packages are offered with Liquid Web (*formerly CloudSites with Rackspace*), located in Phoenix, AZ. They offer 24-7 support and are an excellent hosting service provider.

Email accounts are managed and supported by Via Maria. LiquidWeb will not accept support calls from Via Maria clients. While we may not be able to help 24-7, our team expedites all support requests and we understand the urgency of having working email. There may be random server glitches and downtimes that are out of our control, and in those cases we remain in contact with you about the progress. Supporting email accounts is always the number one priority for us.

EmailCare packages are billed annually. Early cancellations are not pro-rated nor refunded.

A 30-day advance notice is required to cancel a hosting account. An invoice will be emailed as a reminder and will be due by the hosting renewal date.

#### EMAIL ADDRESS \$60/YEAR

25GB hosting space

First 10 minutes of support are free, billed \$75/hour thereafter

Includes 1 alias email address

Send limit: 10,000/day

Receive limit: 400/10 minutes

50MB message size limit

May not be used for sending bulk emails

#### EMAIL ALTERNATIVES PRICE VARIES

Email service is also available using Google, which functions just like Gmail, but uses your customized domain name. These generally run \$60/year and are supported by Google.

Emails may also be available through your domain registrar (like GoDaddy) as part of your domain package. Inquire with your selected vendor for rates.