



## THE WORKING DESIGN

# › **WEBSITE UPDATE AND SECURITY SUBSCRIPTION PACKAGE**

Making sure your website is  
up to date, secure and working 24/7/365

### OTHER SERVICES

- › ONGOING HELP
- › EMERGENCY TROUBLESHOOTING

**“If you aren’t running the very latest version of WordPress then the chances are you are running a version with multiple known vulnerabilities — bugs that criminals can use to gain a foothold on your system.”**

Mark Stockley, [nakedsecurity.com](http://nakedsecurity.com) SEPTEMBER 27, 2013

**Websites are elegant, beautiful and complex systems.**

They perform an amazing array of functions and provide you and your business with big scope and capacity to get things done.

As you know, building your site was an engaging job involving a number of dedicated pros from your team, ours and various other suppliers.

**The following offers are aimed at ensuring your site keeps doing what it’s supposed to do: work for you trouble-free, 24/7/365.**

Some of the information is technical and a bit involved. Read it over and please contact us if you have questions.

If you want to make use of this extended range of services, we’ll be happy to work with you.

**Send us an email at [ideas@workingdesign.net](mailto:ideas@workingdesign.net) to confirm your interest and what kind of arrangements you’d like to make.**

You may have staff in house or other suppliers who can take care of all this for you. That’s good! While we welcome the opportunity to continue working with you, the most important thing is that your site and security are updated.

THE WORKING DESIGN TEAM :

**Kris Klaasen, Elaine Littmann and Giorgio Riccardi**

## OUR ANNUAL SUBSCRIPTION OFFER

### Website Security and Update Subscription Package

Our subscription package is designed to keep your WordPress website working trouble-free 24/7/365.

Regular upgrades plus maintenance and tight security measures go a long way towards ensuring that your website stays as strong and functional as when it was launched.

Your subscription to the Website Security and Update Package guarantees that your site will be up to the latest industry standards and best practices.

The protection it offers is focused on the Wordpress CMS and on viruses and hacking attacks aimed at it. It doesn't extend to protecting your site from problems with your host or arrangements with other third party suppliers.

# Website Security and Update Subscription Package

This is a one-year subscription service package.

## THE PACKAGE INCLUDES:

- WordPress core theme updates
- Plugin upgrades
- Weekly site back-ups
- Continuous firewall monitoring

## THERE ARE TWO OPTIONS:

### The Six Pack

- updates and upgrades every **two** months

### The Quarterly

- updates and upgrades every **three** months

(SEE THE FAQ SECTION FOR INFORMATION ABOUT SERVICE ONCE, TWICE OR THREE TIMES A YEAR.)

## Why you need it

There are two main benefits for you and your site when you subscribe to our Update and Security Package :

### A Security updates

We upgrade your security several times a year to protect your site from hacking attacks

### B Functionality improvements

We maintain and regularly improve how your site works by implementing WordPress upgrades to ensure optimum performance

## Security Updates

### Your site needs protection. This will help.

Your website was developed with the WordPress Content Management System (CMS), one of the world's fastest growing web software systems. Developed in 2003, it's now used on about 20 per cent of all sites on the internet.

At the same time, hacking and spamming websites is a fully fledged industry aimed at using your site to get everything from your email address contacts to credit card numbers and any other sensitive information that can be found. Hackers also use your website – using sophisticated algorithms – as a channel to other websites you are connected to through external links or email addresses.

All of the sites we have launched or updated in the last year have two Firewall plug-ins designed to give the site the best possible security.

#### [Wordfence](#) and [Better WP Security](#)

WordPress' increased popularity, combined with the number and sophistication of hackers, requires ongoing vigilance and secure versions of the CMS.

Every year, WordPress issues 12 or more updates to ensure both site security and functional improvements. Some of the updates feature minor tweaks while others add new functions.

## Functionality Improvements

### Getting better all the time

WordPress is constantly improving. Its early versions functioned primarily as simple blogging software with limited scope.

Today, WordPress has evolved into a complex CMS with capacity to perform a wide range of functions through stronger core themes, an extended range of plug-ins, widgets and visual editors.

WordPress core theme and plugin updates serve several functions:

- 1 They ensure that all of your existing functionality is maintained. If the site's core theme and plugins aren't regularly updated they will eventually stop working. For example, functions like a slide carousel or the ability to show YouTube videos might stop.
- 2 Plugin updates improve security
- 3 Updates keep your site performing at optimal levels for Google search purposes
- 4 In some instances, they will help your site and some its functions work better.

### Getting the bugs out

WordPress is a complex piece of software using tens of thousands of lines of code. There will always be bugs in code and they need to be fixed. Like housecleaning, it's an ongoing task.

## How the Website Security and Update Subscription Package works:

- **A one-year subscription with an annual renewal offer.**  
We want to stay in touch with you, give you the opportunity to opt-in each year and discuss how your website is working.
- **You can cancel at any time at no charge.**  
We'll refund the unused portion of your subscription.
- **One payment, due when you subscribe.**
- **Updates will take place during** the first week of the months determined by the package you choose.  
We'll let you know when the work has been done.

## How much does it cost?\*

Payment is due when you subscribe.

If you're interested in the package or have any questions call us or send an email.

PHONE 604.731.9485 • EMAIL [ideas@workingdesign.net](mailto:ideas@workingdesign.net)

### THE SIX PACK

6 times a year for a total of \$359 plus tax

We recommend this service for medium to large-size websites

### THE QUARTERLY

4 times a year for a total of \$299 plus tax

This service is recommended for small to medium-size sites.

### \* Your subscription may cost more. Here's why:

While most sites are hosted with reliable and accessible hosting companies, there are exceptions. There may also be anomalies to your hosting set-up and arrangement. This means it takes us more time to do routine work.

If that's the case with your site, your subscription price may be higher than the standard fees listed here. If that's the case, we'll let you know ahead of time.

## TWO OTHER SERVICES **ONGOING HELP & EMERGENCY TROUBLESHOOTING**

**In addition to our comprehensive Subscription Package, we are available to provide you with Ongoing Help and Emergency Troubleshooting when you need them.**

### **1 Ongoing Help**

As you know, websites don't run themselves after they're launched.

Not only do they need to be updated as explained above, but they require attention and revisions of various kinds:

For example:

- new sections, categories or pages
- uploading of new content whether it's text, videos or images
- repair when something has gone wrong or been done incorrectly

Sometimes, you need help in figuring out how to add or change something. Or you've forgotten how a particular function works.

In addition, you might need assistance in dealing with your web host or other third party suppliers like Twitter, YouTube, or Flickr.

We're available to provide **Ongoing Help** help ranging from phone support, to troubleshooting or simply uploading content when you don't have the time or inclination to do it yourself.

## What it costs

**Regular maintenance is billed at our hourly rates.** We have a sliding scale. There's no charge for a five to ten-minute phone call or email exchange. (Although if you did that 10 times a day we'd probably need to work out an arrangement...!)

## 2 Emergency Troubleshooting

Emergencies occur rarely. However, you may need occasional help with a range of issues such as hosting problems, servers going down, domain names expiring and more.

In addition, occasionally we receive warnings via the two Firewall plugins we install on your site about unusual activity. These warnings can arrive at any time during the subscription cycle as well as at any time of day or week. We immediately log in to your site to determine the problem. There's no charge for this work.

However, if urgent action is needed – both during and outside regular business hours – we suggest that you choose between these two options:

- 1 **Preauthorize us to perform the necessary fixes** which will be billed at our regular rates. This will ensure that your website experiences as little time offline as possible.
- 2 **Authorize us to take your site down for a few hours in order to protect it from an attack.** We'll contact you via email (or phone if possible), explain the problem, our proposed solution and the costs involved. We'll await your approval before doing the necessary work.

### What it costs

**Emergencies during regular working hours are billed at our regular rates.**

Call or write us to subscribe or for more information.

604.731.9485 / [ideas@workingdesign.net](mailto:ideas@workingdesign.net)



## FAQs

### **I don't have my own resources. What might happen if I don't use the Working Design service?"**

Things might be fine for a while. Eventually, however, your site will need to be updated with the latest WordPress theme and plugin upgrades. Without them, your site will stop working properly and, eventually, stop working at all.

It's also possible that your site will not get hacked. So, you may want to take a chance and not update your security on a regular basis. We don't recommend that but the choice is yours.

Also, our update and security package is not an exclusive service. There are other suppliers who can do this work.

### **Will my website be completely safe and secure from any hacking attack?**

No. Our update and security service package offers the latest security measures available. But, it's impossible to guarantee that a site will stay safe.

We'd like to note that In the three years we've been offering our subscription service, none of the sites we've maintained have been hacked.

### **If my website goes down, is the cost to restore it included in the Subscription Service costs?**

No. The package covers WordPress core theme and plugin updates plus our monitoring of the Firewall plugin reports about your site. However, our regular back-up service ensures the site will be restored to its most recent state.

### **What if I only want my site updated once, twice or three times a year? Can you do that for me?**

Yes, we can. But we can't offer you a set price. Since we won't be monitoring your Firewall reports or providing regular updates it's possible that there may be problems on the site that require more time to address than if regular updates and upgrades are done.

It's also possible that everything is working well and that we can provide a regular update and upgrade at the same rates offered in The Quarterly package.



**The Firewall plugins send email notification if there is unusual activity on my site. May I receive those notifications?**

If you subscribed to the Update and Security Package we will manage the notifications. Only Wordfence offers double notification and we can include you on those.

If you have not subscribed to the Update and Security Package, all notifications will be sent directly to your email address.

**If I don't purchase or have the Website Update and Security Subscription Service and my site gets hacked, will you be able to restore it upon request?**

We hope so. It depends on a lot of different factors ranging from what problems the hack caused to how stable the site was before it got hacked. It will help a lot if you have maintained regular back-ups of your site. That way it will be easier to restore it to the latest version.

**One of our employees changed the firewall security settings and now the website is down, can you restore it?**

Yes. We can restore it to the latest backed-up version

**I installed an extra security plugin suggested on a forum and now the website is down. Can you restore it?**

Yes. We can restore it to the latest backed-up version

### Some articles about updates, security and hacking

Here are three good explanations of why it's desirable to upgrade WordPress and Plugins:

Why You Should Have the Latest Version of WordPress

<http://premium.wpmudev.org/blog/update-wordpress/>

How to protect your site from being attacked:

<http://nakedsecurity.sophos.com/2013/09/27/how-to-avoid-being-one-of-the-73-of-wordpress-sites-vulnerable-to-attack/>

Why should I keep WordPress up to date?

<http://76design.com/keep-wordpress-up-to-date/>

And here's an article about a large-scale attack on WordPress sites:

<http://tcrn.ch/1feuo8>

**If you want to subscribe to the Website Update and Security Subscription Package, call or email us today.**

**604.731.9485**

**[ideas@workingdesign.net](mailto:ideas@workingdesign.net)**