

Diversified Tech Solutions

Avery Parker, Principal · WordPress Maintenance & Care Plans

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Why a Maintenance Plan

A WordPress site is never finished. Core, plugins, and themes ship security patches on an unpredictable cadence — sometimes two in a single week — and an unpatched site is an open door. This plan keeps your site current, tested, and backed up, with a named engineer (Avery) on the line instead of a ticket queue. Rates reflect East Tennessee cost of living while remaining competitive with national freelance and small-agency pricing.

Package Pricing

	Essential	Standard	Premium
Monthly	\$149	\$249	\$399
Annual (10% off, paid upfront)	\$1,608 / yr	\$2,688 / yr	\$4,308 / yr
Effective monthly (annual)	\$134	\$224	\$359
Best for	Simple brochure sites	Active business sites	WooCommerce / custom code

Annual billing locks the rate for twelve months. Monthly billing is month-to-month with thirty days' notice to cancel. A one-time setup fee may apply for staging configuration on new sites. Hosting with Diversified Tech Solutions is optional; hosted clients receive \$20/month off these Care Plan rates.

Features by Package

Feature	Essential	Standard	Premium
Core, plugin & theme updates	Yes	Yes	Yes
Automated daily backups	Yes	Yes	Yes
Uptime monitoring	Yes	Yes	Yes
Security scanning	Basic	Advanced	Advanced + malware cleanup
Staging environment	Lightweight (subdomain)	Full clone	Full clone + restore testing
Security patch SLA	Within 48 hours	Within 24 hours	Within 12 hours
Included support hours	1 hr / mo	3 hrs / mo	6 hrs / mo
Performance / speed checks	—	Monthly	Monthly + Core Web Vitals
Malware cleanup	At cost	Included (1 incident / yr)	Included (unlimited)
Priority support channel	Email	Email + chat	Phone + chat + email
Monthly report	Basic	Detailed	Detailed + recommendations
SSL / domain monitoring	—	Yes	Yes
After-hours emergency response	—	Best effort	Guaranteed

Service Agreement Levels

Each package carries a defined service level so expectations are explicit. The SLA is the contract language that keeps the plan defensible when WordPress ships multiple security patches in a single week — the cadence, not the calendar, drives the work.

Term	Essential	Standard	Premium
Security update window	48 hours from release	24 hours from release	12 hours from release
Staging before deploy	Required	Required	Required + restore test
Response time (business hrs)	1 business day	4 hours	1 hour
Response time (after hours)	Next business day	Best effort	Guaranteed, 4 hours
Uptime target	99.5%	99.9%	99.9%
Backup retention	30 days	60 days	90 days
Included change hours	1 hr/mo (rollover 1 mo)	3 hrs/mo (rollover 2 mo)	6 hrs/mo (rollover 3 mo)
Overage rate	\$75 / hr	\$65 / hr	\$55 / hr
Notice to cancel	30 days	30 days	60 days
Contract term	Month-to-month	Month-to-month or annual	Annual preferred
Liability cap	1 month's fee	2 months' fee	3 months' fee

What's Included & How It Works

- **Tooling is absorbed.** ManageWP or MainWP, backups, and uptime monitoring are included in the package price — no separate line items.
- **Staging is non-negotiable.** Every update is tested on a staging environment before it reaches production.
- **You talk to Avery.** This is a principal-led practice, not a rotating helpdesk. Scheduled work is booked; incidents jump the queue.
- **Overage hours** beyond the included allotment are billed at the package rate and require your approval before work begins.
- **Custom or WooCommerce sites** may require the Premium tier or a custom quote — we'll tell you which on the first call.
- **Hosted-with-us discount.** Sites on Diversified Tech Solutions hosting receive \$20/month off Essential (\$129), Standard (\$229), and Premium (\$379).
- **Annual billing** is invoiced upfront; monthly billing is invoiced on the first of each month.

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