

CARE & IMPROVEMENTS

Keep websites healthy.

Keep changes moving.

For supported WordPress brochure websites. Routine onboarding and standard care tooling are included. The first month costs the same as the monthly plan.

OFFER	PRICE USD	INCLUDED STARTING SCOPE
Single-site care	\$50/mo	One healthy, supported WordPress brochure site.
Five-site care	\$200/mo	Routine care for up to 5 eligible sites; additional sites \$40/month each.
Five sites + 10 change hours	\$450/mo	\$200 routine care + 10 pooled hours at \$25/hour.
Ten sites + 20 change hours	\$900/mo	\$400 routine care + 20 pooled hours at \$25/hour.

A plan that can start small

Single-site care is \$50/month. A portfolio of up to 5 sites is \$200/month; additional eligible sites are \$40 each. Ecommerce, memberships and multisite need a tailored care scope.

What counts as a change

Content updates, small layout changes and fixes within existing functionality. We estimate and schedule each request. Larger new features receive an approved project quote or shared-hours estimate.

Changes at \$25/hour

Pooled edit hours cost \$25/hour and include coordination and checks. Five-site care + 10 hours = \$200 + \$250 = \$450/month. A 20-site / 40-hour portfolio is \$1,800/month.

A healthy starting point

We check access, supported plugins/themes and known faults before accepting the site. Routine setup is included. Pre-existing malware, broken features and major technical debt receive a separate repair scope first.

No duplicate charges

Routine care, our error corrections and the included rollback/restore work do not use change hours. Standard care tools are included; hosting, domains and the site's own premium licenses remain your costs.

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Actual care. *Defined responsibilities.*

These are the standard operational inclusions for an accepted site. Access, backup destination and the named care owner are recorded at onboarding.

Daily backups

Daily site/database backups with 30-day retention, up to 5 GB of live site data per site. Standard backup tooling and storage for that allowance are included. Larger data volumes receive a stated storage scope before acceptance.

Monitoring and scans

Automated uptime monitoring and scheduled security scans, with alerts reviewed during covered business hours. Tools run automatically; this is not a 24/7 staffed response desk.

Response and reporting

First human acknowledgement within one India business day, Monday-Friday excluding public holidays. Resolution timing follows triage. Monthly summary of updates, backups, alerts and requested changes.

Updates and safe rollback

Scheduled monthly core/theme/plugin updates with a backup and key-page/form checks. Review urgent security updates during covered business hours. Rollback and correction for a failed update we perform are included.

Restoration

One requested restore per site/month from an available retained backup, plus rollback for our updates. Confirm the restore point before replacing live content. New malware removal or root-cause development is separately scoped.

Supported scope

A brochure site with supported software and working admin/hosting access. Agree maintenance windows and any host restrictions before payment. Unsupported systems and specialised availability requirements need a different plan.

Know what happens when something breaks

We investigate the alert, communicate the impact and use the included rollback/restore scope where appropriate. If a new issue needs development beyond care, you receive the proposed work and price before it starts.

The care schedule, backup allowance and response arrangement are confirmed in the service proposal. Hosting-provider outages and third-party security incidents are not guarantees we can eliminate.

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A clear monthly allowance.

A straightforward exit.

Your account manager keeps routine care and requested changes visible. You retain ownership of your websites and hosting accounts.

Billing and cancellation

Monthly in advance. Email your account manager or sales@pixelcrayons.com before the next billing date to cancel; we confirm receipt. The paid month continues. No multi-month minimum.

Scheduling and extra work

Your agency ranks changes and we agree dates. Routine care retains its schedule. Extra approved hours cost \$25 each. Work already covered by a separate project or retainer is not deducted again.

Errors and ownership

Corrections to our agreed scope are included, without using paid change hours or review rounds. New requirements receive a price and your approval before work begins. NDA and client-protection terms apply. Your agency controls access and end-client communication.

Change-hour rollover

Up to 50% of the base change allowance carries into the following active month: 5 / 10 / 20 hours on the 10 / 20 / 40-hour plans. Oldest first; then expiry. On downgrade the cap uses the smaller allowance. No cash redemption.

When delivery is delayed

Provider-undelivered care or capacity is not unused customer time. Agree completion or a credit/refund for the undelivered portion. If your inputs delay a request, agree a revised schedule.

When you leave

Handover includes current status, access responsibilities and an export of available backups before service ends. Ongoing provider-owned care tools stop at exit; your site and hosting remain yours. Replacement tooling is your choice.

Example: five sites and ongoing edits

\$450 in month one and each active month after that: \$200 care plus 10 hours of changes. If 7 change hours are unused, 5 carry into the next active month. There is no setup fee or extra management charge.

We agree the remaining deliverables and any undelivered-value refund before closing an engagement. Care is optional after a website build; included post-launch defect corrections do not require a care plan.