



XMARX WEBSITE CARE

Professional management for your WordPress website

Helping keep your website current, reliable and aligned
with current industry best practices.

xmarx.com.au

WHY WEBSITE CARE?

A modern website is no longer something that can simply be built and forgotten.

WordPress, themes, plugins and hosting environments continue to evolve throughout the life of every website. Software updates are released regularly, new vulnerabilities are identified, compatibility requirements change and technology continues to advance.

Recent cyber security advice from the Australian Signals Directorate's Australian Cyber Security Centre (ASD's ACSC) highlights the growing number of attacks targeting website software and reinforces the importance of proactive website management to help mitigate operational and security risks.

Xmarx Website Care (Website Care) was developed to help manage these ongoing changes, keeping your website current, reliable and aligned with current industry best practices while helping to mitigate operational and security risks.

WEBSITE CARE & HOSTING

Website Care and Website Hosting are two separate services.

Website Care focuses on the ongoing management of your WordPress website.

Website Hosting provides the infrastructure that allows your website to operate online.

Some clients choose both services through Xmarx, while others host their website with another provider.

Regardless of where your website is hosted, Website Care continues to provide professional management within the level of access available.

Activities delivered as part of Website Care may vary depending on your website, its functionality, hosting environment and the level of access available to Xmarx.

WHAT WEBSITE CARE COVERS

Website Care is a managed service delivered using professional judgement rather than a fixed checklist of scheduled tasks.

Activities performed will vary depending on your website, its software, hosting environment and any emerging technical requirements.

Typical activities include:

PLATFORM MANAGEMENT

- ✓ WordPress core management
- ✓ Theme management
- ✓ Plugin management
- ✓ Platform housekeeping
- ✓ Compatibility reviews
- ✓ Review of unnecessary or outdated software

WEBSITE HEALTH

- ✓ Website health reviews
- ✓ Website availability (uptime) monitoring
- ✓ Verification of available backups
- ✓ General performance reviews
- ✓ Investigation of reported issues
- ✓ Database housekeeping where appropriate

RISK & RESILIENCE

- ✓ Vulnerability monitoring and review
- ✓ Assessment of significant software vulnerabilities
- ✓ Appropriate response to significant software vulnerabilities
- ✓ Website hardening measures
- ✓ Security configuration reviews
- ✓ Administrative access reviews

ONGOING MANAGEMENT

- ✓ Professional advice
- ✓ Best-practice recommendations
- ✓ Minor issue investigation
- ✓ Technology recommendations
- ✓ General website guidance

SERVICE BOUNDARIES

Website Care is designed to proactively manage your website and help mitigate operational and security risks through professional management and current industry best practices.

While every reasonable effort is made to maintain the health and reliability of your website, no website can ever be guaranteed to be completely secure, continuously available or free from faults due to the evolving nature of software, hosting infrastructure and third-party services.

Website Care does not include or guarantee:

- ✓ Continuous website availability or uninterrupted uptime
- ✓ Protection against every cyber security threat or malicious attack
- ✓ Performance or availability of third-party hosting providers
- ✓ Compatibility of third-party software following vendor updates
- ✓ Availability of external services or APIs
- ✓ Recovery from catastrophic events outside the control of Xmarx
- ✓ Major website redevelopment
- ✓ New functionality or feature development
- ✓ Significant content updates

Where work falls outside the normal scope of Website Care, recommendations and a separate quotation will be provided before additional work proceeds.



THE XMARX DIFFERENCE

Website Care is built around professional judgement, not automated checklists.

Every website is different, and every client has different requirements. Rather than applying the same approach to every website, Xmarx assesses each website individually to determine the most appropriate management activities based on its complexity, functionality and hosting environment.

As a boutique studio, you'll work directly with the person who designed, developed and understands your website. That means practical advice, consistent support and a proactive approach tailored to your website and your business.

OUR PHILOSOPHY

A website's true value isn't measured by the day it launches, but by how well it continues to serve the people who rely on it. Website Care exists to help ensure that value continues long into the future.

Technology never stands still, and neither do we. As software evolves, new vulnerabilities emerge and digital expectations change, our role is to proactively manage your website, help mitigate operational and security risks, and ensure it continues to support your organisation as intended.

Website Care is an extension of our commitment to every client. We build with purpose, manage with care and believe in long-term partnerships that give you the confidence to focus on your business while Xmarx focuses on your website.

Helping your website evolve with confidence for years to come.

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Disclaimer

Xmarx Website Care is a **managed website service**. Activities performed will vary depending on your website, its functionality, hosting environment, available access permissions and emerging technical requirements.



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