

Service Plans 2023



Your website, only better.

Our mission is to consistently improve our clients' websites each and every year.

From performance and security to accessibility and compatibility, our service plans cover your website needs from end-to-end.

Here are some examples of the website management services Tenrec will be providing in 2023:

- Managed hosting of your development, production and staging WordPress websites
- All updates to the WordPress platform software
- All updates to your WordPress plug-in software
- Testing and quality assurance for all software updates
- 24/7 site monitoring
- Instructional videos covering critical website tasks for your marketing team
- Website spell checks, broken link reports, accessibility audits, security and performance reviews
- Live support services by chat, phone, email or Slack®

When it comes to managing your business website, Tenrec has the right tools for the job.

Our service plans are much more than a simple checklist of tasks. They embody our ongoing commitment to maintain, optimize, secure, extend and otherwise improve your website. As part of that commitment, we have assembled an industry-leading toolbox of third party applications and custom software to help you achieve your goals.



Introduction to Service Plans

We provide three different types of service plans for organizations seeking a better way to manage and maintain their websites.

Our first level of plan is the Essential Service Plan (ESP).

Like its name indicates, the ESP provides the essentials for website updates, monitoring and management. This plan is a great fit for any organization that knows what it needs and wants to lead the website management process.

Our second level of plan is the Site Service Plan (SSP).

This plan is designed for those organizations that want a proactive team managing their website resources. The SSP includes more hands-on services and more direction from Tenrec’s team of web professionals.

Our highest level plan is our Total Service Plan (TSP). The TSP includes a complete package of website management services and is designed for organizations that need a dedicated team looking after their website(s). The TSP is a great alternative for organizations that otherwise would need to hire a full-time or part-time resource to keep up with their website management needs.

A full description of each plan can be found later in this brochure.



Website Tiers

Because there is a big difference between managing a small site versus a large site, we organize our plans around four tiers. These tiers correspond to different website sizes. The metric we use to determine that size is page count.

Our website tiers are broken down as follows	
Tier 1	Sites with fewer than 500 pages
Tier 2	Sites with 500 to 2,000 pages
Tier 3	Sites with 2,001 to 5,000 pages
Tier 4	Sites with more than 5,000 pages

Plan Duration

Our plan year begins on January 1 and ends on December 31. For clients joining us after January 1, we prorate the service plan based on month. For example, a client starting a service plan in July will pay 50% of the plan cost and will receive six months of site management services.

Changing Plans

If you need to change plans at any point during the calendar year, just give us a call and we’ll make the necessary adjustments to get you on a new plan right away.

Site Audit and Onboarding

Each site we manage or otherwise work on undergoes a thorough evaluation process prior to its migration to Tenrec's hosting environment. This evaluation, or audit, is critical for determining the site's baseline performance across all key metrics and for identifying any security gaps, performance issues or other pressing issues. Our audit and onboarding process includes:

WordPress Configuration

- Evaluate WordPress implementation
- Inventory and evaluate site plug-ins
- Check for old theme files and data

Performance Testing

- Check image compression routines
- Measure Core Web Vitals
- Review HTTP requests
- Document any page loading blocks

Code Review

- Review PHP theme files
- Evaluate custom posts and ACF architecture
- Evaluate HTML/CSS/JS components
- Document any console errors
- Check use of structured data

Security Tests

- Review content security headers
- Perform penetration test
- Review website email DMARC and delivery

WCAG compliance review

- Perform accessibility review
- Create compliance recommendations

Design review

- Review design for consistency
- Test site's breakpoints and responsive behavior
- Check icon set, note missing icon sizes
- Check image types, size and compression

Social

- Test Open Graph and twitter-card meta data
- Test page sharing page tools
- Check links to social channels
- Check links to individual social profiles
- Check feeds from social channels

SEO and Search ranking review

- Review on-page optimization
 - Analysis of url structure
 - Title tag length and keyword usage
 - Page heading hierarchy
 - Heading keyword usage
 - Meta description analysis
 - Review of alt tags in images
 - Internal linking
 - Page content quality
 - Use of canonicals
- Measure inbound links + referring domains
- Create ranking keywords report
- Confirm use of canonical declarations
- Check for duplicate content errors
- Compare performance with up to 3 competitor websites

Other Site Audit Items

- Review Google, Bing and Facebook Business Listings
- Review Google, Bing and Apple Maps listings
- Social integration, share page tools/scripts
- Evaluate configuration of Google Analytics, Search Console and Tag Manager

Contact us for pricing

Call us at 888.983.6732
or email us at info@tenrec.com



Essential Service Plan

Managed Hosting

- Hosting of production and staging sites
- Setup and maintain integration with Cloudflare GES (WAF+CDN)
- Perform 24x7 site monitoring
- Setup and manage SSL/TLS certificate

Software and Software Updates

- WP core updates
- WP plug-in updates
- Custom PDF generator
- Premium WP plugins
 - Gravity Forms Elite®
 - Relevanssi Premium®
 - Elementor Pro®
 - Advanced Custom Fields Pro®
 - Yoast Premium®

Consulting

- Annual site review and goal setting meeting
- Build and maintain recommendations

Security

- Perform site penetration testing once each year

Training / Documentation

- 2 site admin training sessions per year
- Create and host 3 site admin training videos

Resource Management

- Hosting and licensing of Web fonts used on your website(s)
- Monitor and maintain premium plug-in licenses

Design

- Create a set of design recommendations (annually)

Accessibility

- Perform annual WCAG compliance review
- Provide recommendations for maintaining and improving your WCAG compliance level

Performance

- Annual site performance analysis report including basic recommendations

Traffic Generation / SEO

- Provide an annual site traffic and SEO audit and list of recommendations for improving site traffic (i.e. increasing number of visitors and/or improving quality of visitors)

Reporting / Site Analytics

- Setup and maintain Google Analytics, Tag Manager, Search Console
- Create and update Google Data Studio site traffic dashboard



Site Service Plan

Managed Hosting

- Hosting of production and staging sites
- Setup and maintain integration with Cloudflare GES (WAF+CDN)
- Perform 24x7 site monitoring
- Setup and manage SSL/TLS certificate
- Monitor and manage domains

Software and Software Updates

- WP core updates
- WP plug-in updates
- 12 hours per year toward fixing issues caused by software updates
- Custom PDF generator
- Premium WP plugins
 - Gravity Forms Elite®
 - Relevanssi Premium®
 - Elementor Pro®
 - Advanced Custom Fields Pro®
 - Yoast Premium®
- aHrefs® site traffic, keyword monitoring

Compliance (data privacy)

- Cookie policy update
- Conduct annual compliance review
- Maintain cookie preference manager
- Maintain cookie classification

Consulting

- Annual site review and goal setting meeting
- Document and track recommendations

Security

- Perform site penetration testing 2 times per year
- Setup and maintain content security headers
- Mitigate site attacks

Training / Documentation

- Up to 4 site admin training sessions per year
- Create and host up to 5 admin training videos
- Update site functional documentation throughout the year

Resource Management

- Hosting and licensing of Web fonts used on your website(s)
- Monitor and maintain premium plug-in licenses
- Record and track rights managed media licenses

Design

- Create a set of design recommendations (annually)
- Up to 6 hours of creative design work for a new landing page
- Up to 6 hours of creative design work for a home page revision

Accessibility

- Perform annual WCAG compliance review
- Provide recommendations for maintaining and improving your WCAG compliance level
- Maintain ADA/WCAG 2.1 Level A compliance

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Site Service Plan

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Performance

- Quarterly site performance analysis report
- Detailed recommendations for performance improvement

Traffic Generation / SEO

- Provide an annual SEO audit and list of recommendations for improving site traffic (i.e. increasing number of visitors and/or improving quality of visitors)
- Provide an annual site traffic report on up to 5 competitor websites including their ranking keywords
- Optimize 5 pages per quarter
- Provide quarterly reports on site traffic improvements
- Monitor and update Google Business Listings

Reporting / Site Analytics

- Setup and maintain Google Analytics, Tag Manager, Search Console
- Maintain and integrate list of internal/excepted IP addresses
- Create and update custom Google Data Studio reports
 - Site traffic dashboard
 - Link and spell check
 - SEO performance
 - Two custom reports

Systems Integration

- Monitor and maintain 1 integration with a third party system or data source



Total Service Plan

Managed Hosting

- Hosting of production and staging sites
- Setup and maintain integration with Cloudflare GES (WAF+CDN)
- Perform 24x7 site monitoring
- Setup and manage SSL/TLS certificate
- Monitor and manage domains
- Disaster Recovery Plan

Software

- WP core updates
- WP plug-in updates
- Up to 24 hours per year toward fixing issues caused by software updates
- Custom PDF generator
- Premium WP plugins
 - Gravity Forms Elite®
 - Relevanssi Premium®
 - Elementor Pro®
 - Advanced Custom Fields Pro®
 - Yoast Premium®
 - aHrefs® site traffic, keyword monitoring

Compliance (data privacy)

- Cookie policy update
- Conduct annual compliance review
- Maintain cookie preference manager

Consulting

- Annual site review and goal setting meeting
- Document and track recommendations

Security

- Perform site penetration testing 2 times each year
- Setup and maintain content security headers
- Mitigate site attacks
- Perform annual audit of site admin accounts and password strength

Training / Documentation

- Up to 8 site admin training sessions per year
- Create and host up to 10 admin training videos
- Update site functional documentation throughout the year

Resource Management

- Hosting and licensing of Web fonts used on your website(s)
- Monitor and maintain premium plug-in licenses
- Record and track rights managed media licenses

Design

- Create a set of design recommendations (annually)
- Up to 12 hours of creative design work for a new landing page
- Up to 12 hours of creative design work for a home page revision

Accessibility

- Perform annual WCAG compliance review
- Provide recommendations for maintaining and improving your WCAG compliance level
- Maintain ADA/WCAG 2.1 Level AA compliance

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Total Service Plan (Continued)

Performance

- Quarterly site performance analysis report
- Detailed recommendations for performance improvement

Traffic Generation / SEO

- Provide an annual SEO audit and list of recommendations for improving site traffic (i.e. increasing number of visitors and/or improving quality of visitors)
- Provide an annual site traffic report on up to 10 competitor websites including their ranking keywords
- Optimize 10 pages per quarter
- Provide quarterly reports on site traffic improvements
- Monitor and update Google Business Listings
- Monitor and update Bing Business Listings
- Build 2 landing pages per year

Reporting / Site Analytics

- Setup and maintain Google Analytics, Tag Manager, Search Console
- Maintain and integrate list of internal/excepted IP addresses
- Create and update custom Google Data Studio reports
 - Site traffic dashboard
 - Link and spell check
 - SEO performance
 - Social media traffic
 - Four custom reports

Systems Integration

- Monitor and maintain 1 integration with a third party system or data source

Email Authentication

- Assist in DMARC set up and integration of SocketLabs for email deliverability

Have questions about our service plans?

Call us at [888.983.6732](tel:888.983.6732) or email us at info@tenrec.com for more information on our plans, pricing, and available discounts.



Other Products & Services

The following products and services are available on an a la carte basis. Please contact us for more details about these offerings.

Traffic Generation

Monthly or quarterly search engine optimization and other traffic building programs customized to your business.

Site Testing Program

Automated testing of your site's pages and functions. Tenrec will create scripted programs to test your site and alert you if any critical site function stops working.

A/B & Multivariate Testing

A program for testing content and design variations across one or more of your site's pages. This program will increase the effectiveness of key pages on your site.

Email Marketing & Communications Management

Tenrec can design, build and manage email marketing campaigns and subscriber lists for your organization.

Experience Manager

Tenrec's Experience Manager allows you to manage, track, report on and collaborate on your firm's prior experience data and descriptions. The tool connects to your website so experience data can be published instantly.

Tenrec Hosting Details

Tenrec provides its clients with top-tier managed hosting services. We have built our hosting environments from the ground up to deliver best-in-class performance, redundancy and site security.

Hosting with WP Engine

For hosting its WordPress and PHP clients, Tenrec maintains a dedicated server hosted on the WP Engine framework inside Google's cloud hosting infrastructure. This environment has the following specifications:

- Hosted on Google's cloud computing platform with the private global fiber network servicing Google's own servers
- Self-healing: auto-recovery from hardware failures with sub-second data availability
- High availability environment
- Supports high transaction volume
- Cloudflare Global Edge Security (GES), WP Engine's enterprise-grade content delivery network (CDN) and security platform
- Industry-standard Wordfence security and WAF software
- Managed WordPress updates and automated plugin upgrade tools
- End-to-end SSL/TLS encryption
- Threat detection and blocking; intrusion detection and prevention systems (IDS/IPS)
- WordPress specific security permissions and roles limiting the ability for malicious activity by plugins or other exploits
- SSAE-18 certified
- 24/7 site monitoring

