

# SloanOps managed WordPress service draft

Customer information draft | Updated 2026-09-02

*Working operational and sales draft, not legal advice or a final contract.*

## Positioning

SloanOps builds, hosts, monitors, and maintains business websites so clients can focus on their business. Clients own their content and have WordPress Editor access for routine updates; SloanOps retains administrator access and responsibility for the platform.

## Website setup — \$1,000 starting price

The setup fee covers a standard business website launch:

- Discovery call and approved sitemap.
- A responsive WordPress site based on a SloanOps-supported theme and plugin set.
- Up to five core pages: Home, About, Services, Contact, and one additional standard page.
- Contact form, navigation, basic on-page SEO, performance configuration, and launch support.
- DNS/domain cutover coordination when the client provides access.
- One client handoff session covering Editor-level content updates.

The setup fee does not include custom application development, e-commerce configuration, paid plugins or third-party subscriptions, extensive copywriting, custom illustration/photography, migrations with substantial cleanup, or work outside the approved sitemap. Those items are separately quoted before work begins.

## Optional Domain Registration & Management — \$5/month

For one standard domain used with an active SloanOps-hosted site, SloanOps can register the approved name, handle renewal, and manage website DNS. The client remains the domain owner. Availability is not guaranteed, and premium or unusually priced domains require a separate quote. See the domain service draft.

## WordPress site migration — \$250 starting price

The migration price covers moving one standard WordPress website to a SloanOps-supported hosting configuration. It includes the existing site files and database, standard configuration, TLS setup, DNS cutover coordination, and post-launch checks of pages, forms, logins, and supported plugins.

The starting price assumes the existing site is healthy, portable, and uses a standard WordPress installation. WooCommerce, multisite, large media libraries, email-system changes, unsupported or abandoned plugins, malware cleanup, broken-site repair, substantial redesign, and migrations requiring extended downtime or custom infrastructure are separately quoted before work begins.

## Managed WordPress Care Plan — \$100/month

### Included

- Managed hosting and TLS certificate renewal.
- Uptime monitoring and incident notification for a verified outage.
- Scheduled backups and a reasonable restore attempt when an in-scope site issue occurs, **only after the backup and restore process has been implemented and tested.**
- WordPress core, supported theme, and supported plugin updates using the SloanOps maintenance process.
- Basic security and performance monitoring.
- A concise monthly care report: availability, completed maintenance, backup status, and any recommended work.
- Up to **30 minutes of minor site-support work per calendar month**. Unused time does not roll over.

Minor site-support work means a request that can be completed in the existing design and content structure without code, a new integration, a new page layout, or a third-party purchase. Examples: replacing supplied text or an image, correcting a link, changing business hours, updating a service description, or helping a client understand the WordPress Editor.

## Fully Managed WordPress — \$350/month

This plan is for clients who want SloanOps to keep the site technically maintained **and** publish their routine website content. It includes everything in the Managed WordPress Care Plan, plus up to **8 hours of content management per calendar month**. Unused time does not roll over.

### Included content management

- Publish and format client-supplied blog posts, announcements, photos, and other routine updates.
- Update existing pages, business details, service descriptions, links, and images within the current site design.
- Create straightforward pages using the existing approved page layouts.
- Coordinate a monthly content queue and report time used.

The client supplies, or approves, the final text, images, claims, and any required permissions. This plan is intended for ongoing content publishing within the existing site structure - not for unlimited requests or a redesign.

## Not included in the \$350 plan

Copywriting, content strategy, original graphic or photo creation, SEO campaigns, a new page template or design system, custom code, new integrations, e-commerce operations, paid tools, and work beyond 8 hours are separately quoted or billed at **\$125/hour in one-hour increments** after written approval. If SloanOps is expected to plan the content, write it, and create the supporting visuals, provide a custom recurring quote before work begins.

## Client access

Clients receive the WordPress **Editor** role by default. Editors can create and revise posts/pages and manage their own content, but cannot install plugins, change themes, manage users, edit site-wide settings, access payment credentials, or make infrastructure changes. SloanOps keeps administrator access to protect the update, backup, security, and recovery process.

## Requests outside the plan

Work is billable when it changes the website's scope, information architecture, design system, software, integrations, checkout/payment behavior, or exceeds the included support time for the selected plan.

Examples include new pages or page templates, redesigns, forms with new workflows, booking/CRM/email integrations, e-commerce setup or product management, SEO campaigns, analytics/reporting builds, custom code, content writing, plugin purchases, data migrations, and recovery from client-installed unsupported software.

For clearly bounded work, SloanOps provides a fixed quote. For exploratory or ongoing work, use **\$125/hour, billed in one-hour increments**, after written approval. A change that may exceed 30 minutes should be estimated before work begins.

## Support expectations

- Standard requests: acknowledgement within two business days during normal business hours; target completion is agreed per request.
- Verified site outage: Uptime Kuma monitoring is the primary alert path, not customer email. SloanOps prioritizes investigation during the care plan; third-party provider outages are communicated but are not guaranteed to be resolvable by SloanOps.
- Emergency, after-hours, or out-of-scope recovery work: handled when available and billed separately with approval where practical.

## Launch prerequisite: backups and secret recovery

Do not advertise backup or restore coverage until the operational process is real. The current planned approach uses DigitalOcean-managed database backups and versioned object storage, with manager-Droplet backups as the current recovery layer for Docker Swarm state. Record the backup frequency, retention period, restoration owner, expected recovery time, and test date before moving this benefit from "planned" to "included" on public sales pages or invoices.

At the time of writing, DigitalOcean's regular daily Droplet-backup schedule retains the previous seven days; weekly backups retain four weeks. These are Droplet-level recovery images, not convenient individual-file restore systems. They are not an independent/offsite backup strategy. Confirm the selected backup policy and successfully test a restore for each client before representing the service as backup coverage.

## Simple request decision rule

1. Does it fit the existing site and take no more than the included time on the selected plan? It uses that plan's monthly support time.
2. Is it a clear, finite improvement? SloanOps quotes a fixed price.
3. Is the scope unclear or likely to evolve? SloanOps bills hourly after approval.

## Billing

- Invoice Ninja is the source of record for setup invoices, recurring care-plan invoices, payments, and profit-and-loss tracking.
- Stripe may be used as a payment method through Invoice Ninja or for future store transactions, but it is not the recurring-care-plan system of record.
- The public service pages should direct prospects to a consultation request; do not publish a self-checkout subscription until the final scope, terms, taxes, and cancellation process are approved.

## Client responsibilities and third-party costs

- By default, the client purchases, renews, and retains control of its domain registrar account. If the \$5/month Domain Registration & Management add-on is selected, SloanOps registers, renews, and manages the domain while the client remains its owner.
- The client owns its payment-processor account and all e-commerce payment processing, including Stripe fees, chargebacks, taxes, fulfillment, and product/customer obligations.
- The client pays for all premium plugin, theme, SaaS, stock-media, and other third-party license costs. SloanOps may install supported licenses supplied by the client and includes routine updates for supported software in the care plan.
- The client is responsible for keeping its business information, legal notices, accessibility obligations, product/service claims, and submitted content accurate and authorized for use.