

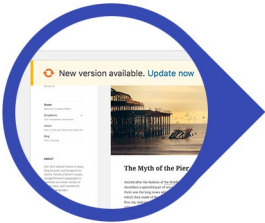


Site Software Optimization Program (SSO)

A contemporary aesthetic and an intuitive content-management system are only two elements required for a fine-tuned website operation. You must also maximize the thematic / search visibility of your site's content—and—the speed / security of your site's platform.

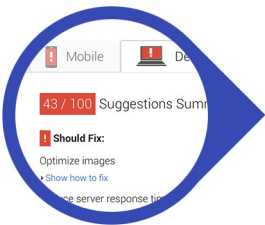
This program addresses the second goal: achieving optimal site security and performance.

By utilizing an incremental process that fuses short-term stabilization / upgrade (1 / 2) with regular long-term monitoring (3), we ensure that your site's software layer and platform “vitals” are all running at peak efficiency. Site volume determines cost. Here are the steps ...



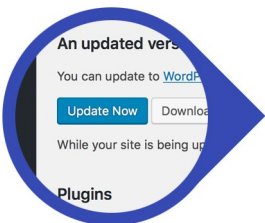
1 . Upgrade ›

- **Audit** → diagnose global state of site software + audit plugin library (deactivate / delete unused)
- **Streamline** → evaluate state of site theme + parent-child protocol (remove unused themes) *
- **Update** → install latest versions of core WP / theme + install add'l plugins, as required
- **Revise** → review / edit any UI and, or, styling irregularities resulting from updates *



2 . Optimize ›

- **Clean** → flush legacy images database clutter, incl. comments + revision cycles (code-limit latter to 6)
- **Repair** → perform diagnostic optimization scan / repair of fragmented database contents
- **Consolidate** → document third-party support services: host, DNS, etc. (streamline as needed) *
- **Speed** → performance-test desktop / mobile views for load efficiency + audit media files



3 . Maintain ›

- **Monitoring + Update / Maintenance Sessions:** ☉ = *quarterly* —or— *bi-annual* →
 - » review + update to latest versions of core WP / plugins
 - » review + analyze current state of site security (host options, SSL, plugin reports, etc.)
 - » ongoing performance-testing + tweaks / edits of site and theme, as required *
 - » ongoing database / site-log diagnostics + db / media file optimization

* services include variable options outside base plan

