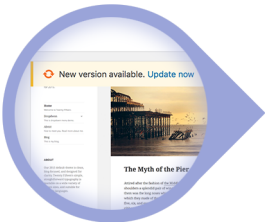




## Site Software Optimization (SSO)

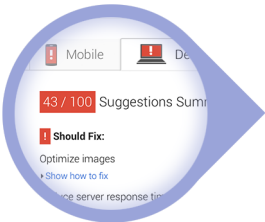
A contemporary aesthetic and an intuitive content-management system are only two elements required for a fine-tuned website operation. You must also maximize the thematic / search visibility of your site's content—and—the speed / security of your site's platform.

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 running at peak efficiency. Site volume determines cost. Here are the steps ...



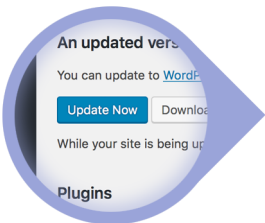
### 1 . Upgrade ...

- **Audit** → diagnose state of site hosting / SSL, site software / plugin library + user admin roles
- **Streamline** → evaluate state of site theme + parent-child protocol (remove unused themes) \*
- **Update** → install latest version of WP core, install add'l plugins (as required) + secure forms
- **Revise** → review / edit any UI and, or, styling irregularities resulting from updates \*



### 2 . Optimize ...

- **Clean** → flush legacy 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 ...

- **Site Vitals Monitoring + Optimization Sessions:** ☺ = *quarterly* —or— *bi-annual* →
  - » review + update to latest versions of core WP / plugin / platform software
  - » 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 and site-log diagnostics + db / media file optimization

\* services can include variable options outside base plan

