

Berry Interesting Productions, Inc.



Guide to Website Support Plans

Berry Interesting Productions, Inc. offers website support plans for businesses of all sizes with the goal of increasing the stability, quality, and user experience on client websites.

Setting up your online presence is an investment in business success. Once your web properties are established, however, you need to ensure that you stay up and running, 24/7/365.

At BIPi, we understand the challenges of business ownership and marketing management: juggling multiple priorities, focusing on growth and sustainability, and finding trustworthy partners to rely on. Our goal is simple: to make website maintenance and management of the associated tech solutions a worry-free experience.

We have developed several levels of service to fit your business goals. Inside this document, you'll find an exhaustive explanation of what we include in our support packages. As you search for your perfect digital partner, you can use this information to compare us to other providers and evaluate whether or not we're the right match for you!



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Part 01 WHAT IS SUPPORT?

Keeping your web presence up-to-date, looking sharp, and functioning smoothly - now more than ever before - is crucial to the success of your business. But the drudgery of managing a website all too often takes you away from your primary purpose - connecting with your customers and building your business.

With BIPi's website support and maintenance services, you don't have to worry about your website on a day-to-day basis, because we've got your back. We spend our days getting geeky over hosting companies, software conflicts, and new developments in web tech specifically so that you don't have to think about it.

Our support packages put a priority on maintenance. Like a garden, your website needs regular attention, year-round. It may be more active at certain times, but there is always a baseline of maintenance that's required to keep your website up to snuff, no matter where you're at in your growth cycle.

Beyond the basics, we're here to take work off your plate so that you can keep your focus on your business in the form of "Fast Tasks" - if time is included in your support package, you can use it for handing off tasks like adding new photos, managing website users, or just brainstorming strategy with us.

Speaking of strategy - part of what makes us so helpful on that front is the regular attention that we give to your account on a bi-weekly basis. We become super familiar with all the ins and outs of your online presence and your business goals, which gives us greater insight into what tactics are right to meet your business goals.

OUR PHILOSOPHY

It is our mission to be your most trusted go-to source for help with all things digital. Your website is simply a jumping-off point for understanding your business needs and goals, which is why we focus so heavily on support.

We consider our clients to be our partners as we all strive for success, no matter where we're all at in our respective growth cycles. We take responsibility for keeping our eye on your web presence so that you can spend time and energy on your business itself.

We are not driven by sales numbers or revenue targets. We are driven by our desire to reduce your stress and your expenses with our years of expertise and our broad network of specialists.

We believe that ongoing support is the key to your online marketing success - and, therefore, the key to the longevity, growth, and success of your business.

WORDPRESS vs. OTHER PLATFORMS

Our support packages were originally designed to provide support for self-hosted WordPress websites, which means that WordPress is at the core of what's articulated in this guide.

However - we're not purely a WordPress shop. The old axiom of "when you have a hammer, everything's a nail" is one we strive to avoid. A self-hosted WordPress may not be the right answer for your web presence, which is why we also offer services for Squarespace, Shopify, and basic HTML-based web pages.

The support packages in this guide focus on WordPress, but if you are looking for support for a site built on a different platform, we create a Custom Support Package that addresses your specific needs without you paying for services that do not apply to you.

The goal of this part of the guide is to help you understand the nitty-gritty details of what we include in our support packages. This is useful to you if you are comparing our services with other providers, or if you are considering DIYing any of your own online marketing and suspect that a Custom Package may be right for you.

Cancel Anytime

We never want to “hold you hostage” to our services. We know there are lots of reasons to go with another provider, and ultimately, we want you to feel comfortable and confident in your web support. We do not require a long term contract. While we do offer discounts for longer-term commitments, with a monthly contract, you can cancel with 30 days notice at any time.

Premium hosting

Website hosting through our developer account with our preferred hosting provider. This includes direct access using your own credentials to the hosting panel at any time, and web traffic of up to 10K visits per month (traffic above 10K visits/month is billed at a rate of \$10, in blocks of 10K visits)

Nightly, Full, Off-site Website Backups

Reliable website backups are vital to keeping a consistent web presence. Our backup services create secure, off-site file and database backups once a day and store them for 30 days on a rolling basis. At any given time, there are 30 backups of your site stored in a location other than the server where your website files are kept. In the spirit of fire safes and safety deposit boxes, site backups are your “oh-shit” plan, should anything go wrong. Having a reliable backup service means guarding against the dreaded “full rebuild” that is inevitably time consuming for everyone and expensive for you.

One-click website recovery

We provide site restoration in minutes from any of the backups we have on file. Within minutes, your site can be restored to a prior state. This is incredibly helpful when addressing user errors or addressing hacking. It saves, on average, 2 hours of time when troubleshooting site errors.

WordPress Software Core Updates

WordPress itself is open source software written by a large, globe-spanning team of volunteers. The team issues an update to the core software, on average, once every 4-6 weeks. Because WordPress is both open source and used so widely around the world, it is crucial to keep the software updated to its latest version to avoid both site hacks and compatibility issues for site visitors. Keeping your website’s We keep your site’s WordPress software updated to the latest, most secure version on a regular basis. We also monitor security warnings reports daily and respond immediately when necessary.

Software (Theme & Plugin) Updates

Like WordPress Core, many plugins and themes are open source software and require the same level of attention as Core updates. Other plugins and themes that require purchase or licensing are somewhat less likely to be a security risk but nonetheless demand regular updates for compatibility and site performance. Having the peace of mind that your website software is always up to date frees you up to focus on other things!

Dashboard Management

WordPress is a content management system that allows us to make many edits via a “dashboard” (a visual interface as opposed to digging around in code files). We offer services that are performed via this dashboard, including:

user & comment audits to keep your database clean and free of spam & malware

new user account creation & onboarding so that your partners and employees can access dashboard features while insuring they have strong passwords and an appropriate level of access

Annual licensing of basic software

Because we provide support services to a long list of clients, we are able to acquire software licenses (for themes, plugins, and external tools) that can be used multiple times, lowering licensing costs for you while also improving the quality of developer support that we can access (which means lower cost to you when it comes to our billable hours).

Our list is ever-evolving, but it currently includes:

- Elegant Themes Divi Builder + layout library
- Elegant Themes plugins Bloom & Monarch
- iThemes plugin library, including iThemes Security
- Gravity Forms
- Advanced Custom Fields PRO + addons
- Toolset
- Smart Slider 3 Pro
- WP All Import/Export Pro
- Teamwork Projects
- BugHerd
- SlickPlan
- ...and more

These tools amount to a value of \$1497+ annually (that's a savings of \$125+/month) If you're curious about having your licensing fees covered by a support package, just ask!

Task management and record-keeping

Our approach to site support focuses heavily on meticulous task management and tireless documentation.

Using our preferred project management tool, Teamwork, we'll set you up with an organized archive of all the information surrounding your website and your work with us. This creates a self-contained world for your digital marketing efforts and, as time goes on, becomes a knowledgebase for use by anyone you hire. It is a portable, organized archive of assets, task histories, files, correspondence, and client-specific details.

Should you choose to cancel your support package, we'll provide you with an export of your project that you can use on your own Teamwork account, so you won't lose the value you've built with us.

Access to online scheduling

For our support clients, we use an online scheduling tool that allows you to self-service setting up a call with us for advice, consultation sessions, or strategy calls. You can confidently schedule time with us by seeing our availability at a glance and picking the time that works best for you without endless back-and-forth emailing.

Monthly Maintenance Report

We generally run updates and check on your site bi-weekly, or more often in the event of a security threat. To keep you apprised of our activity and your site's performance, we create reports on a monthly basis so that you can see the maintenance work we've done on your behalf. Enterprise and Concierge Packages include even more information about your site's performance. This allows you to be confident in the work we're doing on your behalf and provides actionable data that's useful when it comes to making strategic business decisions.

Google tools installation & data tracking

We use Google tools to monitor and track your site's performance. Your site will include a Google Analytics account tracker in the code and will be registered with Google Webmaster Tools. These tools' consoles allow for self-service report-generation and access to a continual analysis of your site's traffic and presentation to search engines. It allows us to investigate issues with search engine presentation and check on site performance when issues arise.

For our Small Business clients, this is largely a set-it-and-forget-it action, but installing them right away allows for very useful analytics/data reporting in the future when its needed.

Google tools monitoring

Our Enterprise and Concierge Support Packages include monitoring and reporting on Google tools above and beyond the management consoles. You'll have data from those tools included in your monthly site support report and at any time you can request detailed report generation from us.

Priority Hacking Recovery

Our support clients not only benefit from more efficient emergency services due to our familiarity with your site, you also get immediate assistance (at your standard hourly rate) regardless of our normal production schedule. When your site is down or broken, we put you at the top of our to-do list.

Security certificates

We recommend implementing SSL certificates because they allow users to view your site via secure HTTPS connections. At every level of service we offer a standard SSL certificate option from Let's Encrypt! An SSL certificate is a MUST for a quality user experience and security.

If you have an eCommerce website or require a higher level of security for any other reason, you may require a custom SSL certificate. Our support package includes installation of whatever certificate you prefer. We recommend Comodo certificates; cost of the certificate itself depends on the certificate you acquire and is added to your monthly support fee.

Enterprise Grade Network Speed and Security

Thanks to a combination of manual monitoring and server-level monitoring, your site is constantly protected. We use state-of-the-art technology to make sure your website loads in the blink of an eye. We have active and passive security measures in place to stop attacks and malicious intent in its tracks, including continuous monitoring for uptime, DDoS attack detection, software-based restrictions, and hardware firewalls. Bottom line: your site is monitored and secured 24/7/365.

Fast Tasks, consultation, and moral support

Our support packages include time every month for us to focus specifically on you and your site. We refer to this time as "fast task time". A Fast Task is any update to your website that we can complete in 30 minutes or less from initial request to final delivery, including web research, emails, and phone calls.

For example:

- Updating on-page content including text, images, videos, etc.
- Updating Forms including adding/removing fields, editing confirmation message, editing notifications, etc.
- Updating contact information including email addresses, phone numbers, address, maps, etc.
- Adding new pages or blog posts (but not writing them)
- troubleshooting issues via the dashboard or hosting control panel

You can also use your "Fast Task" time for consultation services such as strategizing new features for your website, getting advice on online tools such as email marketing platforms or scheduling portals. And if all you want is to call and brainstorm how to take your business to the next level, we're here for that, too. We are an excellent choice for your first stop when it comes to thinking about doing something new online!

Fast Tasks do not apply to work performed by our partners.

Site Uptime monitoring & Performance Scans

We monitor your site for downtime. In an acute sense, this allows us to be alerted as soon as your site is offline for any reason and take immediate action where necessary. In a long-term sense, this allows us to evaluate the performance of the hosting services we provide and move to new services if necessary, all without extra costs to you.

We also offer page performance monitoring via dareboost for sensitive pages on your site, like lead generation pages or intake forms. If there is a page that absolutely MUST work, EVERY time, page monitoring can be a business saver.

Staging Site Management

A “Staging” site is essentially a clone of your website that allows us to make changes to or investigate issues in a private way. Your website will stay up and available to the public while we work in a completely separate place area. This allows us to easily test new versions of software or build out new pages or features and share the work with you, all without the public seeing the sausage being made.

Broken Link monitoring

Scanning for broken links keeps users and search engines happy. Ensuring that there aren't broken links on your site provides for a high-quality user experience, which is key to your customers' and clients' perception of your brand. It also signals to search engines that your site is well-maintained with quality information, which can boost your performance in search results

Multisite support

If you have several aspects to your business, a multisite setup can make your work and our work easier. A multisite allows us to create and manage a network of multiple websites from a single WordPress dashboard.

The BIPi family of websites runs in a multisite environment to accommodate the root site, berry-interesting.com, as well as the subdomains websites.berry-interesting.com and live.berry-interesting.com.

Slack channel membership

BIPi uses slack for internal communications about new projects, ongoing client support, and one-to-one discussions. With access to our slack channel, you can chat with any of our team and many of our specialists directly, privately, and asynchronously. We do a lot of gif-sharing and watercooler chat, but we also use it as we are working to check on each other's progress and stay on the same page about tasks.

Dedicated support specialist

We love being a small team that has the flexibility to provide you with excellent support while also ensuring we all have a sensible work-life balance. We very carefully add new members to our team, so you can be confident that no matter who is answering your call or email, you'll be getting stellar support.

However, we know how helpful it can be to build a relationship with one person. If you require that level of attention, we will assign one team member to your account as your primary point of contact. You'll get first priority when it comes to communication, with the ability to SMS/text or message your specialist via whatever platform you choose.

Rate & Billing Considerations

Instead of paying our “retail” rates for hourly service, our support clients benefit from discounts on our hourly rates (10-30% on average, depending on the service type) as well as smaller billing increments (0.1 hours vs. 0.25 with no invoice minimum).

Often, you benefit from our negotiated rates with our network of specialists, and you always have the option for consolidated billing through Berry Interesting, regardless of whose services you're using.

Part 03 LEVELS OF SERVICE

*We offer three standard levels of service,
with an option for customization when it makes sense.*

SMALL BUSINESS

For start-ups, freelancers, individuals, and low-revenue or part-time businesses, our Small Business Package puts you in an optimal position for growth while keeping a keen eye on your bottom line. We provide the same consistency of service and infrastructure of the bigger packages without breaking the bank. The following are included in the BIPi Small Business Support Package:

- Cancel Anytime
- Premium WordPress hosting
- Regular Backups
- One-click website recovery
- WordPress Software Core Updates
- Software (Theme & Plugin) Updates
- Dashboard Management
- Annual licensing of basic software
- Task management and record-keeping
- Online scheduling
- Monthly Maintenance Report
- Google tools installation & data tracking
- Standard SSL security certificate
- Enterprise Grade Network Speed & Security
- 1/2 hour of Fast Tasks or consultation per month
- No invoice minimum, smaller billing increments

ENTERPRISE

For established businesses with 2-25 employees, our Enterprise Package works for 75% of our clients. With more detailed reporting, a finer attention to details, a more robust hosting environment, and priority support, you can be confident that you're in the best possible position for business stability and growth. The following are included in the BIPi Enterprise Support Package:

- Cancel Anytime
- Premium hosting
- Regular Backups
- One-click website recovery
- WordPress Software Core Updates
- Software (Theme & Plugin) Updates
- Dashboard Management
- Annual licensing of basic software
- Task management and record-keeping
- Online scheduling
- Monthly Maintenance Report
- Google tools installation & data tracking
- Google tools monitoring
- Priority Hacking Recovery
- Security certificates
- Enterprise Grade Network Speed and Security
- 1 hour of Fast Tasks or consultation per month
- Site Uptime monitoring
- Staging Site Management
- Broken Link monitoring
- Multisite support
- Slack channel membership
- No invoice minimum, smaller billing increments



Part 03 LEVELS OF SERVICE

CONCIERGE

For large companies that require daily content management, support for more than 3 websites, ongoing employee training & upskilling, and ongoing strategy consultations, our Concierge Package basically turns BIPi into your outsourced Web Operations department. We work closely with you to support your marketing team, outsource to specialists where it makes sense, and build a solid library of “institutional” and “tacit” knowledge that will allow your company to weather changes such as employee turnover, PR crises, and budget preparation. The following are included in the BIPi Concierge Support Package:

- Cancel Anytime
- Premium hosting
- Regular Backups
- One-click website recovery
- WordPress Software Core Updates
- Software (Theme & Plugin) Updates
- Dashboard Management
- Annual licensing of basic software
- Task management and record-keeping
- Online scheduling
- Monthly Maintenance Report
- Google tools installation & data tracking
- Google tools monitoring
- Priority Hacking Recovery
- Security certificates
- Enterprise Grade Network Speed and Security
- 8 hours of Fast Tasks or consultation per month
- Site Uptime monitoring & Performance Scans
- Staging Site Management
- Broken Link monitoring
- Multisite support
- Slack channel membership
- Dedicated support specialist
- No invoice minimum, smaller billing increments

CUSTOM

We love helping special little flowers, even when our standard support packages don't make sense for that flower. Our custom support packages are perfect for businesses with a heavy seasonality to their income, for people who are bootstrapping their side-hustle, and for individuals who need help with their personal website. Based on the services we offer here, along with a deep dive into your business needs, we'll create a custom support package to your specifications.

Berry Interesting is a small, distributed team of web technology professionals, with a vast network of specialists that we leverage to provide our clients with a digital team that's custom-built for their unique business needs.

Scheduling

Our home office is in Denver, Colorado on GMT -7 / Mountain, but our work regularly takes us from coast to coast. We are consistently at a desk - makeshift or not - Tuesdays-Thursdays 9am-5pm MST, but thanks to wifi hotspots and our iPhones, we're very available should you need us.

To schedule time with us, the fastest and most efficient way to go is to use our online booking calendar.

Internal tools

We use **Teamwork Projects** to keep our team, specialists, and clients on the same page, regardless of where and when we all are. We use it to track tasks, log time, and organize project and client records.

Google's **G Suite** is our go-to for cloud services, including team email, calendar, file sharing, and meetings.

We also use **Dropbox** for file sharing, especially for uploads from external sources.

We couldn't do anything without **Adobe Creative Suite**, especially Photoshop, InDesign, and Illustrator. They keep our graphics looking sharp and our digital assets accessible and up-to-date.

WordPress is our content management system and website framework of choice, but we also work with SquareSpace, Shopify, and hand-coded HTML/PHP web pages.

BugHerd is used during Quality Assurance work and allows clients to submit changes using a visual interface and a ticketing system that means no little change is ever left behind

SlickPlan is used during discovery and planning phases to visually represent the architecture of a site and ensure a clearly articulated scope of work.

Transmit5 is our FTP Client of choice

Kinsta is our hosting company of choice. We also selectively work on A2 Hosting, WP Engine, and SiteGround.

We prefer **Creative Market** for graphics, fonts, and design templates.

Shutterstock is our preferred stock photo source.

In the event of a really destructive site hack, we often use **Sucuri** services for cleanup

A close-up photograph of several ripe raspberries with green leaves, filling the top portion of the page.

Part 04 HOW WE WORK

Pricing, billing, and invoicing

Our standard rate for most services is \$150/hour, with some services as high as \$300/hour.

We invoice on a monthly basis for non-project work. For non-support-client invoices, we bill in 0.25 hour increments and bill a minimum of one hour per invoice. Support clients are billed at 0.1 hour increments with no invoice minimum.

We issue invoices via FreshBooks. We accept payment via check, credit card, ACH, paypal, or venmo. Freshbooks allows our clients to access historical information about their account like invoices and payments if they choose to create their own Freshbooks account.

All invoices are due upon receipt with net-30 payment terms. Late payments are assessed a 10% late fee, annually. Invoices unpaid after one year are turned over to accountsreceivable.com.

Ending an agreement with us

In the event a client desires to terminate their agreement, our refund policy can be found in the project or support agreement.

All termination requests must be in writing to Berry Interesting Productions, Inc., 12081 W Alameda Pkwy #413 Lakewood CO 80228 or via email to hello@berry-interesting.com. It is incumbent upon the client to obtain a confirmation receipt of this notice.