

Guide to WordPress Maintenance Plans

Why you need a plan, What we do, what it cost and how we keep you informed.



WordPress Backups

[Click here to read the full article](#)

Read our guide to WordPress backups to learn what we do and why you need it.



WordPress SEO

[Click here to read full article](#)

Ready to level up the marketing strategy of your WordPress site? SEO is a great first step. Businesses with a Landmark plan already have a leg up in the technical SEO department



WordPress Security

[Click here to read full article](#)

Ready to level up the marketing strategy of your WordPress site? SEO is a great first step. Businesses with a Landmark plan already have a leg up in the technical SEO department



WordPress Speed

[Click here to read the full article](#)

It's time to say "goodbye" to glacial loading speeds and "hello" to happy site visitors and glowing search engine rankings.



Local SEO

[Click here to read full article](#)

With 90% of consumers relying on the internet to research and find local businesses, we believe a **local SEO strategy** is crucial



Emergency WordPress Help

[Click here to read full article](#)

In the midst of a WordPress emergency? Whether your WordPress site is hacked or displaying the dreaded "white screen of death," Landmark has your back.

Reliable WordPress Backup Services

Here's a look at what's included in landmark's WordPress backup solution:



Backups to Remote Datacenters

Our cloud backups transmit every change you make to your WordPress site over an encrypted connection to Amazon Web Services, the most reliable and trusted data storage platform in the world. We offer daily and realtime backups depending on your plan level and specific needs of your website.



Incremental backups

To prevent overloading your server, our WordPress backup solution is designed to take *incremental* backups of your site. This means that we only sync the changes that have been made since your last backup, rather than syncing *all* of your site files over and over again every single day.



Hourly & real-time backups available

Hourly and real-time backups are available for sites with frequent data changes, like high-volume content publishers or eCommerce and membership sites.



WooCommerce backups



Independent offsite backups

Every website owner should have a regularly-scheduled external backup of their website independent of their hosting provider. Backing up your files offsite saves your server resources and ensures that you have an adequate redundancy of all your critical site files and data.



30-day backup archive

At your request, we can restore any backups taken of your site within the past 30 days.



WordPress multisite backups

Our backup solution supports backing up entire WordPress multisites in both subdomain and sub-directory configurations.



Staging environments

Backups aren't just for emergency situations. Need to test site changes before pushing them live? We can use your site's backups to create a staging environment, which is a non-public clone of your site used for testing.

If you use WooCommerce, daily and hourly backups may not be enough — you need real-time backups. At SiteCare, our WooCommerce backup solution is designed to trigger the moment any purchases or other ecommerce events are detected on your site.at.



24/7 malware monitoring

Your backup files will always be there to save the day in the event of a site hack, but we believe that the best backup solution is prevention. Our WordPress support plans come with 24/7 malware scanning that identifies security threats before they become problems.

Why you need WordPress Backups.

If you don't have regularly scheduled, offsite backups taken of your site, you're playing with fire. Here are the four main reasons why a WordPress backup solution is critical:

1. Safeguard your WordPress site against human error

Humans make mistakes. It's a fact of life. While some mistakes have minimal real-life consequences, some mistakes can be devastating if you don't have a reliable contingency plan in place. When it comes to websites, a seemingly minor action can result in losing critical company files, breaking the functionality of an important feature, or bringing your entire site down altogether.

The preventable nature of many human errors can be frustrating to think about, but regardless of the scope or severity of the consequences, what matters most is how you move forward. And sometimes, moving forward literally means moving backward. With Landmark's WordPress backup solution in place, our team can turn back the clock to a time before that human error was made.

2. Ensure safe WordPress updates

The open-source nature of WordPress has allowed this website platform to flourish over the years, but this strength comes with one major challenge — compatibility. For your website to function correctly, your WordPress core software must coexist peacefully with your theme and plugins.

Unfortunately, if you're using an ancient WordPress theme or a plugin that has been abandoned by its developer, you may run into trouble when trying to update your site. Outdated themes and plugins can conflict with other plugins or they might simply be incompatible with the latest version of WordPress core. At best, a botched WordPress update results in a minor site feature no longer working. At worst, it could mean completely breaking your site.

That's why Landmark makes sure our customers' WordPress sites have been recently backed up before rolling out any software updates.

3. Restore a compromised or hacked WordPress site

WordPress hacks and malware are a website owner's worst nightmare. They can destroy and corrupt your site files, endanger visiting customers, and damage the credibility of your business. At Landmark, we monitor and eliminate security threats before they can take root, and our WordPress backup solution ensures that any damage done is swiftly reverted.

4. Test site changes using a staging environment

While our WordPress backup service allows you to triage in emergency WordPress situations caused by human error, it's also designed to prevent site-breaking human errors from occurring in the first place. How? With the ability to set up staging environments for testing site changes before going live. A staging environment is a dupe of your live website that is generated from a backed up copy of your site files. Because this staging site is hosted on private URL that is inaccessible to the public, you can use this environment to test development and design changes without compromising the functionality and user experience of your live site.

A WordPress support plan from Landmark is the perfect holistic solution for not only safely backing up your site, but also making sure it is properly updated and secured.

How We Speed Up Your WordPress Site

It's time to say "goodbye" to glacial loading speeds and "hello" to happy site visitors and glowing search engine rankings.



Site speed & performance analysis

Dealing with a site speed issue that you're not sure how to fix on your own? From the moment you're onboarded as a Landmark customer, we dive in and get to the bottom of the issue with a comprehensive analysis of your WordPress site. Once we've identified what's causing your site to lag, we provide concierge-style consultation and recommendations for addressing the issue.



Speedy managed web hosting

Believe it or not, your web hosting provider plays a huge role in the performance and speed of your website. After years of working with countless web hosting companies on behalf of our customers, we know this all too well. That's why our managed WordPress hosting service is specially designed with speed and reliability in mind.



Global Content Delivery Network

One of the best ways to boost your site speed is by setting up a global Content Delivery Network (CDN), which works by grabbing real-time copies of your site files and storing those copies in servers around the world. When people visit your site, your CDN is designed to load site files from the server that is geographically closest to your site visitors. Ultimately, CDNs make the internet a faster place for users across the world.



Fix plugin bloat

There are so many cool plugins out there, but it's important to be choosy or else you might find yourself dealing with a bad case of plugin bloat. Our WordPress experts can assess your WordPress plugin collection and provide recommendations for updating, replacing, or removing the ones that are dragging down the speed of your site.



Lazy loading

Lazy loading is crucial for speeding up websites that have lots of pages filled with imagery, videos, and content. When lazy loading is enabled, elements on a web page are loaded only as they're needed, as opposed to all at once. Not only does this speed up your site for users, but it also lowers the amount of bandwidth used because not every single user will scroll the entire length of your page.



Display ad optimization

Display ads are an integral source of revenue for many websites, but if they aren't properly optimized, they can drag your site down to a snail's pace and frustrate your users. We can work with you on auditing and optimizing your display ads to keep your site speedy, your site visitors happy, and the ad revenue flowing.



Image file compression

We love big, gorgeous visuals on a website as much as the next person, but unfortunately, these elements can adversely impact page load speed if they aren't properly optimized for the web. To ensure your WordPress site speed isn't held back by massive image and video files, we can make technical improvements to your website and install automated image compression tools so that you never need to resize images manually.



Browser caching

Browser caching speeds up your website by storing images, HTML, CSS, and Javascript files on the hard drives of your site visitors. The next time a visitor returns to your site, those cached files automatically load from the visitor's hard drive instead of your servers. Caching not only speeds up the user's browsing experience — it also reduces your server bandwidth use. Win/win!



Mobile optimization

Is your site optimized for mobile users? We hope so. Neglecting mobile optimization not only frustrates site visitors using mobile devices — it can also impact your search engine rankings. Our team of WordPress experts can help make your website mobile-friendly by enabling Accelerated Mobile Pages (AMP), ensuring you have a responsive WordPress theme, improving page loading speed, and so much more.

Speed up your site with a WordPress support plan.

When it comes to **WordPress performance**, there's always room for improvement. After all, the internet keeps getting faster and you need to make sure your business is keeping up.

At Landmark, we go beyond managing your site updates and safeguarding your site against pesky hackers. When you partner with our expert team of WordPress pros, you receive concierge-style guidance for taking your site to the next level — including strategic recommendations for improving the performance and speed of your WordPress website.

Ultimately, our WordPress support services are designed to move businesses forward and empower our customers to focus on what they do best.

Ready to get started? Sign up for a WordPress support plan today.

Imagine the Possibilities

Ready to level up the marketing strategy of your WordPress site? SEO is a great first step. Businesses with a Landmark plan already have a leg up in the technical SEO department, but did you know that our in-house website marketing experts offer WordPress SEO strategy services that go even deeper?



Free WordPress SEO audit

Interested in pairing your site support and maintenance plan with recurring WordPress SEO services? We offer a free SEO audit to all new website marketing customers.



The Best WordPress SEO plugins

When it comes to WordPress plugins, we know our stuff. We make sure that all of our Landmark customers have all the necessary SEO plugins to succeed in search engine rankings.



Boost site speed & performance

Site speed plays a role in search rankings. Our WordPress SEO pros help you make site speed improvements, such as optimizing images, setting up browser caching, enabling lazy loading images, CDN configuration, and more.



SEO title & meta descriptions

Adding SEO titles and meta descriptions to every page and post on your site can be tedious, but our WordPress SEO experts can help you streamline the process and flag any pages and posts that fall through the cracks.



WordPress categories & tags

Are you using WordPress categories and tags correctly? Establishing a logical taxonomy for your content is critical for SEO, but maintaining that taxonomy can sometimes go off the rails. We can help you audit and reorganize your categories and tags.



Mobile usability improvements

Search engines have no qualms about penalizing sites that aren't optimized for mobile users. Thankfully, our WordPress SEO experts can help you remedy any mobile incompatibility issues on your site.



Local WordPress SEO

We offer many local SEO services tailored to WordPress site owners, including on-page technical optimization, business listing optimization, listing suppression, online review monitoring, hyper local content creation, and more.



WordPress Accessibility

Search engines take web accessibility seriously, which is why you can be dinged in rankings if your WordPress site doesn't conform to basic web accessibility best practices. We can work with you toward improving the accessibility of your site.



XML sitemaps

An XML sitemap is a file that lists all of the URLs on your site. It makes it much easier for search engines to crawl and index your site. As WordPress SEO experts, we can make sure your XML sitemap is properly submitted to Google and other search engines.



Google-certified professionals

We're not just a team of WordPress developers. Landmark has digital marketing professionals on staff who are certified to help you with Google Analytics, Google Ads, and Google Tag Manager.



Prevent negative SEO

A negative SEO attack can hurt your WordPress site for years to come. Our WordPress SEO experts can help fight back against negative SEO attacks by disavowing malicious backlinks and helping you create great content.



Ongoing SEO content creations

Improving search engine rankings requires more than technical SEO fixes. To complement our WordPress site support plans, we offer additional SEO content creation services that level up your brand's website marketing.



SEO conversion tracking creations

Conversion tracking allows you to determine if your SEO efforts are paying off. Our WordPress pros and digital marketing experts can help you set up the technical side of conversion tracking.



Fix broken links

Broken links can impact user experience and do you no favors in search engine rankings. Our WordPress SEO team can easily flag, fix, or redirect broken links as they come up.



WordPress security & safety

Search engines have no interest in directing their users to unsafe sites. We know how to properly secure your WordPress site to ensure that Google isn't penalizing you for not having basic security measures in place to protect your users.



Analytics & Tag Manager Setup

Google's industry-standard analytical tools help you track your website marketing success, but you have to set them up first. Haven't yet set up Google Analytics or Google Tag Manager yet? We can take care of everything for you.

Local SEO for WordPress Sites

While we've made a name for ourselves in the WordPress support world, we believe that taking a hands-on approach to digital marketing is the key to attaining the success your business deserves. With 90% of consumers relying on the internet to research and find local businesses, we believe a **local SEO strategy** is crucial for improving the online visibility of brick-and-mortar businesses.



Rank Checker

Easily check your search engine rankings across Google, Google Maps, Bing, Bing Local, Yahoo!, and Yahoo! Local. Plus, track ranking positions for your desired keywords, and see how you stack up against competitors for the same keywords.



Citation Builder

Citation building increases the number of linked mentions of your site across the web, which boosts your reputation in the eyes of search engines. With Citation Builder, you can watch as we increase your online visibility in popular directories and aggregator sites like Acxiom, Factual, Infogroup, and Neustar.



Citation Tracker

Citation Tracker allows you to analyze the quality of your existing citations and fix discrepancies in your online listing data, like company name, phone number, and address. This ensures that your customers get consistent information about your business across the internet.



Google My Business reports

Get valuable insights about how customers interact with your Google listing — including how they found you and what actions they took next after viewing your listing. Plus, see how your Google listing compares to the listings of competitors who rank for the same keywords and location.



Online Reputation Manager

Monitor and analyze all of your business' online reviews and star ratings across major online review websites, including Google, Facebook, Yelp, Better Business Bureau, Citysearch, Yellow Pages, InsiderPages, and many others.



Local Search Audit Reports

Analyze your overall local SEO performance with detailed reports on the status of your keyword rankings, linking profile, local business listings, Google My Business profile, online reviews, social media channels, and on-site SEO factors that can affect your rankings.



Weekly progress reports

When you're busy running a business, it can be challenging to constantly stay on top of your marketing efforts. That's why we keep you in the loop with actionable progress reports sent straight to your email inbox every week.

Our WordPress Security Services

Our WordPress security experts protect your website from malicious attacks around the clock.



24/7 WordPress security monitoring

We partner with Sucuri to scan and monitor your WordPress site around-the-clock for speedy malware detection. This constant surveillance allows us to catch and resolve security issues long before they become problems.



Malware removal & hack cleanups

The cost of one-off WordPress hack remediation can be pretty steep, but we offer malware removal services to our clients at a reasonable charge.



Daily cloud backups

When things go wrong, you can rely on our daily cloud backups, which are stored in encrypted, iron-clad servers. Need to restore a hacked WordPress site? We make the process quick and hassle-free.



Firewall protection

Prevent hackers and malicious scripts from infiltrating your



Managed WordPress updates

Outdated WordPress plugins, themes, and core software are often the root of many security threats, which is why we make sure your site is always running the latest, most secure versions of software.



Responsive WordPress support

Experiencing a WordPress security emergency? We got your back. Enjoy speedy support from a North American-based team of WordPress experts.



Real-time activity tracking

With real-time activity tracking, we can see exactly what's happening on your website in — you guessed it — real-time. This allows our WordPress security experts to troubleshoot, diagnose, and resolve security issues quickly.



Anti-spam protection

Spam isn't just annoying — it can damage your site's credibility and put site visitors at risk for phishing, scams, and malware. We help prevent malicious spam attacks against your WordPress site.

WordPress website with a CloudProxy Firewall — included with every Landmark Pro plan.



SSL certificates & forcing HTTPS

These days, a secure site connection is non-negotiable. An SSL certificate and forcing HTTPS prevents phishing, encrypts personal data, and ensures safe transactions. We can take care of the entire process for you.



Secure passwords

The security of your WordPress site is only as strong as your weakest user password. We make sure your site is enforcing strong password hygiene for all site users, and also enable two-factor authentication for additional security.



Brute-force protection

We prevent brute-force login attempts by blocking automated hacker bots, limiting login attempts, implementing two-factor authentication, auditing user accounts with admin access, and whitelisting logins for selected IP addresses.



DDoS attack mitigation

Denial of Service attacks are a site owner's worst nightmare — they cause lengthy downtime resulting in revenue loss and major headaches. Our firewall can block layer 3, 4, and 7 DDoS attacks.

WordPress Security Threats

As a website owner, WordPress security should be at the top of your mind. While the core WordPress software is incredibly secure and well-maintained, the widespread popularity and open-source nature of WordPress makes plugins, themes, and scripts a major target for hackers. Here are the most common WordPress security threats to watch out for:

1. Brute-force login attempts

Brute-force login attempts are designed to gain access to your site by guessing user passwords. One common brute-force tactic is a dictionary attack, which is an automated script that makes thousands or even millions of login attempts using username and password combinations generated from predefined patterns (for example: unicorn1, unicorn2019, unicorn42, etc). While strong password hygiene provides a fantastic first line of defense against these attacks, the truth is that even complex passwords can eventually be guessed through a persistent dictionary attack. That's why it's important for WordPress site owners to limit login attempts, implement two-factor authentication, and use a firewall with built-in brute force prevention.

2. DDoS attacks

A distributed denial of service (DDoS) attack is a coordinated effort to bring a site down by overwhelming the server with more traffic than it can handle. The debilitating amount of traffic is generated by a network of IP addresses from computers across the globe that hackers have gained access to without the knowledge of the machine owners. DDoS attacks are one of the hardest cyber attacks to prevent and track, but their impact can be mitigated through the use of a firewall.

3. Backdoors

Backdoors are any type of code that allows hackers to bypass security encryption and gain access to your WordPress site. Backdoors are typically caused by vulnerabilities in software and scripts that are outdated or buggy. They are usually disguised as seemingly legitimate files or innocent bits of code, which allows them to fly under the radar and provide an entryway into a site for other malware attacks. The best way to detect and prevent backdoor attacks is by installing a firewall, setting up malware monitoring, keeping up with regular site software updates, enabling two-factor authentication, and restricting administrative access.

4. Pharma hacks

Pharma hacks are an SEO spam scheme in which vulnerabilities in outdated WordPress software are exploited and injected with coding that causes sketchy pharmaceutical ads to appear whenever the compromised site appears in search engine results. It's not uncommon for search engines to block sites that are unknowingly distributing pharma hack spam. The simplest way to prevent pharma hacks is to keep your WordPress core, theme, and plugin software up to date.

5. SQL injections

SQL injections are a cyber attack in which hackers insert malicious code into a WordPress SQL database through a website's forms (i.e. contact forms, newsletter sign-up form, site search bars, etc). There are two types of SQL injections. A classic SQL injection can result in the return of sensitive information from inside of the database, while a blind SQL injection can be used to run code within the database and wreak havoc from the inside. The best way to prevent SQL injections is to install a firewall, make sure you update your site software regularly, and only choose plugins and themes from trusted, reliable sources.

6. Malicious redirects

Malicious redirects use backdoors in vulnerable WordPress sites to redirect traffic to a nefarious website with the intention of garnering ad impressions or, in more extreme cases, exploiting site visitors and installing malware on unprotected devices. A firewall and 24/7 malware monitoring will help you secure your WordPress site and protect your site visitors.

7. Cross-site scripting attacks

Cross-site scripting (XSS) attacks are caused by security vulnerabilities that allow malicious code to be injected into otherwise trusted WordPress websites and plugins. This malicious code, typically manifesting as a browser side script, allows attackers to extract cookie and session data from other site visitors without them realizing it. An XSS vulnerability is the most common type of vulnerability found in WordPress plugins, which is why it's so important to choose trusted, reputable plugins.

Our Emergency WordPress Services

In the midst of a WordPress emergency? Whether your WordPress site is hacked or displaying the dreaded "white screen of death," Landmark has your back. With industry-best response and resolution times, our emergency WordPress support team can get your issue fixed quickly so you can regain control of your website.



Malware removal & hack cleanups

Need help cleaning up malware on your site? We can identify and remove pharma hack spam, SQL injections, malicious redirects, cross-site scripting (XSS) coding, and more. We can also close any backdoors into your site to prevent future hacks. [Contact us](#).



Restoring a backed up WordPress site

Has your WordPress website become compromised by site hack or wrecked by a disastrous WordPress software update? Our backup and restore services make the site recovery process quick and hassle-free. [Contact us](#).



Fixing WordPress fatal errors

Fatal errors typically happen when a piece of WordPress software (like a plugin, theme, or WordPress core) has trouble "playing nice" with other software due to incompatible version updates. Let us help you sort it out all out.



WordPress site access issues

There are many reasons why you might find yourself without access to your site — pesky hackers, the WordPress white screen of death, or even past developers. We can help you regain control of your site and ensure that you never lose control of it ever again.



"Help! Something stopped working!"

Is your theme glitching out? Is your site suddenly running at the speed of snail? Has your ecommerce store suddenly stopped working? These are critical issues that result in revenue losses and frustrated customers. We can work with you to diagnose, troubleshoot and fix these issues fast.



DDoS attacks

Has your site become the target of a distributed denial of service (DDoS) attack? These malicious attacks can cause significant downtime, which can result in revenue loss and major headaches. We can help you get through this nightmare, as well as set you up to mitigate future DDoS attacks.

How Landmark prevents WordPress emergencies

You know we'll be there for you when the absolute worst happens, but ideally, it shouldn't ever get to that point. The best way to stop emergency WordPress issues from happening in the first place is with a **WordPress support plan from Landmark Business Services**.

How does Landmark protect sites from the most common WordPress emergencies?

1. 24/7 malware scanning

If your site isn't being scanned for malware around the clock, you might not notice that there's a problem until the damage is already done. That's why we offer 24/7 malware monitoring through Sucuri — the gold standard for WordPress security.

2. Daily cloud backups

Need to restore a previous version of your website after experiencing a site hack or other WordPress emergency? It's easy with our daily cloud backups. When we back up your site, we transmit all of your site files over an encrypted connection to the most reliable and secure storage platform on the web, Amazon Web Services (AWS). We also offer more frequent backup services for ecommerce businesses and high-volume content publishers.

3. Uptime monitoring

Whether it's a DDoS attack, hardware failure, an unexpected traffic spike, DNS issues, or your web host's lackluster reputation for reliability, your site will go down at some point. These events are typically unexpected and out of your control, but with uptime monitoring, we can help you mitigate the downtime and identify opportunities for lessening future downtime. If your site goes down for any reason, our team will be the first to know, and in many cases, we can diagnose and resolve the issue before it's even on your radar.

4. Managed WordPress updates

Did you know the vast majority of WordPress emergencies are the result of security vulnerabilities and unstable code from out-of-date software? Updating your theme, plugins, and core WordPress software is crucial for preventing WordPress emergencies from happening in the first place. Managing site updates on your own can be time-consuming, but with a Landmark plan, we take care of all updates to your theme, plugins, and core WordPress software.

5. Guard site access

Brute force attacks occur when you partner with Landmark Business Services, we make sure you. There are many strategies we can implement to guard access to your site, including blocking automated hacker bots, limiting login attempts, forcing strong passwords, enabling two-factor authentication, auditing user accounts with admin access, and whitelisting logins for selected IP addresses.

6. Ironclad CloudProxy firewall

Without a firewall protecting your WordPress site, it's much easier for cybercriminals to infiltrate and attack your website and server. But hackers are no match for our ironclad CloudProxy Firewall — included as a standard feature of our Landmark Pro Plan.

7. Peace of mind

When you're a Landmark customer, we consider your crisis to be our crisis. When you find yourself in the midst of a website-related emergency, we spring into action from the moment your SOS ticket hits our support inbox.