

MONTHLY CARE REPORT

Your site had a *quiet, healthy* month.

CLIENT	PLAN	PERIOD	SITE
Riverbend Plumbing & Drain	Care · 2 hrs/mo	Sep 1 – 30, 2026	riverbendplumbing.example

The short version



- Your site was up **99.99%** of the month. One 4-minute blip on Sep 12 during a host maintenance window.
- We applied **14 updates** (WordPress core, your theme and 12 plugins), tested your forms and click-to-call after each batch, and found nothing broken.
- No security incidents. Visits grew **6%** and form leads rose from 38 to **41**.
- You used **1.5 of your 2 hours** on edits. One decision needs you (below).

UPTIME 99.99% 1 incident · 4 min	UPDATES APPLIED 14 1 core · 1 theme · 12 plugins	BACKUPS 30 of 30 Restore test passed Sep 18
SECURITY SCANS 30 clean 1,284 attacks blocked	PAGE SPEED 1.4 s ↑ from 1.9 s · mobile score 91	YOUR HOURS 1.5 / 2 Resets Oct 1, no rollover

NEEDS YOUR DECISION

Track phone-call taps as leads. Most emergency customers call instead of filling in a form, and today only form submissions are counted, so your lead numbers understate real demand. Setup takes about 1 hour from next month's hours. Reply "yes" and we'll schedule it.

Speed

Included

MEASURE	AUGUST	SEPTEMBER	VERDICT
Average page load	1.9 s	1.4 s	Faster
Mobile speed score (0-100)	86	91	Better
Largest content paint · layout shift · interaction	2.6 s · 0.05 · 180 ms	2.1 s · 0.03 · 140 ms	All pass Google's targets

Most of the gain came from the compressed water-heater photos and a cache setting we tuned.

Your plan at a glance

Care includes tested updates, backups, security monitoring, 2 hours a month of edits and fixes, basic on-page SEO, this monthly report and a quarterly check-in. Page 2 shows what we did; page 3 covers traffic, search and our recommendations. Next check-in: **Tuesday, Oct 27**.

WHAT WE DID

Updates, edits and the *safety* checks.

Updates applied (14) Included, no hours used

ITEM	FROM → TO	WHY IT MATTERS
WordPress core	6.8.4 → 6.8.5	Security release
Astra Pro (theme)	4.9.2 → 4.9.4	Bug fixes, mobile menu fix
Gravity Forms	2.9.8 → 2.9.11	Fixes a spam-filter edge case on your contact form
Yoast SEO	25.6 → 25.8	Search markup updates
Elementor + Elementor Pro	3.31 → 3.32	Page-builder security and speed fixes
Site Kit by Google	1.158 → 1.160	Keeps analytics connected
6 smaller plugins	minor releases	Routine patches

Every batch: backup first → update → we test the contact form, click-to-call link and emergency page → roll back if anything breaks. Nothing needed a rollback this month.

Edits and fixes Uses your hours

DATE	WHAT	HOURS
Sep 3	Added Labor Day hours banner to the homepage	0.25
Sep 4	Replaced 3 photos on the water-heater page, converted to WebP (smaller, faster)	0.50
Sep 15	Fixed a broken link to /services/sewer-repair/ and redirected it to the right page	0.25
Sep 22	Rewrote the emergency page intro at the owner's request	0.50



Security Included

Malware scans	30 of 30 clean
Attacks blocked by firewall	1,284
Login attempts	903
Bot scrapers	247
Exploit probes	134
SSL certificate	Valid · renews automatically
Admin accounts reviewed	3, all expected
Incidents	None

Backups & uptime Included

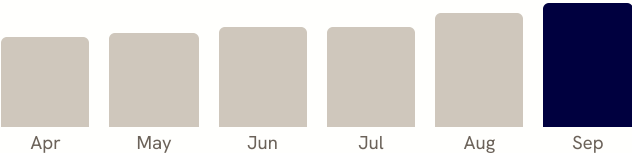
Daily backups	30 of 30 completed
Restore test	Sep 18 · passed
Uptime	99.99%
Incident	Sep 12 · 03:14-03:18 Host maintenance
PHP version	8.2 · upgrade to 8.3 planned
Error log	0 fatal errors
Broken links found	1 (fixed Sep 15)

TRAFFIC AND SEARCH

More people *found* you, and called.

Visits to your site

2,860 ↑ 5.9% vs Aug (2,700)



From Google Search

	AUG	SEP
Clicks	2,230	2,390 ↑ 7%
Impressions	70,900	72,300
Average position	4.2	4.1 ↑
Form leads	38	41 ↑ 3
Pages indexed	31 of 33	31 of 33

Top pages

PAGE	VISITS	LEADS
Home	980	21
/services/drain-cleaning/	410	9
/emergency/	360	7
/services/water-heaters/	220	3
/blog/why-is-my-drain-slow/	180	1

Top searches that found you

SEARCH	CLICKS	POS.
riverbend plumbing	390	1.0
plumber maple falls	312	5.8
emergency plumber near me	201	9.4
drain cleaning maple falls	140	3.9
water heater repair cedar grove	44	11.2

Basic on-page SEO this month Included

- Rewrote page titles and descriptions on 4 service pages so they read well in search results.
- Added descriptive alt text to 12 images. Resubmitted your sitemap to Google Search Console.
- Search Console shows **0 errors**. Two pages are known but not yet indexed; we've asked Google to look again.

Our recommendations

- DO NEXT** Track phone-call taps as leads. About 1 hour. Needs your yes.
- SOON** Winter-freeze messaging. Update the emergency page and hours banner by Nov 15, before frozen-pipe season starts Dec 1.
- SOON** Strengthen the water-heater page. It gets steady visits but ranks 11th for “water heater repair cedar grove.” A short FAQ and a stronger intro would help. About 2 hours.
- PLANNED** PHP 8.2 → 8.3. We'll schedule it in October after a backup. No cost, no hours.

Want to see more?

Care + Search adds **keyword rankings** for your target searches, **Google Business Profile** activity (calls, direction requests) and a **search performance report** every two months.