2022 Web Care Survey Charts & Data
Do you charge by:

144 responses

- Monthly: 59%
- Quarterly: 20.1%
- Yearly
- Customers can choose
- All of the above
- Some monthly, some yearly
- depends on client
- we have options for monthly, quarterly,...
How many tiers do you offer?

144 responses

- 38.2% One
- 11.8% Two
- 23.6% Three
- 19.4% Four
- Custom
- Six in total.
- Many, adhoc pricing is preferred with...
- Six

1/2 ▼
### Other services?

144 responses

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website design and development</td>
<td>131</td>
<td>91%</td>
</tr>
<tr>
<td>Privacy Policies</td>
<td>52</td>
<td>36.1%</td>
</tr>
<tr>
<td>Accessibility</td>
<td>53</td>
<td>36.8%</td>
</tr>
<tr>
<td>Landing pages</td>
<td>84</td>
<td>58.3%</td>
</tr>
<tr>
<td>Social Media</td>
<td>32</td>
<td>22.2%</td>
</tr>
<tr>
<td>Digital marketing campaigns</td>
<td>39</td>
<td>27.1%</td>
</tr>
<tr>
<td>None of the Above</td>
<td>7</td>
<td>4.9%</td>
</tr>
<tr>
<td>Malware cleanup, site transf.</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Third-party API integrations</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Consulting and Integration</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Templates</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>eLearning, ecommerce, mem.</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Graphic design</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Logo and branding</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Digital design / graphic design</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Audit</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Security, Malware Removal, etc.</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>WooCommerce product listing</td>
<td>1</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
Do you include software/plugin licenses?

144 responses

- Yes: 56.9%
- No: 28.5%
- Depends: 14.6%
Do you offer hosting?
144 responses

- Yes: 77.1%
- No: 19.4%
- Yes, but only as an addon service, not included in my care plan price
- Optional, however preferred. I try to encourage my clients to move to my r...
- All my care clients are hosted by me. I won’t mess with other webhosts.
- Managed Hosting for subscriptions, or...
- Sometimes
If you offer hosting, what kind of hosting do you offer?

118 responses

- VPS: 67 (56.8%)
- Shared: 62 (52.5%)
- Dedicated: 38 (32.2%)
- Shared but managed hosting: 1 (0.8%)
- Kinsta, Google Cloud environment: 1 (0.8%)
- Reseller shared: 1 (0.8%)
- We include hosting in our car: 1 (0.8%)
- Shoutcast, Docker: 1 (0.8%)
- Managed WP Hosting: 1 (0.8%)
- Google Cloud Platform: 1 (0.8%)
- Not sure - reseller?: 1 (0.8%)
- Reseller hosting via Kinsta: 1 (0.8%)
- Host selection and migration: 1 (0.8%)
- Scalable reseller / shared hosting: 1 (0.8%)
- Container-based: 1 (0.8%)
- LiteSpeed Server + Quic.cloud: 1 (0.8%)
- WP Engine/Flywheel: 1 (0.8%)
Do you write a consistent blog?

144 responses

- Yes: 43.8%
- No: 31.9%
- Trying: 12.5%
- I gave up: 12.5%
- I do a podcast: 12.5%
- Podcast and blog: 12.5%
- We publish daily, mostly academic artic...: 12.5%
- I would like to but in reality rarely and...: 12.5%
Do you have an email newsletter?

144 responses

- **Yes**: 76.4%
- **No**: 23.6%
What is your target market?

144 responses

- Other freelancers & consultants: 35 (24.3%)
- B2B businesses: 73 (50.7%)
- Small - Medium Businesses: 127 (88.2%)
- Larger / Enterprise businesses: 28 (19.4%)
- Non-profits: 2 (1.4%)
- It's more WordPress pros: 1 (0.7%)
- Any agency that uses Elementor: 1 (0.7%)
- Government / Public Sector: 1 (0.7%)
- Non profits: 1 (0.7%)
- Nonprofits: 1 (0.7%)
- We do have some large E…: 1 (0.7%)
- Public Sector and NFP's: 1 (0.7%)
- Government agencies: 1 (0.7%)
- Nonprofit orgs: 1 (0.7%)
- Government: 1 (0.7%)
- non-profits: 1 (0.7%)
- Sol Props and DYL'ers: 1 (0.7%)
- WP Agencies, Small Web…: 1 (0.7%)
- Arts and education + envir…: 1 (0.7%)
- Not-for-profits: 1 (0.7%)
- Nonprofit organizations: 1 (0.7%)
- very small businesses: 1 (0.7%)
- primarily SME agencies t…: 1 (0.7%)
- Webdesigners (reseller wh…: 1 (0.7%)
- govt and nonprofits: 1 (0.7%)