WP CARE MARKET
TRAINING

Reason for the Change Blog Post

(This blog post is a framework. Do not use the wording for your own SEO safety! Tweak and make your own ;)

[STATE THE MAIN CHANGE]

[Agency Name] is excited to announce that in 2022 we will be [expanding our team] [adding on new services] [narrowing our focus].

[STATE HOW THIS BENEFITS CLIENTS]

With this new shift in growth, we'll be able to offer even more to our clients whose businesses benefit from forward-thinking, strong conversion techniques, and technically sound websites to bring them leads and customers.

[ANNOUNCE NEW TEAM MEMBERS, OUTSOURCING PARTNERS, OR SUPPORT]

With the new year, we welcome to the team our new Client Support Manager XX who will be on the desk replying and following up with all our clients on a weekly basis. In addition to this team member, we've contracted with XX to provide quality graphics to our websites. Our partnership with the SEO team XX is also another welcome change for 2022 as we look to improve the search visibility of all our clients and new web projects.

[NEW SOFTWARE AND PLUGINS YOU ARE USING]

2022 also welcomes a change in the software we use to provide quality care and support. We've integrated XX to run our XX and are now using XX to provide better XX.

[NEW SCOPE OF WORK AND LINE ITEMS]

Last, but not least, we are improving our most popular service, the XX Care Plan, with these additional features. Our current care plan clients as well any new customers will receive these added features right out the gate:

[+ a free monthly subscription to XX plugin or service]
[+ improved reporting with growth suggestions]

[+ premium online training to grow your business]
[+ free content edits to blog posts and pages]

[INVITE READER TO JOIN IN THE EXCITING NEW CHANGES]

With XX years in the business, 2022 shapes up to be our most productive year yet and we can't wait. Become a website care plan client today to benefit from all the new improvements at [AGENCY] and work with a loyal team motivated to help you reach your goals.