

# WEBSITE MANAGEMENT

BY CREATIVE YADLEY





# NOW WHAT?

Now that your website has been designed and launched, you may be wondering - NOW WHAT?



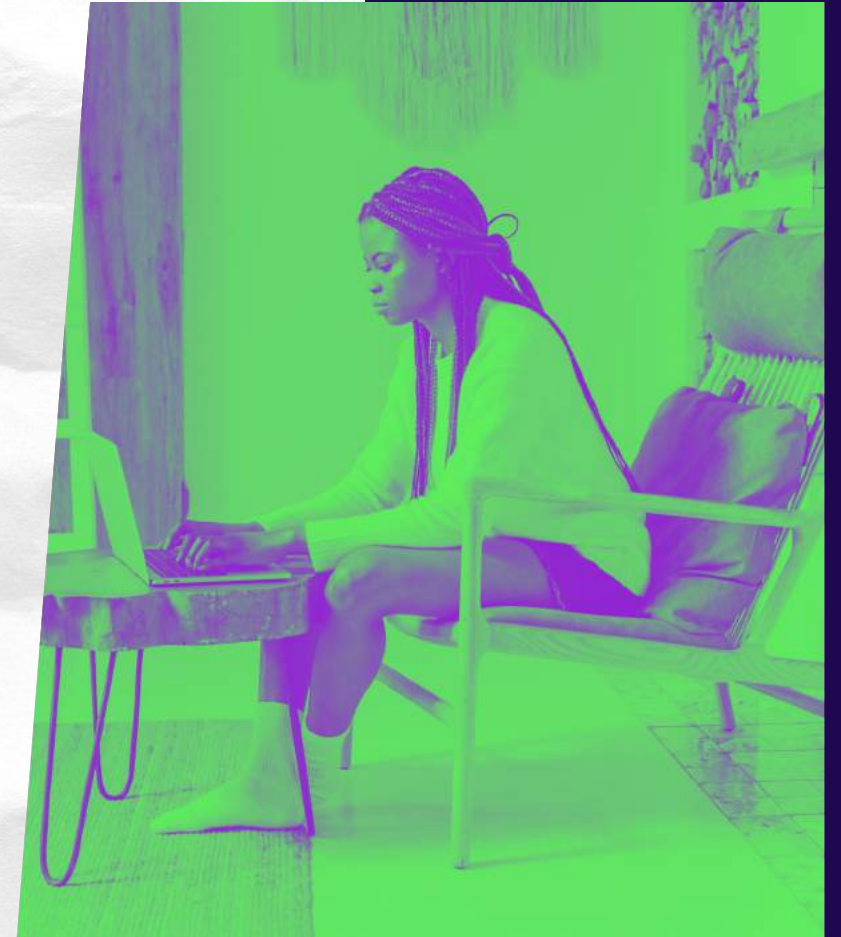
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# WHAT IS MANAGEMENT?

Website Management is the **administration** and **control** of the hardware and software used in a website. In this service, we focus on making sure that your website is performing to the best of its ability and providing the results you need.

- It is important to note that a website without a manager will not yield optimal results and revenue.





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# WHY MANAGEMENT?

Your website is your biggest digital marketing asset and ongoing website maintenance is what empowers it to succeed and generate a positive Return On Investment (R.O.I).

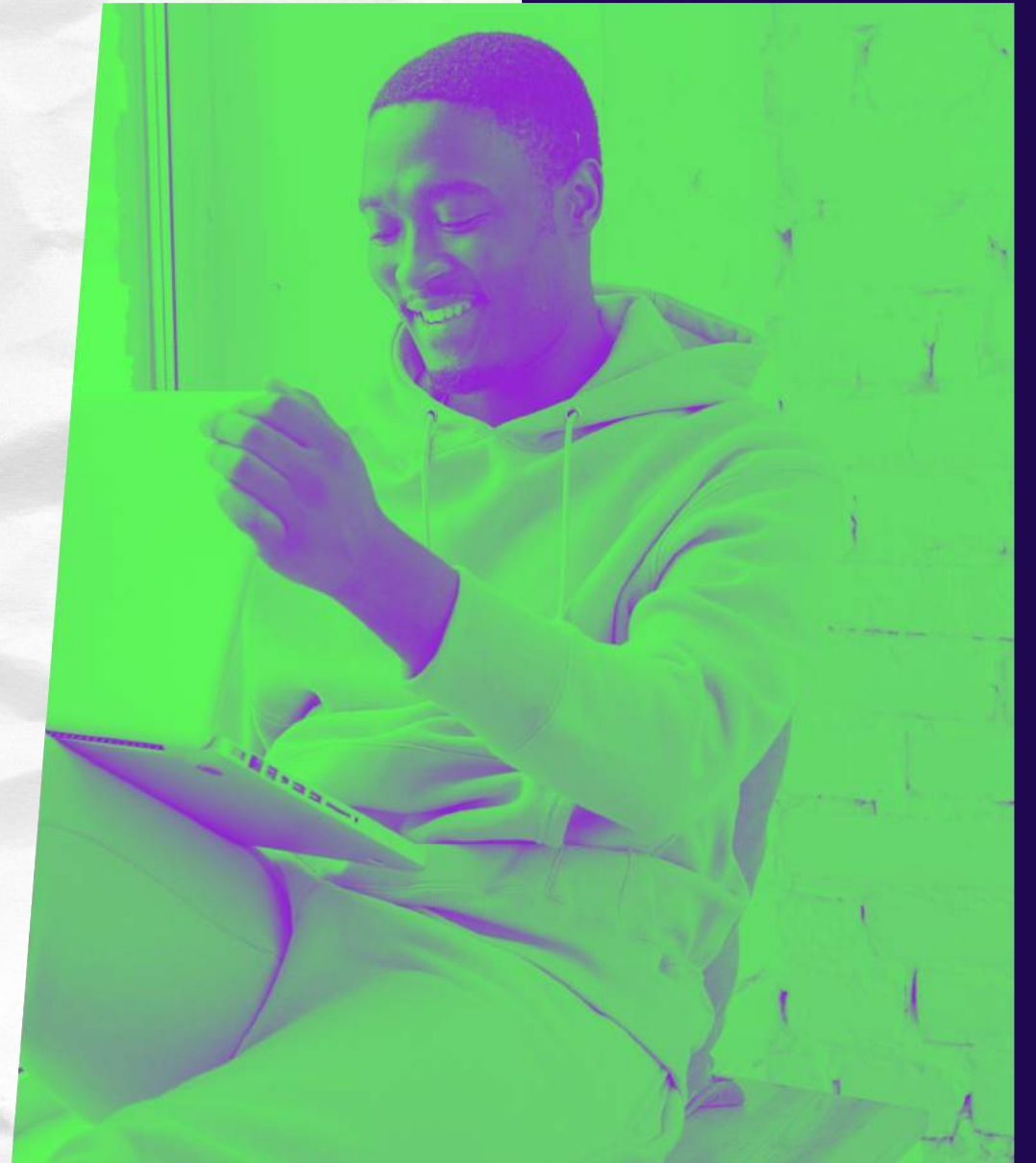
If your website is noticeably out of date, today's internet users will conclude that your brand is also out of date.

Even after setting your website up, you need to keep it secure with regular updates.



# WHAT'S INCLUDED

1. Changing Your Logo
2. Text Alterations
3. Updating Images
4. Embedding Videos
5. Adding Awards
6. Adding Testimonials
7. Plugin/Code Updates
8. Updating FAQs
9. Updating your T&Cs
10. Fixing Broken Links
- 11. Adding Blog Posts That You Send Us
- 12. Security Hardening
- 13. Website Speed Optimization
- 14. Database Cleaning
- 15. Adding up to 10 E-Commerce products





# FREE BACKUPS

As our valued management client we will perform complete manual and scheduled backups of all your website files, databases, plugins and themes. We will do these backups weekly and keep up to 4 copies.

You also have the option to create instant on-demand backups with the click of a button.





# FREE STAGING SITE

We understand that your website is dynamic and will definitely require updates as your business grows. However, big changes can be risky and it's good practice to test any major changes in a safe environment that won't affect your live site.

- As our valued management client, we will give you unlimited access to a tool that creates a copy of your site. This allows you to work on the testing site, and then push the changes to your live site with confidence in one click! Just to be on the safe side, we also perform automatic backups each time you upload a staging version to production.





# SUMMARY OF WHAT'S INCLUDED

*As long as a page, plugin or feature is already on the website and only needs to be improved on, tweaked, or removed then it falls under management.*



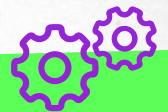
**FREE  
STAGING**



**CONTENT  
UPDATES**

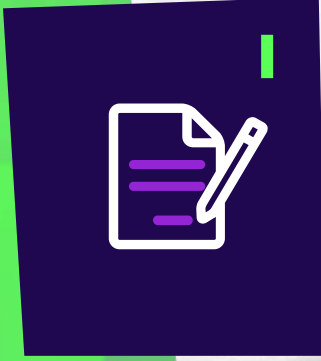


**FREE  
BACKUPS**



**TECHNICAL  
UPDATES**






# NOT INCLUDED

What is not covered by the management is

- The introduction of **NEW pages** and
- The introduction of **NEW functionality**

The above mentioned (new pages and new functionality) will require a separate quote.

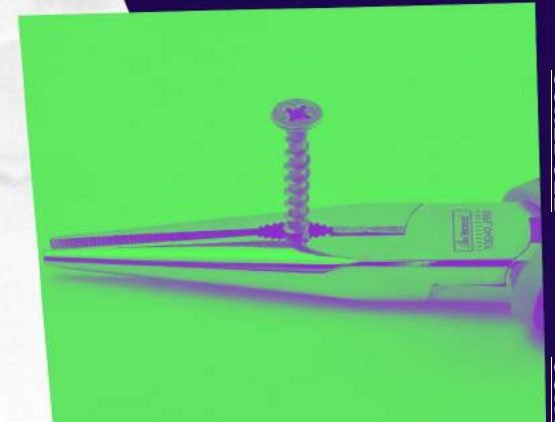


# MAINTENANCE SCHEDULE

Technical updates on your website will be done daily between 1300 to 1700 (GMT +2). For any content updates you may have, we will allocate up to 2 hours every month to work on any changes you may have.

So whenever you need changes done on your website we will happily do them for you during your monthly allocated 2 hours and this is valid for a whole 12 months. Feel free to submit your changes anytime!

- If your management requests for any given month exceed two hours, you can purchase additional hours at a rate of \$49/hour.



ABOUT

INCLUDED

EXCLUDED

SCHEDULE

CONTACT



# THE BIG PICTURE

Thank you for your interest in our Management Service.

Ultimately our goal is to perfect the whole user experience on your website, focusing on crucial aspects such as site structure, user confidence, goal completions like newsletter sign-ups or downloads.

Every day we will strive to build a better relationship between your site and your website visitors.



11 / 12





# GET IN TOUCH



Got a question or comment? We will be happy to help!



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