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Website Maintenance

Website Updates | SEO | Advice





What's the purpose of maintaining my website?

Some sites have content management system (CMS) that can be used to update site contents and graphics. They usually require some understanding and familiarity to be able to update with ease. There are many buttons and options that are sometimes irrelevant to your purpose and the potential to accidentally delete data is just a click away. Other sites without CMS prove a greater challenge you have to change the data directly on the live file, edit photos and create graphics yourself. Incorrect sizing of photos or images can cause the whole layout of the page to be thrown off. Most scary of all, what happens if you can't UNDO?

Maintenance of a website does require some technical and designing skills. To effectively maintain a website on you own, you will need to be

- a designer, who can use the tools required to create graphics and edit photos
- a programmer, who knows scripting and database querying and
- an SEO expert, to apply the correct search engine knowledge and trends

Wouldn't it be easier if you could just send the information that needs to be updated to someone who knows what they're doing and see it on your site a short time later?



Maintenance services come under two categories:

1. Content updates

We can assist you with routine updates of your website as required, charged on an hourly basis. Usually our client maintenance work is charged on an as-needed, pay-as-you go basis. You do NOT pay for hours not required as you need not be locked into a monthly maintenance contract.

2. Ongoing search engine optimisation (SEO) strategies

We will review and refine your key words on a regular basis as part of our standard SEO service.

If you are looking to change your web maintenance services supplier, we do not need to redesign the site for us to take over the maintenance on your site, unless we mutually agree that it is necessary.

What's involved in maintaining my website?

We provide website maintenance services at a very affordable one-off cost depending on how often you need to update the site.

Our fast, efficient maintenance service includes:

- adding news, events and announcements
- uploading photos, graphics, files and reports
- information and contact details changes
- updating product or service listings
- changing keywords, descriptions and other SEO tasks
- general site tidying to ensure disk space quota is not exceeded
- script or code updates to fix bugs and errors



So what is the turnaround time for these services?

We have managed sites developed by other companies simply because the original company has not been able to provide a reliable service when it comes to quality of work and speed. We have heard average turnaround times of 5 to 8 weeks for even simple changes. We aim to deliver all projects in any of the following categories, based on urgency

- Within an hour of delivery of material (if planned or a necessary, immediate change)
- Within 24 to 48 hours (typical)
- 3 to 5 days (if project deemed less urgent and as agreed with client)



The Right Solution for your Business

You have the website, but no time or know-how to update it whenever you need? No problem.

We have developed a simple hourly rate give you piece of mind knowing your website will be maintained on time every month.

We only charge for the time we use to maintain your website presence.

For more information please visit, www.123internet.com.au

Frequently Asked Questions

How much does it cost to get started?

Ah yes, the age old question. Well, it doesn't cost anything to give us a call. We're more than happy to give estimates. Our minimum is for a half hour or \$100. Keep in mind; if you would like to set up an ongoing maintenance plan, we can reduce the hourly rate.

Is website maintenance expensive?

All updates to your website are billed on an hourly basis with a minimum of one hour. Based on the number of changes, sometimes 5-10 updates can be made within a half hour. Typically, our clients gather a list of changes together and send them to us in an email. This way, we can make the changes for you and it reduces the amount of time needed to make changes. So, you save money.

Real world example:

A client of ours needed to update the information on four pages of their website. Because they were easy text changes, it only took a half hour.

Do I need to make changes to my website?

This decision is highly up to you. Our advice is to review your website at least once a month and see if anything has changed such as an address or news release. Keeping your website up to date is important.

Real world example:

A freelancer was requested to update a client's street address. The client relied on the consulting company to make changes, but the client did not review the site. When we met with the client, we were the first to find out all instances of the address were not updated. The address had been wrong for several months.

Want to know more...

www.123internet.com.au

Another company built my site, is that ok?

Yes, we are experienced with several internet programming languages. In fact, most of our clients had other internet consulting companies build their web site. We are typically able to come in and offer the same or better services.

Is it difficult to get high listings in search engines?

No. As a standard offering to our clients, we provide links to their websites. This helps smaller companies to get listed quickly. Based on the fact that we are registered in many search engines, the new sites are found quickly.

What are some example website maintenance requests?

Typical website maintenance changes may include the following:

- Temporary help while your developer is on vacation
- Adding new information about an employee
- Adding new pages to your site for new offerings
- Changing an address
- Changing the wording on a page
- Adding new pages to your web site
- Changing dynamic code on a web site
- Fixing bugs on your website
- Checking for broken links on your website



What tips do you offer for website maintenance?

Because we maintain several websites, some for years, we have found the following tips useful for your budget:

- Choose a day of the month for site changes
- Create a list of the changes in a document
- Send the list of all changes to us and we'll make the changes

By following these tips, we have found a great reduction in costs. It is also easier to track the changes so nothing is left out.