

Website Aftercare

Date: January 2020

Appendix to agreed and final scope with 'The Client'.

Maintenance

It's common, post launch, to assume the hard work is done with a website but this is often when your investment becomes weaker.

Websites must be maintained well, as a key part of your marketing team, and is often the first point of contact for a new client or customer. The website should therefore have clear and current information, engaging content, calls to action for clients and have information that can flow easily - as per the original strategy documents.

The following document will help you maintain your website to its best ability and allow you to understand responsibilities.

Maintain brand consistency

Much of your time before the site was made live would have been based around ensuring the content was clear, concise and to the point. This is important, alongside carefully created designs to present the content at its best.

Now that the site is live and being edited to keep it up-to-date, the layouts tend to get adjusted as time goes on and the content is not thought about in the same way. Try to adhere to the original brief and the original visuals that were carefully created at launch. This makes your brand presence much stronger and helps achieve your brand's position correctly.

If your site requires a new template and layout it's far better to have this designed and built for purpose than try and shoehorn content into a page that doesn't work.

It is a good idea to budget for updates and refreshes of the website every 6 months or so which will give your site longevity by future proofing it.

Do think about the way you are cropping images, tone of voice and the sizes of type within the site.

Browser bugs

Following your site launch, new browsers will be launched and new devices will come into market. Please be aware that although we build and test the site ready for launch these new releases often break the site and functionality within. If this should happen, please contact Deep and we will estimate time to fix this within the schedule for you.

Wordpress also requires updates for security reasons. Deep would be happy to discuss this as part of a Change Agreement or ongoing maintenance contract.

Site statistics

Keep an eye on the statistics tools that have been installed, usually with Google Analytics, its important to watch bounce rates, keyword analysis and traffic flow – the CMS allows areas of the site to be changed and content to be reworded if certain elements can be improved.

Try not to just use the dashboard facts as they often mislead, if you can read and understand the stats in deeper details, they will be able to tell you much more about consumer behaviour.

E.g. Looking at increased traffic alone could be done by sending spam to the site, whilst if you can compare this to the page depth and time on site, this will let you know how good the traffic is.

Site visibility

Indexed links

Now the site has been live for a number of weeks, you will gradually be able to see the new links appearing in Google. This usually takes 3-6 weeks to finalise. By typing 'site:<exampleURL>' into Google you will see the number of pages indexed and the links associated.

You should notice a browser title and a page description that is individual to each page for SEO strength. If this is not the case then spend some time adjusting these to build up your ranking.

SEO tips

We do suggest that you use an SEO specialist, or have in-house knowledge of how to write for websites for your ongoing content. However, we have set up the site to be as open as possible to search engines.

Wordpress is an excellent CMS for search engines and SEO pack 'Yoast' is installed for you to edit the meta detail within all section.

Here is a few key tips to help maintain your SEO.

- Every page title should be unique. Every meta description for every page should be unique limiting duplications.
- Copy should carefully include the unique keywording for The Client, whilst being careful not to write for search engines alone.
- Regularly update your website with rich content.
- Ensure your content is mobile friendly
- Ensure your content isnt too large, slow sites get penalised.

A few other tips:

Google+

You are advised to set up a Google profile for the business, this helps with rankings. Within this profile, you can build location pages, services, divisions and imagery.

Youtube+ You tube can be good for SEO (since again its a Google product).

Images

All images should be uploaded (at its correct compressed size) with an alternative tag to incorporate keywords for each image. This can be done in "Media Library" within the CMS.

Inbound links

Try to get some inbound links from Google's trusted sites. Press releases that point to you, affiliate business etc. Anything that adds a positive setting for your site will help.

Note: Twitter and Facebook have 'no follow' links and so do not count.

Responsibilities

Content

The Client accepts responsibility for all copyright issues regarding website content provided during the 'going live' state and following the site being live.

Bugs

Following the website going live we understand there may be several weeks of user issues or small bugs that arise while using the site. Deep will fix any bugs that incur during a period of 1 month following the website going live. Breaks caused by misuse of the CMS, or attempting to adjust layouts will not be included within this agreement. A separate maintenance contract may have been agreed after this time.

Device/Browser testing

The website is tested for optimisation in the latest browser versions as valid at the time of going live (as stated in the scope). Future releases of browser software may cause breaks in the site and updates may be required. The Client would need to factor in additional costs for this.

Update warnings

The Client should not install new plugins or update Wordpress or Plugins themselves without checking with Deep since this may disrupt the working of other code or templates. When Deep updates the website or plugin it often includes backing up the site, and syncing data to ensure all is fully working.

If The Client updates the data can be lost and Deep would need to charge accordingly to fix the issue.

Backups

If Deep host your website then we will run nightly backups of your website. We will store the backups for no more than 2 weeks. Note if we do not host your site, then you will be responsible for backing up the website on your chosen server.

SEO

Although SEO would have been set up prior to the site going live, this does need to be checked and updated regularly to make sure keywords are reflective of the content and are tailored for each page rather than generic terms.

When you change your content, ensure you change your Meta data as often as the content.

Security

Cyber attacks

With the increase in cyber hacking we suggest making sure your site is as secure as it can be. We, as part of our development, would hardened the URL so that this is better protected to the CMS but there are other points of entry to consider.

Please ensure you change your usernames and passwords as soon as you take over the CMS to something fairly complex with letters and numbers (upper and lower case). Choosing a simple and easy to remember password is easy for hacking programmes to run a script into the site. The end result is often abusive content loaded all through the website!

Ensure you are aware of all the users on the website and that they follow the same rules. Delete users that no longer require access, except for the master Deep account.

Spam

Please ensure that if you have a 'contact address' as an email link that the information is not open to reduce spam.

e.g. If you would like to have an email as a call to action please write this as email us (and add the email address into the back-end) and NOT display the email on the front-end such as info@youremail.co.uk as a visual on the website.

Ecommerce sites and data protection

All of our ecommerce sites collect credit card or payment information via secure integrations, which means that neither Deep or the Client has access to these details. Any security measures around payment details would therefore be discussed with your gateway provider prior to integration.

Should a transaction be reported as 'failed' your first point would be to check on your gateways statement to see the reason why. Normally this is user error such as a billing address not matching a credit card address, but we always suggest double checking with them first before reporting to Deep or the customer.

Changes to your site

Customer Change Agreement (CCA)

If there are changes to be made in design or functionality after the development cycle is complete, Deep recommend the client embarks on a CCA (Customer Change Agreement) agreement with their project manager that replaces or adds to your scope of work.

Maintenance agreement (SLA)

We offer all of our Clients the option to sign up to one of our tiered Maintenance agreements. This allows us to, on a monthly basis, keep on top of browser updates, security issues and devices additions and changes as well as a general health check on your website. The benefit of the agreement is that your website has priority fixes, and your website is in better health for regular attention. Please ask for more information on our tiered structures.