

## Web Tips & Site Maintenance

### Table of Contents

Page 2 [Maintaining Your Site Post-Launch](#)

Keep your Website relevant and up-to-date by developing a monthly maintenance plan. Includes ideas on how to generate new content and captivate your audience.

Page 3 [Efficiency Tips for Site Maintenance](#)

The way you send your site updates to your Web developer can cost you more money that you should be spending. Find out how to send content efficiently — it could save you hundreds of dollars.

Page 4 [SEO Best Practices Guide](#)

Improve your site's SEO through content, update frequency, promotion and marketing initiatives and information design.

Page 5 [Maintenance Plans](#)

Design for the Arts offers 5 maintenance packages with or without Google Analytics review and strategic planning. Each plan offers priority service and special rates on some design.

## Maintaining Your Site Post-Launch

### Maintenance Plan Benefits

A maintenance plan offers priority service for updates and regular site maintenance and helps keep your Website up-to-date and functioning smoothly.

#### Priority Service & Savings

- Receive priority service on updates to your HTML or WordPress site
- Small design changes are billed at \*\$60/hr, instead of the \$80/hr design rate
- Receive quarterly Google Analytics reports and strategic planning (if purchased)

#### Keep Your Website Relevant and Up-To-Date Post-Launch

- Monthly updates keep you energized and encourage you to interact with your site
- Fresh content helps achieve better Search Engine Optimization (SEO)
- Stay on task updating news items, articles or events—users notice this
- Update photo galleries, removing outdated images or portfolio items
- Add new programs, services, staff members or specials
- Update callouts or advertisements to align with marketing strategies or to guide users to new, important information

#### Assistance with Newsletters, Functionality or Version Updates

- Update site content to align with online newsletter campaigns
- Receive assistance sending online newsletter campaigns
- Make small design adjustments to existing newsletter templates at the \*\$60/hr rate, instead of the \$80/hour design rate
- Update WordPress functionality, make version updates or periodically back up your site (timeline is dependant on programmer's schedule, these items are billable at the programmer's rate but hours in your maintenance plan may be used to make these adjustments)

\*Reduced rate terms: separate projects are not applicable—special rate applies only to hours purchased within your agreement. Additional design hours will be billable at the current rate.

### Additional Information

#### Terms

Tasks that exceed hours covered in your maintenance agreement are billable at the hourly update rate; payment is due upon receipt of invoice. Maintenance agreements last for one year, and can be renegotiated upon completion of the agreement cycle. Payments are due every other month for the term of the agreement. Cost is based on retainer-style fee and must be paid in full whether hours are used or not. Unused hours may not be rolled over.

## Efficiency Tips for Site Maintenance

### Sending Images, Large Files & Bug Reports

For multiple Images, create a folder titled with the site's page name, IE: About. Name images to clarify placement, IE: mary-smith.jpg or stay-on-budget.jpg

- Compress files over 1mb, when possible, to send via email
- Files larger than 1mb can be sent or free via YouSendIt.com

Before reporting a site issue, try the following:

- Refresh your browser
- Clear your cache (In your browser preferences)
- Upgrade to the latest browser version

### Sending Updated or Revised Content

Send updates in list format in one email, when possible, to create a more cost effective outcome and reduce update time by as much as 3 times.

#### **URL**

<http://www.designforthearts.com/creative-solutions-2009.php>

#### **SECTION**

10 Ways to Stay on Budget

#### **ORIGINAL**

8. When multiple pages are involved, begin each revision request with the URL or page number, followed by paragraph location.

#### **REVISED**

8. When multiple pages are involved, begin each revision request with the URL or page number, followed the original, then the revised.

#### **NOTE**

Add untitled.jpg photo just before the 10 Ways to Stay on Budget headline

### Site Issues or Bug Report Protocol

#### **URL**

<http://www.designforthearts.com/creative-solutions.php> or (all pages throughout site)

#### **ATTACH A SCREENSHOT**

**MAC** Shift+apple+3 (aka Shift+command+3)    **PC** ALT+Print Screen

**Browser Type** Explorer 5.0 (Locate in: Browser title - IE: Firefox > About browser)

#### **SHORT DESCRIPTION**

Extra space between navigation links

## SEO Best Practices Guide

### Create a Content-Rich Site

Creating a content-rich site is one of the most important, and most frequently overlooked, ways to improve Search Engine Optimization. Content should be written for the Web — short, concise, paragraphs that are informative and lead users to action-oriented content. Other factors include:

- Frequent updates
- Articles or tips that highlight your area of expertise and are of value to visitors
- Mention or blog discussion of local or current events in your field
- Hiring a copywriter to craft or edit your content for the Web

### Make Frequent Updates to Your Site

Frequent updates keep your site current and show users that you're engaged. It also helps improve search engine ranking. Create a monthly update schedule with your Web developer to keep you energized about continued interaction with your Website.

### Increase Traffic Through Promotion & Marketing Initiatives

- Link from credible sites
- Include your URL in promo, ads, marketing materials and articles or blog posts
- Develop a monthly campaign for Google AdWords or online campaigns

### Choose Your Web Developer Wisely

Sites with good information design help users access information quickly, without confusion. Allow your Web developer to advise you on navigation naming, order, layout and hierarchy. Have a conversation about areas of the site are most important.

Your Web developer should employ best practices toward:

- Information design
- HTML, CSS and other code or programming used for site build
- Accessibility, IE: recent browser versions for Mac and PC and footer text links
- File-naming convention
- Meta, alt and title tags

### SEO No-Nos

- Pop-up windows
- Hidden text
- Free-for-all linking
- All-Flash sites

## Maintenance Plans

### Feather Duster

Hours per Month  
 .5

Priority Service Plan  
 \$30/mo

Add Google Analytics  
 \$70/mo

Quarterly review & strategic planning

### Neat & Tidy

Hours per Month  
 1

Priority Service Plan  
 \$60/mo

Add Google Analytics  
 \$100/mo

Quarterly review & strategic planning

### The Sleeve Roll-Up

Hours per Month  
 2

Priority Service Plan  
 \$120/mo

Add Google Analytics  
 \$160/mo

Quarterly review & strategic planning

### Monthly Spring Cleaning

Hours per Month  
 3

Priority Service Plan  
 \$180/mo

Add Google Analytics  
 \$220/mo

Quarterly review & strategic planning

---

### Google Analytics Quarterly Review:

Hours per Quarter  
 2

Google Analytics Strategic Planning  
 \$120/quarter