

## **Web Maintenance Guidelines**

### **(Updated November 2011)**

In addition to designing your website, a comprehensive maintenance service is provided at a discounted rate. This ensures your site presents the latest information to the world, and guarantees you peace of mind that your site is professionally maintained and promoted online.

"Maintenance" is defined as keeping the website current. Maintenance / updating is not intended to be a redesign or revamp, and does not include the creation of additional pages or changes to site navigation / overall site graphics/layout once the initial site design is complete. New design work is charged at \$55 per hour / \$75 per new page.

Our maintenance services include:

- Search Engine Optimization (Coding Meta Tags to improve search engine rankings).
- Submission of Website to multiple major search engines, such as Google, Yahoo and Bing.
- Modifying the general look and feel of the site within initial design parameters.
- Performing updates of existing text / existing pages when necessary (Not to exceed 40% of the overall page content - Anything exceeding this will be deemed as a "new page" and charged accordingly).
- Adding new links / fixing broken links within existing pages.
- Detection and resolution of security flaws that may expose your website to hackers and spammers.
- Maintaining a current, local, backup copy of your website.
- The facility to call on my services as and when you need them, to update your website.

Every effort is made to undertake accurate changes. It is the client's responsibility to review updates and notify Kayla of any necessary changes that need to be made.

### **Website Content - Monthly Maintenance**

The client is responsible for the provision of ***all content*** throughout the monthly maintenance process.

Updates should be provided electronically (by email) as much as possible. Attachments should be in .txt or .doc / .docx format. Photographs need to be in .jpg or .gif format, and in the highest possible resolution, making it easier to work with for purposes of web design. Updates that are not received electronically will require the retyping or scanning of documents / photographs. As such, additional charges will be incurred to compensate for any time spent in this undertaking.