



## Web Site Maintenance

### Taking the Headache out of Updating your Web Site

We all have the best intentions to learn new skills or streamline our business expenses, but sometimes, it's just better left to the pros. Your web site is your professional face to the world and should be treated as such. Leaving the responsibility of maintaining this important marketing tool in the hands of an inexperienced relative or untrained employee could do more harm than good.

Firefly is happy to perform timely web site maintenance, suggest innovative solutions to help meet your marketing expectations and supply estimates on developments you request. Maintenance plans are tailored to fit your exact needs so you only pay for what you need. Below we list some of the web maintenance services provided.

- **Keeping Content Fresh:** Using information provided by your staff we add new data or edit existing data on your web site. This content may include product information, job opportunities, company information, staff changes, contact or address changes, press releases, etc.. It is in your best interest to keep your online image up-to-date with the most current information.
- **Repairing Broken Links:** Even if you haven't changed your site in months, it is very possible that there are links on your site that are broken. This most often occurs when other sites, that your site is linked to, change. As other sites update, delete or rename pages, the links on your site that point to those pages need to be updated as well. By having a web maintenance service plan, you can ensure that dead links can be fixed as soon as they are discovered.
- **Page Additions:** The skills required to maintain a site are also the skills required to design and build a site. Using these skills we can add pages and features to your site so you don't have to have your site put through an entire re-design. Our experience maintaining your current site and the relationships developed during that process will help expedite and simplify any additions .

The step-by-step web site maintenance process proceeds as follows:

1. Client appoints a single person responsible for gathering and conveying all web site maintenance issues and requests to Firefly.
2. Send maintenance requests in writing to Firefly by email.
3. If necessary, there may be further discoveries required by phone or email in order to clearly define your exact requirements.
4. If necessary, Firefly will break down the resulting requirements into deliverables and milestones as well as supply labor estimates.
5. You can then approve some or all of the outlined deliverables based on communications with Firefly, prioritizing importance of deliverables, and analyzing available budget.
6. Once the maintenance is complete, you will receive an email notification, letting you know the revisions are ready for your review.

Having a single point of contact ensures a relationship that strengthens over time and provides you with a dependable line of communication with someone who knows every aspect of your growing web site. A fast, accurate turn-around is priority, with all requests answered within **one business day**, and work completed or reported on within **two business days**. It is also not uncommon for smaller maintenance requests to be completed the day they arrive.