

7. Maintain

Maintaining online 'currency'

A critical key to the success of a website is that it remains accurate and current with up-to-date information. If your company is like most, it is very easy to get caught up in the 'day-to-day' and forget your website — after all, it's up-and-running, right? In the fast-paced world of web-based publishing, the chances are strong that, if your visitor spots any tell-tale signs that your site is out-of-date, the whole site will be considered either suspect or 'old' — and your visitor will simply 'switch channels' — moving on to another site and abandoning your website, perhaps forever.

An aggressive website maintenance program — one that ensures that your site is updated and corrected promptly — can ensure that your site remains a focal point for your company's product and service information, press releases and promotions. You can think of it as an insurance policy that your site will be popular now and well into the future.

We classify maintenance activity in three distinct groups:

- **corrections** to existing pages (e.g., typographic changes, external links, etc.)
- **updates** to existing site pages (e.g., updated content in an event calendar, job openings page, product database, etc.)
- **additions** to the site (e.g., new press releases, new page/database design and/or new page/database content)

Typically, time-critical corrections or updates can be refreshed in the same hour that the editing information is made available to us (usually through a secure FTP 'drop-box.')

Minor updates and additions are usually handled on a weekly cycle, although time- and PR-sensitive elements will often be routinely handled within 24 hours.

TEAM

Forepoint's content maintenance staff;

Client's appointed website maintenance team (secure access)

TASKS

- corrections
- updates
- additions

Staging of major additions provided at forepoint.com

COSTS

HTML content work is charged at \$80/hr; programming and complex content design, \$125/hr.

RESULTS

A current, compelling website that reflects the dynamics and 'currency' of your business.

? help

title page

introduction

1 survey

2 levelset

3 timeframe

4 design domain™

5 implement

6 launch + pr

7 maintain

8 refresh

summary

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