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## Life After Launch

After your new website is live and in your hands, there are some important maintenance issues to tend to that can easily be forgotten or misplaced amidst the daily task list of overseeing a company.

Websites aren't entities you stick batteries in and allow to tick faithfully away. Your new site needs regular maintenance and TLC in order to function at optimum capacity and truly make this whole process worthwhile. That's why we've developed the following guide for best practices in caring for and allowing your new digital space to flourish.

### POST-LAUNCH CONSIDERATIONS

Your site is live and you've been handed the reins. You've approved the site, it's in its live hosting environment, and you've been given administrative credentials in order to maintain each aspect of your digital space. What are the next steps to take and considerations to make? Here's a simple framework to follow in this newborn stage of your website:

- Do a thorough "proofread." Click through to each page and link and make sure everything is as agreed upon and perfectly reflecting your expectations. You have 14 days from delivery to let us know if something isn't quite right (within the scope of the original agreement). After the 14 day window, any fixes would fall under our hourly rate; ask us what this looks like.
- A heads up on browsers: each one may render slightly differently. Since a website is composed of code and each browser interprets and displays the code according to its own set of rules, this will affect your visual experience with your site. This is especially true after updates and changes take place throughout the life of your website.
- Keep in mind that our coding team is typically booked out a week in advance, so you can expect fixes to be resolved in this timeframe. If there's a major issue on your site, we'll do everything we can to expedite that timeline and get you back up and running as soon as possible.

### SERVICE LEVEL AGREEMENT (SLA)

Most of our customers have some degree of service level agreement with us. If you're comfortable making content upgrades and keeping everything on your website updated appropriately, this agreement will not be necessary. We do recommend that your site is updated on a monthly basis: WordPress updates, plugins, and security upgrades should all be kept up to date to keep your site running smoothly and secure. These SLA agreements are set up as pre-pay billing, but you will only be charged according to time used.

### TRAINING MENU

Due to the varying level of tech and website maintenance experience our clients possess, we offer a handful of options regarding the level of training you'd like to arm yourself with.

1. **We can hand over the keys and let you fly solo.** Any service you may want or need could be established through a Service Level Agreement (SLA) as explained in the SLA section below.
2. **A virtual training session either via telephone or a shared screen setting can be scheduled** to acquaint you with your site. A basic site will take around 60-90 minutes while a more complicated website may take a couple of sessions to become comfortable navigating on your own.
3. **We can create a custom training guide for your website,** particularly useful if your space has extensive product areas or galleries to maintain. The dollar amount for this will depend upon the complexities and specifics of your site.
4. **Each website will receive a basic WordPress training handbook** post-launch to handle simple WordPress questions and navigation issues.
5. **Additional resources can be found by searching the web.** YouTube tutorials are helpful and easily accessed by a simple "WordPress" search.

## SECURING YOUR SPACE

Your website on its own is not immune to hackers. Safeguards need to be put in place in order to protect from unwanted spam and corruption. This hacking process is largely automated and will typically bypass your site if it's not an easy target. Each of the sites we build have strong security measures installed to discourage this behavior, but a determined hacker may still find some level of success if things aren't in tip top shape. Here are some suggestions to remove that target and decrease the chances of infiltration:

- Choose an ironclad password. Make sure there's a mix of letters, numbers, and symbols and that they're random. Up your password game with regular changes.
- Remove or restrict access to anyone who no longer needs to use the website.
- Keep all of your plugins, security features, and WordPress core codes updated regularly. Updated sites are more secure than ones that aren't.
- Backup your site. If you're hosting with Blindspot, there's a monthly restore point for the site that includes an install charge for restoration. There are other options for backing up your website to places like Dropbox or Google Drive that are effective. Pricing for any of these will depend upon your specific needs.

## EXPAND VISIBILITY, HONE YOUR BRAND, INCREASE REVENUE

Now that your site is live and you've got a handle on maintenance, your next step is leveraging your new digital space to increase visibility and revenue for your business. Here are some enhancements Blindspot can help with:

- Refresh and realign your branding and identity. Keeping your digital letterhead, business cards, logos, logo bugs and banners, sales materials, and anything else a prospective client may see should be on point and up to date with the image you're trying to portray. Blindspot can get you there.
- Leveraging social media, keeping your message relevant and accessible, and regularly exposing your target audience to that message is a monumental task. Blindspot has a team of experts dedicated and skilled in this department.
- Creating effective and regular content is imperative to the lifeflow of your website. This is also a big job, but again, Blindspot has skilled content writers that can keep your site fresh.
- Search Engine Optimization (SEO) is another key piece of the website visibility puzzle. If your site is lost on page 756 of a Google search, you're not readily available to the average internet user. Get assistance with your SEO and up your traffic with a hand from the Blindspot team.
- Maybe your strategy needs tweaking or a complete revamp. Sit down with us and we can help facilitate and chew through strategization tactics to help your company thrive.
- You like your site, but you want more options. Galleries, client forms, product detail pages, and more can be added to increase the functionality and bring more options to your space. The sky's the limit with these improvements as long as your imagination and budget are on track.

## CONTACT

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## ADDITIONAL CAPABILITIES

### Search Engine Optimization (SEO)

- Increase your page rankings and search engine results
- On-site SEO (keywords, meta tags, proper permalinks and link building)
- Off-site SEO (social and content)

### Copywriting

- Editing of current copy
- Creation of new copy

### Social Media

- Create consistent look with your website and branding
- Daily/weekly posts
- Networking and outreach

### Printed Materials

- Logo design, business cards, corporate identity, direct mail and point of sale, marketing collateral
- Word and PowerPoint templates

### Photography & Video Production

- People, product and places
- Storytelling

### Content Marketing

- Blog creation
- Email marketing