

Simplicity International

Web Maintenance and Support Products



2009

Introduction

Websites are never finished and Simplicity International's Web team is often called upon to perform small tasks keeping their clients' websites up to date. In fact, most web developers spend more time working on existing sites than making new ones. Traditionally patchy and difficult to measure work, Simplicity has consolidated its web maintenance offerings into a series of parcels that are easy to understand and measure.

Maintenance Services

Bronze

With our entry-level plan, Simplicity's web developers will be available to make text changes to your site. This is good if you have an already established web-presence that doesn't change very often, perhaps only a few prices and headlines. Changes are limited to text on existing pages. Layout changes are not included, other than layout of tabular data.

Silver

Simplicity's Silver Web Maintenance Plan will keep your site looking fresh with changes to both text and images. For just a small amount more you get everything in the Bronze plan, plus creating, sourcing, formatting and insertion of new images to existing pages, plus minor layout changes.

Gold

This full-service contract includes everything in the Bronze and Silver packages, plus the ability to create new pages and content. In addition, this contract covers regular updates to site material (for example, blogs or newsletters), or regular upload of files.

Platinum

Our Platinum offering includes all the services from our Bronze, Silver and Gold package and includes our Continuous SEO product, with five keywords. See separate document for Continuous SEO service description.

Iridium

Most modern websites contain back-end code and most of these contain a lot of code. Changing and maintaining these systems can be expensive and risky process. Luckily, with our Iridium service offering our professional web programmers will be available to fix errors, streamline code and develop new features. Our skill set covers almost all major platforms including:

- .Net
- PHP
- ASP Classic
- Cold Fusion
- JavaScript/Ajax
- Many more

With an isolated development environment and full test environment, you can trust that your site will be in the best of hands.

Other Services

Digital Asset Tracking and Retrieval

Often the first thing that needs to be done, this service covers the discovery of digital assets, such as domain names, hosting, email services, etc., recording and if necessary, negotiation for retrieval of passwords. Once this task is complete, your details are securely recorded in our management system for easy retrieval.

Website Vulnerability Audit

With crime and fraud as rampant as ever online, security is more important than ever. With this service, our security consultant will examine your website for security holes and ensure best security practices are being followed.

Migration and Managed Hosting

Few SMEs effectively manage their domain names, hosting and other online assets and may not be aware when these services expire. At Simplicity we offer a turn-key management package with high-availability, modern hosting provided by top suppliers. Add in local, personalised support and see your hosting headaches go away.

SEO Keyword and Site Analysis

If you're thinking of using Search Engine Optimisation, the first things you'll need to do are work out which keywords you want to promote, find out how effective those keywords and how ready your site is for search engines. With this service, our SEO consultant will study your keywords and website and create a report detailing which keywords will be most effective and what changes need to be done to your site. Plus, if you decide to use Simplicity's SEO service, the fee is 100% refundable.