



## RE MEDIA – Web Maintenance Agreement

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**Client:** \*\*\*

**Date :** \*\*\*

**Service Provider –** RE MEDIA

**Agreement - Medium User - Subscription Based Maintenance Plan**

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**1 hour per month - £37.50/month or £412.50 per year (1 month discount for one off payment)**

This website maintenance agreement entitles your company to a minimum of 1 hour's maintenance per month or 12 hours of aggregated maintenance in the stated 12 month period.

This as needed maintenance services will allow you to keep your site current, and will include but not be limited to the following additional services such as:

- Maintenance of content, links, images and functionality.
- Weekly or monthly site checks.
- Daily, weekly, or monthly updating of content.
- Offsite backups

If your were to exceed the 12 hours of maintenance within the contract year we will maintain our special discounted rate of £37.50 for an additional 12 hours that are accrued within the contract period.

Any hours not used within the contract period would expire on \*\*\*

\*\*\* will be your client account manager contact on [rob@shiptalk.com](mailto:rob@shiptalk.com)

(Please note the only exclusion to this extended special service rate would be the provision of any custom programming requirements you may have in the course of the contract year. Any custom programming which fell outside of your contract hours would become the subject of separate agreement.)

Signed on behalf of RE MEDIA.....

Date:

Signed on behalf of COMPANY.....

Date:



## RE MEDIA SERVICES – Web Maintenance Fact Sheet 2006

**RE Media web maintenance:** Research shows that visitors are more likely to return to your website if it is updated frequently. They want to see new services, helpful tips, learn of new employees, see interactive elements etc. But with limits on your time and staff's knowledge of web design - how can you maintain your website on a cost-effective basis while retaining control over content? Website maintenance is no easy task.

At RE Media, we make it easy to update your website. We will be happy to perform updates on your website on an "as needed" basis or as part of a site maintenance contract. Our 2006 "as needed" rates for HTML or text updates are £45.00 per hour, £55.00 per hour for Graphics, and £65.00 per hour for custom programming, all charged in half-hour increments. Alternatively, our annual maintenance plans can save your company money by planning ahead. Should you opt to take one of our custom plans you will benefit from a discounted hourly rates and a preferential customer service.

**Website maintenance represents money well spent** as it is imperative that your site remains current and up-to-date with your most accurate products services, prices and content. Website maintenance and promotion help keep your site current, and fresh in people's minds...

Things to keep in mind:

- Out of date content gives the impression that you are no longer in business or not interested in your website.
- Browser compatibility... your site may look great on your computer, but a potential customer viewing the same site with a different browser may see something different or may not see your site at all.

Our website maintenance contracts keep your site current, and include services such as:

- Maintenance of content, links, images and functionality.
- Weekly or monthly site checks.
- Daily, weekly, or monthly updating of content.
- Offsite backups

Nearly all companies are beginning to compete for a high level of online visibility and it can be a full time job promoting and gaining recognition for your site.

To assist your understanding of the service we can offer your company we have provided the following Frequently Asked Questions/Answers.

### **The Most Frequently Asked Web Maintenance Questions:**

Why do I need a maintenance plan?  
How often should changes be made to my website?  
How can I get a discount for the maintenance services?  
What is site maintenance?

Why do I need to submit my site to search engines?

Why do I need to maintain my site?

I have a website created by another designer. Shiptalk take over the upkeep/maintenance on the website for me?

**Why do I need a maintenance plan?**

It's vital if you want your site to remain fresh and professional. We will take care of your website maintenance including: installation of new scripts, upgrading and fixing of existing scripts, implementation of design changes, content updates and analytical report on possible website improvements.

**How often should changes be made to my website?**

How often you change your website depends on your business. Some businesses update catalogs, specials, coupons, and price lists once per week. Other companies just need to make personnel updates and press releases as they are released. Still other businesses require daily updating of listings or news. We have a variety of plans for every budget and if one of those doesn't fit your business, we can tailor a plan to your specifications!

**How can I get a discount for the maintenance services?**

If you pay the annual maintenance fee upon signing the maintenance agreement, you get one month FREE. Also, you can often get a discount if you sign up for hosting at the same time.

**What is site maintenance?**

Maintenance on your site can include making minor or major text changes, scans of photos and logos, uploads, adding links, consultations and planning assistance to make the most from your site.

**Why do I need to submit my site to search engines?**

Search engines are very important! Your customers use search engines to find products and services that they need. When people search to find products and services you offer... Your page needs to be there! We can manage this service for you if required. (Subject to separate contract)

**Why do I need to maintain my site?**

For your site to be a success you must maintain it. If you expect visitors to return, you must provide them with something new. If you don't occasionally offer new information or resources, you're not giving visitors any reason to return.

**I have a website created by another designer. Can RE-Media take over the upkeep/maintenance on the website for me?**

The answer is "maybe". We need to discuss what technologies were used, if database work is involved etc. In general, a PHP, ASP, HTML, or Flash website and popular databases will be fine as long as we have the source files. In some cases, it might be cheaper to just start from scratch. Please feel free to contact us to discuss your particular circumstance and we will take a look at your current site and see what we can do.