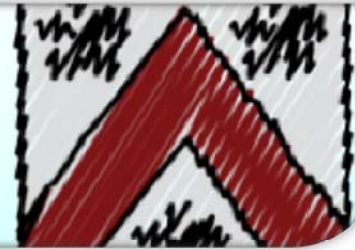


Website Maintenance

Includes ongoing permanent results.

An evolving website = more visitors.



Give visitors a reason to return to your website over and over.

The Next Step!

Once a new website is live, the project has not ended, but rather its needs have changed. Keeping your new site fresh, accurate, and working well will maintain your company's strong online presence while increasing visitors and activity. Website maintenance is key to the ongoing success of your website.

Internet trends and technologies are constantly evolving and your business is growing. Our website maintenance plans ensure your site evolves with the changing demands.



Website Maintenance Plans:

Website maintenance needs vary by the site's objectives, industry and more.

The Prestwood website maintenance plans are customized to meet the goals of any website. Each month, from the 1st to the 15th, we'll make changes as you direct us. On or after the 16th of each month, we'll automatically use up this month's time on pre-agreed upon tasks. Control when you want it, our experience when you don't.

Why use our Website Maintenance Service?

- Have a web expert at your fingertips whenever you need one - no need to train your staff.
- Fast Turnaround. Most requests completed the same day.
- Cost-Effective. Fresh websites make more money.
- Detail oriented. You already have enough to think about.

Benefits of our Website Maintenance Program

- Complete backup of your website
- Professional edits - your website maintains its quality
- Economical and convenient

	A La Carte (Pay as you go.)	Essential (Great Value.)	Premium (Best Value!)
Price	\$0/mo.	\$184/mo.	\$352/mo.
Included Time	0	2 hours	4 hours
Prestwood Vendor Liaison (myHostCafe, SherWeb, and MXLogic)	Hourly	Yes	Yes
Other Vendors (such as Net. Solutions, etc.)	Hourly	Hourly	Hourly
New Account Rate	\$110/hr	\$99/hr	\$92/hr

Website Maintenance

What it's good for.



Time -- use the time toward anything you wish.

Once signed up, we'll discuss approach. For example, we can focus on content, design, SEO, social networking, or a combination.

- **Website Content** - We'll implement whatever content you send our way. You can give us specific changes when you have them; otherwise, just send content and we'll integrate the content. Control when you want it, our experience when you don't. Any left over time will be used for ongoing SEO to keep you on top of the search engines. For Premium clients, we can optionally spend some of the left over time on design elements and/or ongoing social networking.
- **Ongoing SEO** - If you're happy with your content and maintain it yourself, we'll perform ongoing SEO work. This ongoing updates is the best practice approach to keeping your website at the top of the search engines. Any left over time will be spent on other
- **Website Administration** - We'll manage your website control panel on an as-needed basis: email management, generate reports, statistical analysis, etc.
- **Design Elements** - Although Google has a very simple design, they change their graphics daily for a fresh look. If you wish, we'll keep your website fresh with new and/or rotating design elements.
- **Ongoing Social Networking** - Reach more people by keeping up with the latest social networking trends. Our business strategies for making the best use of the various social networks will allow you to reach the maximum number of internet users possible. Also take a look at our [Business Social Networking Services](#). These services are what you'll get as part of your premium plan but gradually implemented over a few months after we agree on approach. Plus, with your Premium Maintenance Plan, you get ongoing integrated content management using the strategy we agree upon. Decisions include how to handle all content including news, events, calendar, photos, videos, informal company picnics, testimonials, etc. Your website is and will always be your primary content location (at least for formal content). However, you can use social networking websites to extend your formal content and add informal content.



Fresh is Good.

Let's be honest with each other. The content on your website is getting older everyday. That's a fact. You don't know how to update it or you're just too busy. Either way your website isn't receiving the attention, nurturing and maintenance it needs. And so, there it sits, doing nothing, languishing...all alone.

We take care of the details so you and your staff can focus on running your business!

- Website Updates
- Advice and Support
- Statistical Analysis
- Product changes and additions
- Updates to calendar or events
- Add breaking news or upcoming events
- Add photos, graphics, graphs and charts
- Text re-writes and improvements
- Site facelifts and makeovers
- Keeping the homepage fresh for return customers