



Website Maintenance agreement

This document outlines and explains the services covered by Brandsplash when a client enters into a website maintenance service package from Brandsplash (Pty) Ltd.

Brandsplash (Pty) Ltd undertakes to do the following tasks at specified intervals under the website maintenance agreement:

1. Backup website and store in cloud.

Your website will be backed-up once per month and stored offsite in the cloud. Should the worst happen there will always be a backup ready to upload to your website.

2. Check for updates to your Content Management System and extensions (Plugins).

We perform **daily** checks to see if any plugins or core updates are required. Updates done on a daily basis where required. Keep your website healthy and performing as intended.

3. Check for and fix any broken links.

Monthly link check for broken links. Removal or repairs to broken links. Send visitors to the correct part of the website to avoid confusion and frustration.

4. Review your website statistics and make adjustments to your site where needed.

If you can measure the amount of visitors to your site you will be able to identify where improvements can be made to increase visitors. Setup or connection of Google Analytics to our report to gather website visitor statistics. Google analytics data included in monthly reports.

5. Add new calls to action / tweak your calls to action.

Calls to action urge visitors to perform an action. Be it to fill in a contact form, subscribe to a news letter or act on a purchase, it is necessary to have the calls to actions in the correct place and to send visitors to the required destination.

6. Check for 404 (Page not found) errors and fix link or set up redirect.

If a visitor is sent to a page that is not valid it causes frustration. We will attempt avoid this by performing checks for this eventuality and put safeguards in place, should this happen.

7. Review progress toward your website goals.

In consultation with you, our client, a clear strategic path towards your website goals will be created and regular review will ensure we stay on course with your objectives.

8. Ensure any dated content is up to date.

We make sure contact details and other info is up to date and correct, so that visitors get accurate information from your website.

9. Review and tweak your title tags.

Title tags tell search engines what your website is about. Outdated or omitted title tags will negatively influence your search engine rankings. A monthly check will prevent this from happening.

10. Check your page load speed.

Page load speed is important to search engine optimisation and user experience. Regular checks will identify page speed problems and suggest a course of action.

11. Test your forms.

Form testing ensures that all leads generated by your website get to you. We test and make sure the leads get sent to the right person.

12. Test your website on new browsers.

Browsers get updated all the time. By testing your website on new browsers we can identify rendering / functionality issues and repair before leads are lost because of this.

13. Remove any unneeded website extensions.

Unneeded website extensions can cause your website to load slower or influence functionality negatively. We will remove all unneeded website extensions and plugins.

14. Remove any inactive website administrators.

Inactive administrators present a threat to website security and should be removed to keep your website safe and secure.

15. Test your latest backup.

We ensure the backup made to your site is sound and will work if it is needed.

16. Check your ordering process (if you are running an e-commerce website).

A broken ordering system will lose you clients/sales by performing regular check we can avoid this.

17. Update the copyright date in your footer and update other date references.

Outdated dates and copyright info will be updated to reflect the current year to keep your site info fresh and relevant.

18. Review each page of your website for content accuracy.

Ensure your visitors receive current and up to date information from your website by reviewing and editing the published pages.

19. Renew your website domain name(s).

We check to make sure your domain name does not expire and will inform you about domain name renewal dates to avoid losing your domain name.

20. Examine the overall design of your site.

Website designs do get dated and need refreshing from time to time. We will look at your site every month, and advise when we think it is time to refresh the design and or functionality of your website.

Please note:

1. The website maintenance service offered by Brandsplash (Pty) Ltd serves to keep your existing website in a working and optimised condition with the existing pages and features as present when the service agreement was undertaken. The maintenance service does not cater for the creation of new features and or pages to your website. New features and pages can be undertaken by Brandsplash (Pty) Ltd, but will be quoted on and invoiced separately from this agreement.
2. The website management agreement is payable upfront on commencement of the service and can be cancelled any time after commencement. Should you, our client, not be satisfied with our service, please let us know and we will do our utmost to address your concerns.
3. Although different tasks are preformed on a daily, weekly and monthly schedule, Brandsplash will send our clients a report of all the tasks performed on a monthly basis. If you would rather receive a weekly report, speak to us, we will make it happen.

I have read and accept the terms of the agreement as stated above.

Name:

Company:

Telephone number:

Email:

Website address: