

# WEBSITE AS A SERVICE

**IN TODAY'S INCREASINGLY COMPETITIVE MARKET, EVERYONE KNOWS THAT A WEBSITE IS A KEY MARKETING TOOL**

**BUT SIMPLY HAVING A WEBSITE IS NO LONGER ENOUGH.**



To ensure that your website fully delivers on its vital role of marketing your business, it is imperative that it not only presents a professional 'face' for your business but that it is continuously maintained, with fresh, current information and images, together with search optimised content.

Many organisations and website owners already understand this concept but don't have the required resources or experience available to them, or simply don't want to develop and maintain the content of their websites themselves. Others don't mind developing content, but dislike having to pay a web designer or developer for every small change required.

IT Outsource identified this gap in the market early and as a result developed our innovative 'Website-as-a-Service' product. For these clients **we design, develop and host a new, custom website AND keep everything up to date for one fixed cost per month.**

Our team of experienced and professional designers, developers and SEO experts can ensure that your website is regularly updated and your website content is maintained and optimised all the time, all for one LOW, FIXED COST, so that you can budget accordingly.

## **WEBSITE-AS-A-SERVICE INCLUDES:**

- » New, custom designed, CMS website
- » Domain registration and hosting
- » Update/maintain text content on all web pages
- » Update/maintain image content on all web pages
- » Creation of new pages and layout management of content
- » Updating the navigation system with new links as required
- » Fix errors or any required editing of scripting and programming
- » **FREE - Complete new site re-design every 2 years**
- » Answer client questions/comments about the website
- » Provide consultation service for any projects that impact the website and/or related projects
- » Provide backup and maintain a current file library of all assets, graphics, and source code for your website
- » Vendor management - communicate with hardware engineers, hosting support, and other affiliate service entities
- » Manage SEO, internet marketing and content optimization of your site

Contact us today for more details and a FREE analysis of your current website.

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# SEARCH ENGINE OPTIMISATION



**WHATEVER BUSINESS YOU ARE IN** - keeping your website content fresh and keyword rich is essential. This will increase your search engine ranking and the potential to generate new business leads. Websites with blogs and articles will have followers, and regular readers only remain interested as long as the content is updated regularly.

**WE CAN SAVE YOU TIME** - we take the time consuming element out of your SEO campaign, making the updates, giving design consultation and copywriting to ensure keyword density as part of an on-going SEO strategy, all for a fixed monthly fee.



## THE SETUP PHASE OF OUR SEO PACKAGES FULLY OPTIMISES YOUR CURRENT SITE.

- » Keyword research is the lifeblood of your online marketing. It is critical that you understand how your potential customers are searching for the services you provide
- » Building Meta Tags, the creation of the Robots.txt file, and the integration of a Google Sitemap.xml are all tasks that make your website more Search Engine friendly. These hidden elements of your website cannot be seen by the casual visitor. These items are specifically designed for the Search Engines
- » Google Analytics allows us to track your progress and monitor your increase in visitors

Once our initial setup is complete your website will be "search engine friendly" and will automatically begin to rank above your competitors.



## OUR ONGOING MONTHLY SERVICE IS CAREFULLY DESIGNED TO BE BOTH AFFORDABLE AND EFFECTIVE.

- » Articles and Press Releases are written (containing your Keywords) and submitted on your behalf. These are then indexed by the Search Engines for increased exposure
- » We will create "Backlinks", or links from other websites to your website. Search Engines like to see your website as being highly relevant, and backlinks do just that
- » Each month we will provide a detailed analysis of your Keywords, your progress up the results pages, your traffic levels, and suggestions on improving your website that will assist your SEO campaign