



WEB DESIGN . GRAPHIC DESIGN . VIDEO PRODUCTIONS . PRINT MEDIA DESIGN

A photograph of a rocky coastline with waves crashing against the rocks. The sky is overcast and grey. The text 'WEBSITE DESIGN INFORMATION INSIDE' is overlaid in the center of the image.

WEBSITE DESIGN
INFORMATION
INSIDE

PREPARED BY:

Nelson Musonda

- MEDIA DESIGNER -

ESSANMEDIA PRODUCTIONS

ONGOING WEBSITE CARE AND MAINTENANCE

Successful websites are those websites that continue to attract the right type of visitors and lead them down a path towards meeting company and organization goals. This requires consistent content publishing and monitoring of the website to make sure it is achieving its objectives.

Once the website has been launched We will assist you with your content strategy and help you to make incremental improvements to the website to make sure that it continues to deliver a positive return on your investment.

Project Timeline

Like any project, a website should also have a timeline. It's very important that the timeline is followed strictly if you're to have your website launched on time. The following is a timeline for the design and implementation of investinafricatrust.com.

Week one – Content and hosting

- Pay for domain and hosting
- Submit all required text content for the website
- Submit all required images and or videos
- Decide on the website layout and theme
- Purchase a WordPress theme

Week Two

- Development – this may take tens of hours depending on the content. It is highly recommended that we use actual content and not placeholder content.

Week Three

- Website testing – this is a very important stage, we need to make sure that everything is working on the site. All pages are loading correctly, forms submitting to the right emails and that all content is correct.

Week Four

- Launch
- Growth Support

FREQUENTLY ASKED QUESTIONS

The following are my answers to standard questions I usually get asked.

How long will it take to appear at the top of Google?

The time it takes for your website to appear on page 1 of Google depends on a number of factors. It depends on the search phrase people are using to find your website and the number of other websites that are also available for those search phrases. Nobody can truly say how long it will take for your website to appear at the top of search engine results pages (including people who actually work for Google), however there are a number of factors that can improve your chances. Building your website on WordPress is a good start as WordPress has some great Search Engine Optimization fundamentals built-in. Creating unique and interesting content on a regular basis for your website is also critical to increase your visibility amongst search engines. Another best practice is to participate in discussions and comment on other websites in your industry, offering your website link to be published as a backlink. Launching your website and then forgetting about it is a surefire way to get lost among the noise.

How will I know if anyone is visiting my website?

We will install Google Analytics software on your website and show you how to log into your Google Analytics account where you can see a wide range of statistics about your website including number of visits, page views than the amount of time people are spending on your website.

Once the Website Care Plan is activated you will also receive more detailed analysis every month about your website performance and recommendations on how to improve.

What happens if I want to add some features to the website while you're building it?

While we like to be flexible and responsive to your needs, we also like to deliver what we promise within the time frames and budgets we have allowed. If you ask us to add new features to your website while we're building it, we will most likely ask why. If we all agree that your new request will help us achieve our objectives then we will be more than happy to oblige. If your new feature is something you would like to add to your website but is not directly tied to your original objectives then we will suggest that we schedule it for a second iteration of the website once it has been launched. This would require a new proposal.

Why do you use WordPress?

WordPress is open source content management software and currently powers more than 25% of all websites on the Internet. The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength. WordPress allows me to develop flexible and customizable websites to modern

standards and observes web development best practices. Furthermore the community of web developers that use WordPress reaches far and wide and allows me to tap in to this collective intelligence and bring that wealth of experience to your project.

Where is the website hosted?

Your website will be hosted by a hosting company that specializes in WordPress hosting. I use Goddady for client hosting and my own sites as well. If you research WordPress hosting, you'll find that Goddady continuously comes out on top, with super-fast servers, WordPress optimized hardware and software, and excellent speedy technical help 24 hours a day, 7 days a week.

Who do I call if something goes wrong with the website or I can't figure something out?

I am your first point of call should something go wrong with your website. I will determine whether it is something the hosting company needs to fix or something that I can take care of, and I'll immediately take the appropriate action to restore your website or fix the problem. I will provide training and video tutorials to assist you in using your website once it is launched.

What happens after the website is launched?

Once your website is launched, I will provide support to make sure any bugs have been ironed out and that you are confident using your new website. After this you will need to subscribe to my ongoing website care plan to make sure your website is looked after and maintained. This website care plan includes updating your software, regular backups, security checks and making sure your website is online and open for business 24/7/365. Details about the proposed Website Care Plan are below.

WEBSITE CARE PLAN

Your Website Is Critical To Your Business

You have a website that is crucial to your business. It generates leads, customers and revenue (or at least it should). It's a channel through which customers, suppliers, potential new staff and partners will find you and engage with you. It is fundamental to the success of your business and you want peace of mind that it will be up and available for your audience 24/7 without interruption.

I will monitor your website for any changes in speed, security risks that occur through software changes, and the ever-present "bot" attacks that waste bandwidth and CPU executions at the server. With constant monitoring, your site will remain fast-loading, and live. I monitor uptime and immediately address any issues with access to the site if they come up.

All Software Is Vulnerable

Software needs updating. All software, including the software that powers your website. The world is getting smaller as more of us connect to the web and that means that it is only going to get harder to keep up, let alone stay ahead of the pack. More and more websites are getting hacked and attacked, including the big players like Twitter and Facebook as well as millions of small businesses every day. It's the nature of the world we live in and unfortunately websites are an easy target.

The fact that WordPress powers more than 25% of all websites worldwide, is both a boon and a security problem. With so many developers making great themes, plugins and extensions for WordPress, the possibilities for unique, fast-loading websites that can include any function needed, are endless. However, it comes with a price, and that's the tendency for hackers and nefarious online "bots" to target WordPress and its various login pages, themes and plugins.

I will create and save daily backups of your website from the day it's launched, and these backups are easy to use to restore your site to a previous version in the case that it's compromised someday. I will also monitor security systems that I'll have in place for your website, and keep on top of software updates for WordPress itself, as well as any plugins and themes that we use. It's known that the majority of hacked websites were using outdated software at the time, with known security holes. I'll keep this from happening by keeping your software current and tested.

Do It Yourself?

Keeping your website up to date, backed up and secure can be time consuming and a little tedious. It takes you away from what you should be doing, which is building relationships with your customers, staff and partners. The technology continues to evolve and there is no way you can keep abreast of all the trends and developments. But that's what I do.

Not only will I keep backups and restore your website if needed, monitoring speed and uptime, and perform software updates and testing when needed, I'll also be available for any small changes or additions to the website that you can think of.

Of course, most changes will be small tasks and would fall under our Website Care contract here, but some will take more time and will require an additional proposal and fee. I will always discuss this with you and remain upfront about ideas for improvements to the website, in terms of any extra time needed to develop them.

Ongoing Communication

While your website should run by itself in the background, you shouldn't just "set it and forget it." But, it can be hard to remember what to do, and how to take the small steps necessary to keep improving your website and its visibility.

I will take a monthly audit of the website activity and functions, and communicate with you via email, offering suggestions for continuing to improve your website's visibility and findability. I'll also keep your business goals in

mind as, together, we look for new ways to improve the value of the website to your business. This monthly email will function as both a report of recent website activity, as well as a list of suggestions for simple tasks you can do to improve the site and its contents.

MUTUAL AGREEMENT

Summary

I will always do my best to fulfill your needs and meet your goals, but sometimes it's best to have a few things written down so that we both know what's what, who should do what and what happens if stuff goes wrong. In this contract you won't find complicated legal terms or long passages of unreadable text. I have no desire to trick you into signing something that you might later regret. I do want what's best for the safety of both parties, now and in the future.

What Do Both Parties Agree To Do?

As my customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide me with everything that I'll need to complete the project – including text, images and other information – as and when I need it and in the format I ask for. You agree to review my work, provide feedback and approval in a timely manner too. Deadlines work two ways and you'll also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the end of this contract. I have the experience and ability to perform the services you need from me and I will carry them out in a professional and timely manner. Along the way I will endeavor to meet all the deadlines set but I can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off my work on-time at any stage. On top of this I'll also maintain the confidentiality of any information that you give me.

Getting Down to the Nitty Gritty

Design

Since I'll be creating your website using our chosen theme, I'll create general mock-ups using this theme for the look-and-feel, layout and functionality of your website. This contract includes one main design theme plus the opportunity for you to make up to two rounds of revisions. If you're not happy with the designs at this stage, you will pay me in full for all of the work that I have produced until that point and you may either cancel this contract or continue to commission me to make further design revisions at my standard design rates. I don't foresee any need for extra revisions or design time, as we've already made good progress in determining what the site needs as well as explored some industry examples to give me a head start.

I do not cater to people using Microsoft Internet Explorer 6 and cannot predict the behavior of that browser. This is normal, as very few people are still using this outdated browser. I will also test that the website performs

well on Apple's iPad and mobile devices. I will not test old or abandoned browsers, for example Microsoft Internet Explorer 6 or 5.5 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox or Opera unless otherwise specified.

Text Content

We are not responsible for writing any text copy or marketing messages on the website. I'll be happy to help though.

Photographs

You will supply me photographs in digital format. If you choose to buy stock photographs I can suggest vendors of stock photography.

Changes and Revisions

I know from plenty of experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your first idea about how something should look, or how it might work. I don't want to limit either your options or your opportunities to change your mind.

The estimate/quotation prices at the beginning of this document are based on the amount of work I estimate I'll need to accomplish everything that you have told me you want to achieve. If you do want to change your mind, add extra pages or templates or even add new functionality, that won't be a problem. However, you may be charged accordingly and these additional costs will need to be agreed to before the extra work commences. This additional work will affect deadlines and they will be moved accordingly. I'll be up front about all of this if and when it happens to make sure we're all on the same page before proceeding. I may also ask you to put requests in writing so I can keep track of changes.

Legal stuff

I can't guarantee that the functions contained in any website themes or in a completed website will always be error-free and so I can't be liable to you or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this website and any other web pages, even if you have advised me of the possibilities of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.