

# New Client Support & Maintenance

Client Name

\_\_\_\_\_



# Welcome to (Company) Support

---

We're happy to have you on as a website hosting, maintenance and support client.

We encourage you to share this slide deck with others on your team who are connected to your site's maintenance and support.

OK, let's get started!



# Support services agreement

Your agreement includes --

1. Up to 60 minutes of **support tickets per month** sent via email or through a meeting.
2. We will have 12 hours per year to monitor and review your WP website and make recommendations for updating themes, plugins etc.

Please see the signed contract for specific details.



# What is a support ticket?

A support ticket is--

- A request for web support and/or site maintenance,
- Created by sending an **email** to care@company.com, and
- Has a minimum bill-time of 30 minutes per request.

Please note: Phone support is billed separately and at a higher rate.

Design, content development, and SEO services are not part of your monthly support plan though are offered either à la carte or through discounted monthly plans.



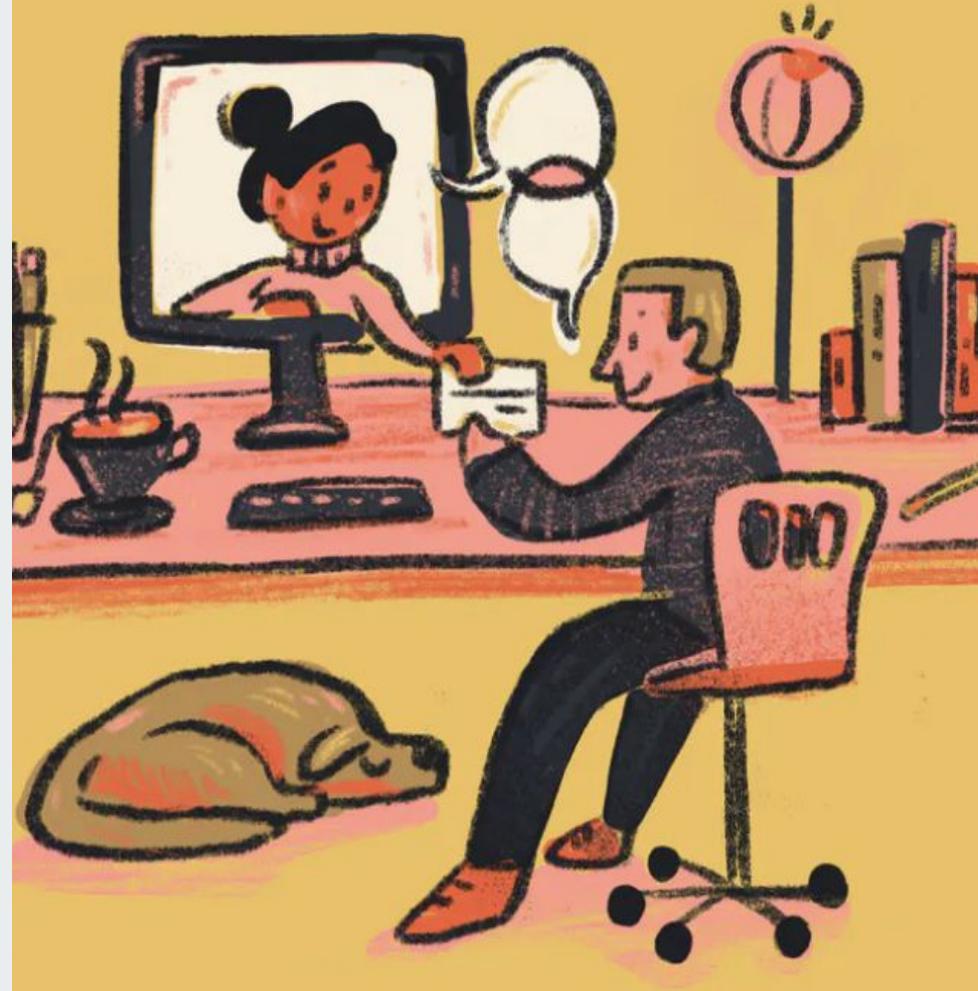
# What kinds of work can be requested?

---

A **support ticket** typically covers --

- Uploading\* a video or blog post,
- Updating a web page with new content,
- Adding a new team member or new photos to your site,
- Importing/exporting Data
- And so on!

\* FWIW Uploading a blog and optimizing a blog for SEO are rather different services. To clarify: *optimizing* posts is part of our SEO monthly services; *uploading* a post is part of monthly support and maintenance.



# Just send an email!

Getting support and maintenance for your website is super easy: Simply send an email (with clear instructions!) to [care@company.com](mailto:care@company.com).

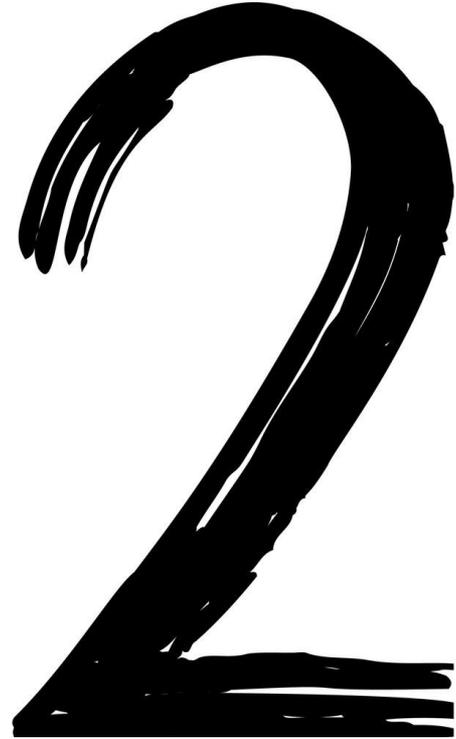
It's really that easy!



# Two-day turnaround

Some requests are super easy to do. Others, a bit more complex.

While we aim to respond as quickly as possible to support tickets, for planning purposes, please assume a two business-day turnaround for completion of your simple support requests.



# Support hours: M-F, 7 am-2 pm

---

Tickets received after 2 pm, eastern are responded to the following business day.

Hosting is monitored 24/7, so that's never an issue, though do note, while our support team offices close at 2 pm, our management staff is available for questions until 5 pm, eastern.



# Client folder

---

We've created a Google Drive folder to store support and maintenance-related documents and projects.

For starters, your WordPress admin manual is in this folder, as will be documentation of site development and maintenance issues either of our teams shares.

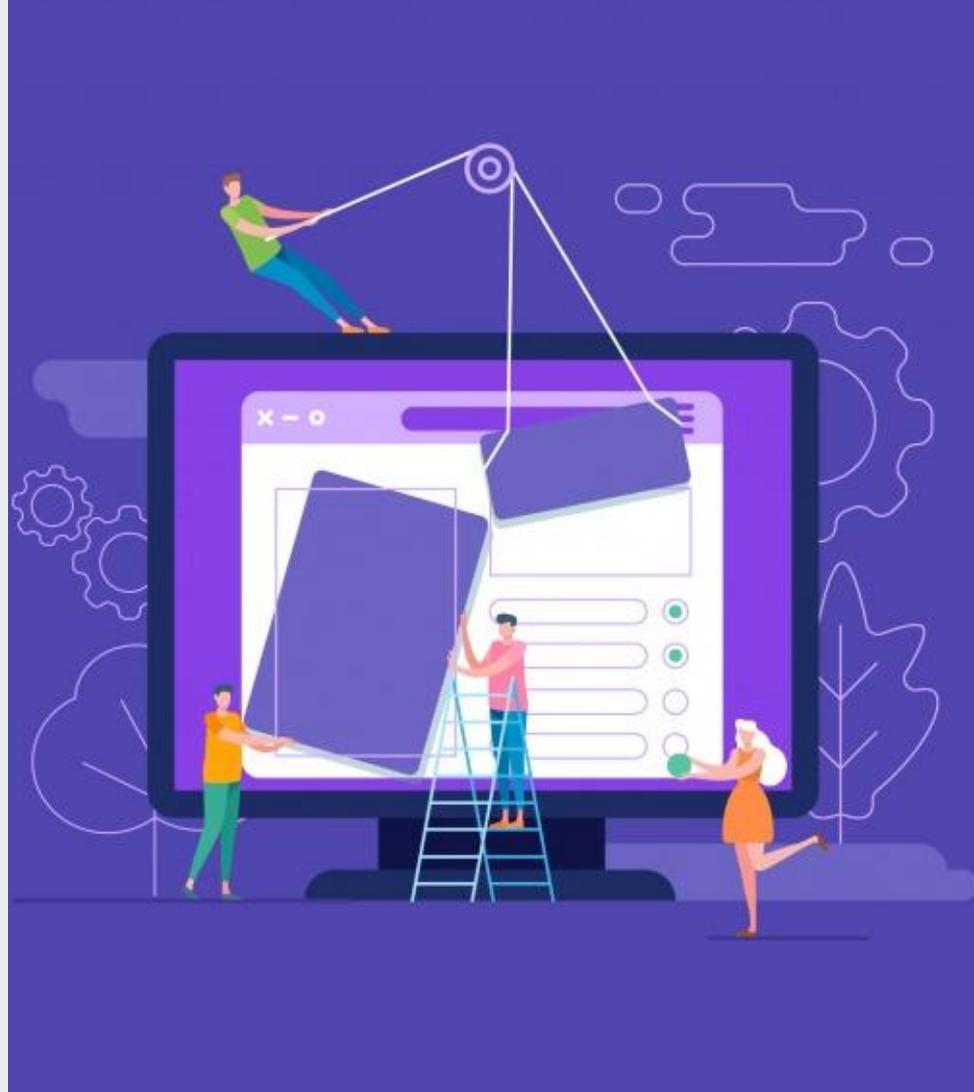


# Our Dev Team

---

Our team of a dozen-plus developers are mostly behind the scenes, though you will engage with some of them for support work and maintenance.

A number of our developers have been with us -- and grown with us -- over the last 15+ years. They're always learning and always here to serve.



---

# Best practices for working together.



# Learn from those before you

---

15 years and counting has given us a lot of insight into best practices clients can do to --

1. Save time,
2. Save your organization money,
3. Get the best--*and* *quickest*--results!

Follow these tips for an efficient experience and the best value for your money.



# Clump small changes in one ticket

---

Hands down, one of the easiest ways to get the most bang for your buck is to gather up your technical support requests for the month and send them all in one email.

Obviously, marking or noting each separate request clearly in that email is a big help for us and for you.



# But ... new requests need a new email

---

Once a support ticket is submitted--whether it has one change or a handful of small updates--please leave that ticket as is.

When you have a new support request, kindly send us a fresh new email.

The help desk ticket system we use functions much more efficiently when we work together this way.



# Always respond to the open email thread

---

When communicating with the support team about an open ticket they're working on, always respond and discuss the tickets in that same email thread.

Alas, any new email subject line auto-generates a new ticket which then eats up your allocated time when we have to then manage one request now spread out in multiple tickets.



# Be specific and detailed

We want to make sure we understand exactly what you want changed, where the change needs to happen and what the new result should be.

Aim to send directions that are --

- Specific and literal
- Detailed and clear, and
- Straightforward.



# Include URLs

---

For all changes related to any website page, kindly copy and paste the exact URL for the page to which you're referring.

Doing so makes our work so, so, so much easier! :)



# Send replacement content vs edits

For content updates and changes, first we need to know WHERE a change is being made, for which we need the URL.

We also need to know the which paragraph(s) are being changed.

Rather than sending line by line edits, please **send the replacement content for a swap out** on the page. This process is much more efficient and accurate.

Trust us on this one. :)



# Write clear email subject lines

---

This tip is worth its weight in gold!

Clear, (sometimes) long, detailed subject lines are quite helpful ... not just to us, but to you when replies and responses arrive in your inbox.

Examples of helpful subject lines --

1. September 2021 updates (Your company name)
2. Upload new video and blog post
3. Replace CEO leadership bio & headshot
4. Et cetera



# Send final content

---

Each request coming in to our support system is a minimum 30-minute engagement for our support team to receive, process, assign, complete and track a ticket.

If you send us content, then send us replacement text ... even if it's done the next day, that second request is a second 30-minute ticket.

Save money and send us final content! :)



# Routine, regular changes?

---

Will you be sending us regular updates each week, month or quarter? Let's set some time aside to talk about them and look to see where we can find efficiencies in our process of working together.

Whether it's a checklist, a form or some other procedure we create, we want to make this process of regular updates seamless, efficient and effective.



# Test sites

Particularly when implementing complex support requests, we may recommend (or require) that we do the work on a test site first.

You can always choose to go live with a risk for errors (which may be acceptable for small changes), though for more complex work, we may require the work be done first on a test site.



---

# Tracking & accounting.



## Use 'em!

---

Support hours don't "roll over" month after month, so we encourage you to use your monthly support tickets pro-actively.

If you're finding you need more than 30 minutes of monthly support, just ask. We offer discounted Hosting, Support & Maintenance packages for current clients.

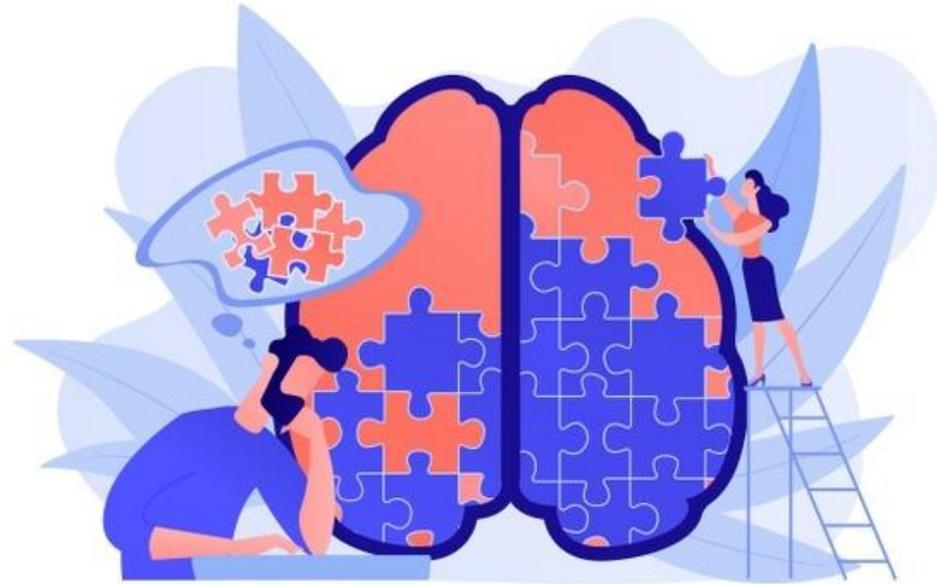


# Detailed or complex requests?

---

Some support requests are more detailed or complex to communicate or understand. In such cases, we'll set up a quick phone call to discuss the request.

You can engage us to do technical/development-related research for you, such as which newsletter or marketing automation system is best for your needs and budget, whether to use an OTS or custom-coded plugin, and so on.



# Research and discovery work

---

Some website changes or requests for new functionality may require our team to do some research and discovery in order to present options, pricing and considerations for you to review before deciding how to proceed.

These projects are billable work for which we'll first provide an estimate before beginning.



# Estimates for work over 5 hours

---

Any work over 30 minutes (but under 5 hours) is simply billed for the time to complete the work and will be added to your monthly invoice.

Any work requiring more than five hours to complete is first estimated and then approved by the client's Lead POC before we begin the work.



# Approving estimates

It's your call here. We can accept small maintenance and support requests from others in your organization, if that's your preference.

However, for any estimated support work over 5 hours, we require your designated Lead POC to sign off by way of an email saying the estimate is approved.



# Monthly tally

---

Unless requested and paid for, all support hour tallying and report compilation is done at the end of your billing cycle.

If you're finding your monthly use is higher than expected, we do offer discounted monthly support packages.



# Clump small changes to save \$

---

For small changes, you'll get more bang for the buck if you gather your requests and submit them as one ticket monthly.

We can work with you however is most convenient for you. Though for more budget-conscious clients, this small tip will save you a bunch of money over the course of a year.



# 30-day change of service notice

---

Please note, for many a reason, we need 30-days' notice for any change of service, such as--

- An increase or decrease in maintenance hours,
- Hosting changes,
- SEO plan changes and/or
- A possible cancellation of maintenance and support services.

Thank you in advance for your understanding.



---

**Maintenance, support &  
hosting packages.**



## Other Packages starting at 5 hours/month

Oftentimes clients find themselves turning to our support team for more and more help and maintenance with their site.

We offer discounted support packages for monthly site maintenance. Your PM can help you figure out a plan that's best for you.

Plans can also be reduced or expanded with a 30-day notice. We're flexible and responsive to your needs.



# **Support, Hosting and Maintenance Packages**

**Pricing information here.**

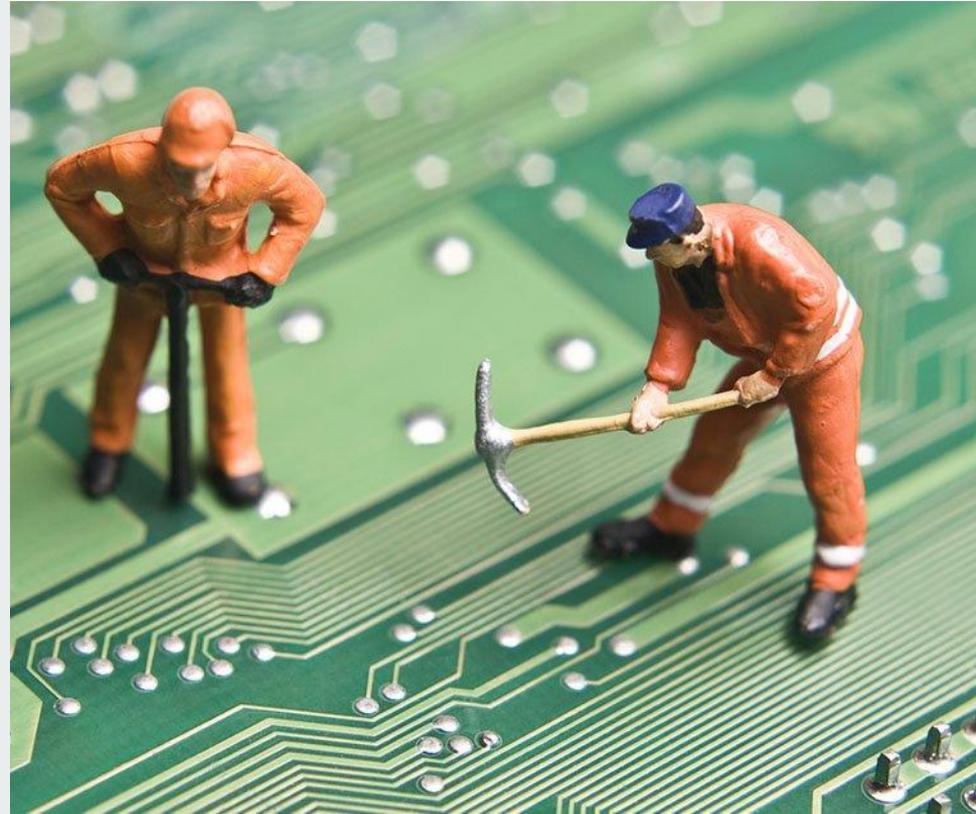
# Annual WP check

---

Included in your monthly support package is up to 12 hours of annual review of your WordPress site and recommendations for what is needed to keep your site running smoothly.

Extra charges may apply for--

- Annual theme updates
- Plugin updates
- Development time spent over monthly support hours



# The onerous work? The complex work?

---

Some clients prefer to have our support team do the onerous, nitpicky, boring stuff to maintain their site for them.

Others prefer us to do the high-end, beyond-their-talents work for them.

Either way, consider us part of your team and a flexible, capable resource to keep your site maintained and functioning well.



---

# Hosting.



# High-performance hosting

---

Our basic Maintenance, Support & Hosting Package is included in your monthly SEO service plan.

We pride ourselves in having maintained excellent hosting integrity and site stability ... despite countless (and often daily!) attempts to hack sites.

Our hosting speed? It's pretty fast.



# But if you need suuuper fast hosting ...

---

We can accommodate customized hosting options at even higher performance levels than our standard and included hosting speeds.

Ask your PM for a quote.



---

**How else can we help  
improve your marketing ROI  
& brand awareness?**



# Do you need more ... ?

What's on your radar? More--

- Lead acquisition
- Engagement
- Recruiting
- Productivity
- Upselling and repeat sales?

We have many years of experience creating custom features that support these branding, engagement and ROI goals.

Let's talk.



# More technical web features?

---

We can help with

- Ecommerce
- Marketing automation
- Member/customer/employee portals
- Customized forms
- Helpful widgets
- Photo galleries
- Interactive portfolios
- 3rd-party integrations
- Pop-up screens
- Alert banners
- Event calendars
- Chatbots
- And more!

Just ask.



# Additional services

We are a full-service digital marketing agency able to help you with projects large and small, such as –

- Improved search results
- Adding a new service page
- An infographic
- A marketing plan
- High-calibre blog content
- Technical projects and research options
- And much more



**care@company.com**

**For all your site hosting,  
maintenance  
& support needs**

