

WHITE PAPER

Position²'s WebMaster Services: Accelerating Website Effectiveness



When You Think of

DEMAND

ACCELERATION

Think of Us.

Abstract

Business owners often feel that once their website goes live, the work is complete; but this is far from the truth. Website maintenance is a continuous task to ensure that the site stays updated, its hardware and software are working satisfactorily, and that it is always well monitored.

The idea is to make sure the information on your website is current and interesting, so that your target customers keep visiting and you get better rankings in search results, which in turn improves your website traffic.

Bringing cost savings and enhancing efficiency through a customer engagement model, Position²'s WMS (WebMaster Service) is a comprehensive and holistic solution package for all website maintenance, testing, and security needs. WMS will empower your business to focus on core competence and help in ABM marketing or to other channels through a strong online presence with focus on offering with a personalized experience to customers. This white paper talks about the need for maintaining a website, the issues clients face when their websites are poorly maintained and the strengths of Position²'s WebMaster Services.



Table of content

Introduction	04
1. The Case for a Website Maintenance Plan	05
2. The Components of Website Maintenance	07
3. Preventive Maintenance vs. Predictive Maintenance: Choosing the Best Fit	10
4. Website Maintenance Solutions by Position ² : The WebMaster Service	11
5. Delving Deeper into the Position ² WebMaster Services	12
6. Ensuring Predictive Maintenance for Business Websites	18
Client Testimonials	19
Position ² : The Demand Acceleration Company.....	20
Contact Information	20



Introduction

We have witnessed big leaps of technology in the past two decades. From the age where people were just beginning to get online to the mobile apps era, we are now moving at an unprecedented pace to Artificial Intelligence and the Internet of Things.

The strides of digitalization have also changed the scenario for business website owners. The good thing is that now, owning a website is much simpler—from large multinational organizations to startups and leisure bloggers, anyone can have a dedicated websites. But as websites mushroom across the globe, it's only the savviest of platforms that garner attention. Online audiences are looking for attractive, relevant, updated, safe and well-maintained websites.

Business websites today are no more the online replica of brochures for marketing. They have become active shops selling merchandise, services and creating brand presence. Purchases require customers to disclose their personal information including credit card numbers, and security is therefore vital. Online transactions can only be trusted on websites with HTTPS certificates. Business owners also need to continually work on securing their digital collateral against growing cyber attacks.

Google's ranking factors, merit web content optimization and quick page loading speeds. As more and more people now access the Internet via hand-held devices, the mobile-friendliness of a website is also considered for ranking it in search engines. Modern website therefore needs a responsive design that can be viewed across any screen-size or device.

Further, English is no more the only language used on the Internet. The World Wide Web is now largely multi-lingual. A blizzard of content is being generated in Chinese, Spanish, Arabic, Portuguese, Japanese, Hindi and other languages. As businesses continue to take their operations beyond home countries, it is essential to have multi-lingual websites or customized iterations that can be lucid sources of information for local audience.

Overall, websites are now expected to offer a richer user experience in a more aggressive environment. Maintenance is not merely about sporadic updates. It requires a regular, comprehensive and consistent analysis of the entire website to check what needs to be tweaked and what replaced. Adjustments must be made before the competition becomes overpowering or your target audience begins to stray in search of a more compelling user experience.



1

The Case for a Website Maintenance Plan

The easy availability of content management systems such as Drupal, WordPress, and Joomla has put website maintenance in the hands of site owners. These systems have made website maintenance seemingly simple. Even if you do not have any formal knowledge of programming, you can add pages and new content to your website. However, just because it is simple, does not mean it will take care of itself. The upkeep of a website is quite like maintaining a new home. If you do not pay close attention to all aspects, it will deteriorate over time and deter visitors.

Whether your business spans continents or serves customers locally, if you have invested in a website, here's why a detailed maintenance plan and optimization of digital experience should be a priority for your business.

a

Keep your website secure

In addition to securing your website, you also have the responsibility of ensuring the security of your visitors' data and create a back-up for it. To stay safe from the threat of frequent cyber attacks, a website must be constantly updated and fortified. In addition websites irrespective of whether they are large or small are vulnerable to hacking activities.

b

Improve user experience

When websites were first launched two decades ago, they looked simple and had basic, non-dynamic features. The user experience was limited. Now that the Internet and digital technology has evolved and continue to enhance and evolve further makes it even more important to keep the websites updated and contemporary. Success in business comes when your customers start to trust you, and this credibility depends a lot on the digital experience offered. Delivering a better user experience calls for work on the website according to evolving web development and design technologies.

c

Provide fresh content

Your website is a digital marketing tool through which you must always provide engaging and relevant content to users. As it's publisher, updating your web content is important and it will be a lot easier in focusing on the content and passing it to WebMasters to take care of it.



d

Grow your website traffic

When the content is engaging enough to make the visitors to go through the content, then there are better chances of conversions and may create a buzz on social media.

e

Have website backup

You invest heavily in the design, development and content updates of your website. But there are many things that can happen to the website besides accidental deletion of files by an administrator. The most unavoidable situation is the aging of the original version. You can build a website on your own computer and feel it is safe as you can backup your hard drive. However, as the weeks and months go by, the original version becomes old. You may be actively optimizing the website for search engines by adding fresh content. But the initial version stored in your computer gets progressively dated and distanced from the live website that your visitors see each day.

Then there are hackers, malware and viruses always looking for loose ends to launch an attack on your precious digital asset. As a part of your business continuity plan, it is crucial to be prepared for any instance of data loss, data breaches and server crashes. A customized maintenance plan is now a necessity to minimize the downtime your business suffers when any component of the website goes amiss.

f

Save costs

Website maintenance is considered an unnecessary expense. Having developed a web portal, most people do not wish to invest in it any further. But if you delve deeper into the merits of website maintenance you will know that it is, in fact, a money-saver. Neglecting maintenance can actually cause more harm and make you incur higher costs in the long run. What if your website gets hacked or infected by a virus? What if it suddenly goes offline? What if a competitor develops a better portal than yours and takes away majority of your traffic? The cost of implementing last-minute remedies to such problems will be significantly more than the maintenance cost you want to avoid.



2

The Components of Website Maintenance

a

Website quality assurance

Website maintenance comprises all the activities to be performed for maintaining the operational integrity of a website. In other words website maintenance is required to make sure your website runs smoothly and as per your plan.

Listed below are the basic components of this task:

Quality Assurance makes sure a website is operationally sound and adheres to the organization's standards. The two prime activities of Website Quality Assurance are Data Collection and Data Analysis.

Data Collection:

This involves collecting the data against which a website can be examined for issues of quality, including:

- Checking for broken links
- Checking for missing content including text and graphics
- Checking the spelling and grammar of content
- Checking for missing metadata
- Checking the file sizes of pages to ensure they are not too large
- Checking for browser compatibility
- Checking that applications are functioning correctly, e.g., an online hotel reservation form
- Checking that legal and regulatory guidelines are being adhered to in terms of data protection and privacy
- Checking that the website design standard is maintained

Data Analysis:

This takes into account all the information that has been collected. From this pool of data an Issues Log is compiled. The purpose of this log is to list items that are in violation of a Quality Analysis checkpoint; for example, broken links and oversized images. These can then be allocated to developers for correction.



b

Website performance monitoring

A well performing website will directly lead to better user-experience, repeat site visits, more frequent conversions and ultimately increased revenue. Also, such a website is typically indexed faster by search engines and shows up in top search results.

The common performance indicators are:

- Website load time/page speed
- Cross browser compatibility
- Optimization
- Monitoring uptime

c

Website infrastructure performance monitoring

Here the aim is to create procedures for the supervision of site hosting. The size of technical support team for this activity and their skills depend on the complexity of the website infrastructure. A big, busy transactional website will need more effort than a basic platform that offers rudimentary information about the business. The technical team must have the skills for hardware management, software management, information system security, and data maintenance.

d

Website change control

The responsibilities of WebMaster services stretch beyond the demands of immediate operations. They must also look into the developments that have the potential to impact future integrity of the site. A mechanism is therefore needed by which the impact of amendments can be managed.

Change Control is a process to implement technical and other updates to a website in a timely and non-disruptive way.

Change Control involves 4 steps:

i

The Scale of the Change

The scale of the change measures the size of an existing infrastructure that is impacted by it. Furthermore, it determines the quantity of resources needed to materialize the change.



ii

The Nature of the Change

The most common amendments covered here concern the website hosting infrastructure and the technology used to deliver content.

These can be grouped into four categories:

- Changes arising due to software maintenance
- Changes arising due to hardware maintenance
- Changes arising due to the initial release of content using a new technology
- Changes arising due to marketing activity

iii

The Impact of the Change

The impact of the change is measured in terms of its effect on site visitors, the business operations or the website administration. Effective management of impact is all about minimizing the risk that any of these will be affected with. There are quite a few attributes to be reviewed before any activity starts. These help to identify elements that are particularly vulnerable to adjustment, such as:

- Event sensitive content to be updated every month or for festive offers
- Business critical content to be updated for reports and analytics
- Frequently used content to be adjusted against any sudden changes in product/service price, shipping policies

iv

Proceeding or Re-evaluating

Once all the facts have been looked at, the decision to proceed with the change (or not) has to be taken. If the evidence suggests that the risk of a negative impact is within manageable limits, the project can go ahead as planned. But if the risk involved is unacceptable, the change itself or the process of implementation has to be reconsidered.

Businesses that don't look at such components of website maintenance typically find themselves spending tens of thousands of dollars on unforeseen expenses caused by poor functioning or breakdown of their site's structure.

3

Preventive Maintenance vs. Predictive Maintenance: Choosing the Best Fit

As you ponder on the need for website maintenance, it is also good to look at the kind of maintenance plans that are trending and the one that will suit your interests more profitably.

Broadly speaking, website maintenance may be preventive or predictive.

The idea behind preventive maintenance—also called planned maintenance—is that by performing regular maintenance for your equipment, you reduce the possibilities of that equipment's functional failure. It is similar to taking your car for regular oil changes to keep the performance satisfactory.

Preventive maintenance is prompted by time or event-based triggers. It assumes that some components of the equipment will deteriorate after an average period of time.

Predictive maintenance is different from preventive maintenance as it is determined by the condition of the equipment instead of its average lifespan. Essentially, it tries to predict failure before it actually occurs. This is done by closely monitoring the equipment during normal operations. In most cases, when predictive analysis detects an upcoming issue, the repair can be scheduled at a time that minimizes impact on production.



4

**Website
Maintenance
Solutions by
Position²:The
WebMaster
Services**

When applied to websites, a predictive maintenance approach analyzes data to:

1. Minimize planned downtime
2. Eliminate unplanned downtime
3. Save costs

Thanks to decreasing cost of sensors, rising bandwidth capabilities and massive computing power, predictive website maintenance is now a viable option. It can be implemented effectively on an enterprise level.

Position² provides strategic website maintenance solutions through its WebMaster Services (WMS). Through these solutions, data can be pulled from multiple sources and legacy systems to provide real-time, advanced insights. It is then comprehensively analyzed and used to enhance the website's operational efficacy.

Supporting growth through mobile friendly, WebMaster Services extend beyond metrics through a technical architecture with refined methods. They tie predictive and prescriptive analytics with solutions and support.

With Position²'s WMS you get strategic solutions with cross-functional abilities that enable your website to serve as an attractive gateway for your digital marketing activities. The highlights of this package include but are not limited to:

- Periodic upgrades and updates
- Round-the-clock server monitoring support with up to 250 checks in a minute
- Secured coding and reporting structure wherein developers need not log in to the server
- Monthly testing and fine-tuning of website
- Implementing accurate metadata, SEO, and other on-site recommendations for more traffic
- Infrastructure support for web hosting services



5

**Delving Deeper
into the
Position² Web
Master Services**

“If it ain’t broken, don’t fix it” is a dangerous policy for your website. It is not a question of “if” but “when” trouble will occur. And when it does, you stand to lose a lot.

WebMaster Services by Position² can take over every aspect of your website maintenance program, leaving you to focus on the revenue-generating activities of your business. It may be the threat of a server meltdown or a content nightmare, Position²'s services have the answers that shield your website against any digital risk and keep it fresh, appealing, and secure.

Amidst frequent technology updates and upgrades, these services help your website to be up and running. The service package upholds the quality and unique identity of the website right through the maintenance process.

Here are some typical website problems that can cost your company big, and WebMaster Services at Position² are tailored to nip them in the bud:

a

**Broken
external links**

Even if it seems like a relatively minor issue, it cannot be ignored. You may refer your visitors to a page on a different website, perhaps to validate a point in your blog. However, over time many websites move or delete their content, which breaks your links to those pages.

You have no control over what the other sites do, but when this occurs, you do need to delete or alter your links. Any delay or inability to do so may become an impediment to a conversion on your own website, and may affect your revenue. The broken link will also reflect poorly on your website and prod Google to lower its rank. Broken links push pages down in search results and limit visibility of websites.

Such issues can only be taken care of if there is a proactive maintenance plan working for your website. This is where Position²'s WebMaster Services help. With frequent checks on the web content, it catches and resolves these issues before they cause your visitors to drift away.



b

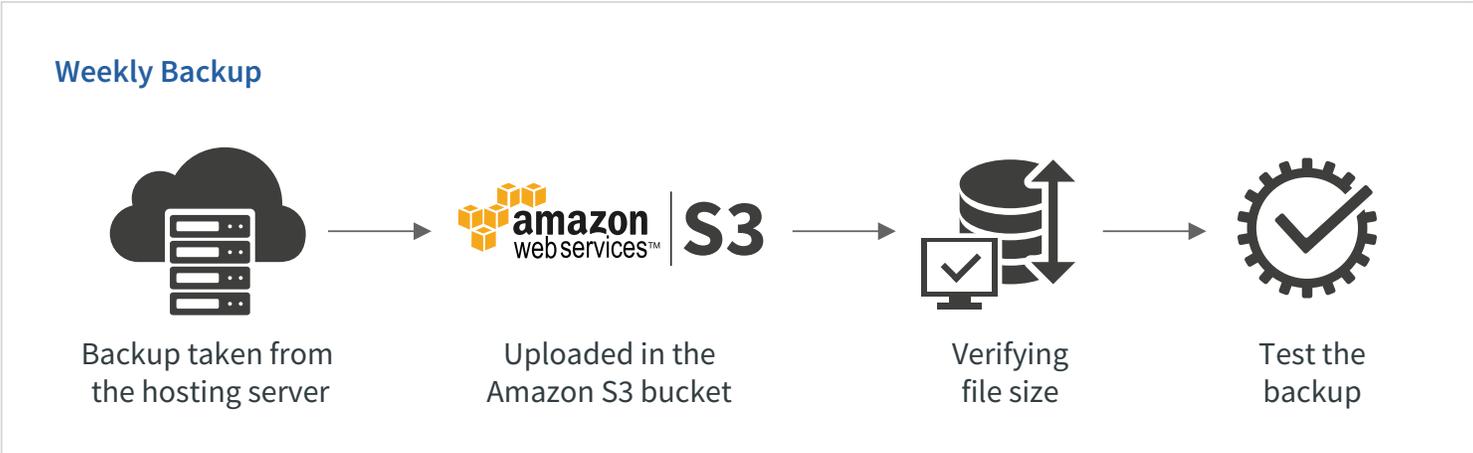
Error 404 and broken internal links

Error 404 is another major website maintenance issue. “Page Not Found” is the typical way a web server responds when someone requests a page that does not exist. Previously, most such errors occurred because of people mistyping web URLs in their browsers. However, thanks to bookmarks and autofill capabilities, manual error is now only a minor source of 404s.

Today, 404s and broken internal links usually point to more serious concerns. Why is the page missing? Or why does your navigation system contain a link that leads nowhere?

When visitors get a notice that a website has exceeded its memory limit, it reflects poorly on the concerned business. The same holds true for notice about an incorrectly configured SSL certificate. Why would anyone want to share their personal details or credit card information on such a website? Issues with mod-rewrite, .htaccess and incorrect custom URL routes may also cause 404 errors. They can destroy visitors’ trust and, again, Google will remove the affected URLs from their index.

With the ability to implement accurate metadata and check all SEO functionalities of a digital portal, Position² team finds, remedies, and prevents these problems. You don’t need to worry about a visitor leaving disappointed from your website.



C
Browser compatibility

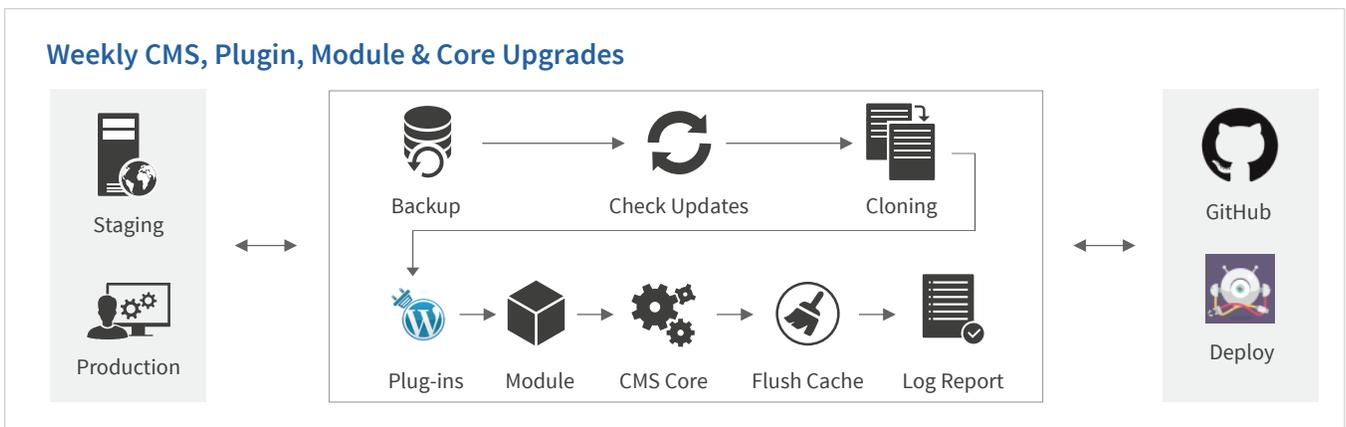
No operating system or piece of software stays static for long. They have to transform themselves to accommodate the modifications and upgrades in hardware devices, web standards, plug-ins and other related software. If you do not have a proper website maintenance plan in place, the risk increases with every browser upgrade. Often, browser upgrades are patches to improve security. If a website is not compatible with those, visitors get suspicious about it. They are reluctant to visit it from another browser that they do not typically use.

Position²'s WMS regularly checks how your website appears on all the popular browsers: Google Chrome, Internet Explorer, Firefox, and Safari. It ensures that no matter what browser visitors use to access your digital platform, they can access and navigate it without any impediments. You can also ask Position² for responsive web design packages for user-friendly mobile websites.

d
Technology shifts

Smartphones and tablets have taken over desktops and laptops as the most common devices used by people to access websites. Many companies did not make their websites mobile-friendly until early 2015, when Google bought Mobilegeddon and announced that it would penalize sites that could not be accessed properly via mobile devices. Businesses that still do not have a mobile website are losing out on a high number of prospects and conversions.

In the era of constant and frequent technological shifts, if you 'snooze', you 'lose'. This is why predictive maintenance work on websites is so important. The WebMaster Services package helps you stay alert to upcoming technological innovations/disruptions. You can take a lead to alter and adapt your website to change as soon as it strikes.

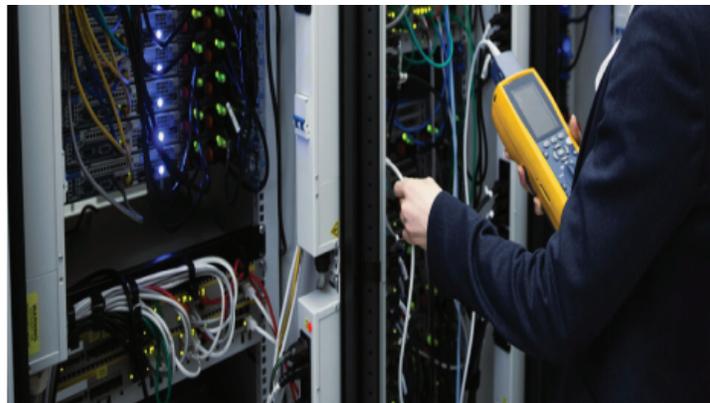


e

Mission-critical functions

What if the shopping cart on your website fails to work? Or the landing page forms stop recording the email addresses prospects key in? What if subscribers on your website cannot log in to their accounts? Some of these problems can cause your leads and conversions to parch overnight.

Only a predictive maintenance plan can detect such problems before they assume alarming proportions. And that's where Position² WebMaster Services step in. By deploying this service package you can keep your website safe against looming threats and ensure smooth functioning of things that matter for your business.



Note: Apart from monthly, we do it as and when required.

Monthly Alerts, Speed Test, Security Scan & CMS hygiene

- Alerts
 - CPU Usage (GCP)
 - Network latency (GCP)
 - Process Health Check (GCP)
 - Web Server Health Check
- Monthly Speed Test
 - Google Site Page Speed Tester
- Monthly Security Scan
 - Burp Suite
- Maintaining the server and CMS hygiene
 - Removing unwanted files
 - Removing unused modules/plugin-ins
 - Quote Cleaning up disk space, log files and Backup



f

Nasty hackers

Are hackers employing any “back door” methods to redirect information? If a jealous competitor pays someone to launch a Denial of Service (DOS) attack on your website, how will it affect your business? When you accept credit card details on your online shopping website, are you sure that no criminal is spying to steal customers’ information from your database? These are all potential threats that cause losses amounting to thousands of dollars.

WebMaster Services work tirelessly to maintain the integrity of your website and keep it safe from hackers and mischief-makers. With strict monitoring of your servers and webpages, Position² will not let any disruptive element play with the data on your online portal.

Monthly Security Updates

Upgrading monthly security patches at the hosting server and security tools.

Kernal Update



Application Update



SSH Server Update



Network Manager



SSL Certificate Update



Web Server Update



Note: Apart from monthly, we do it as and when required.

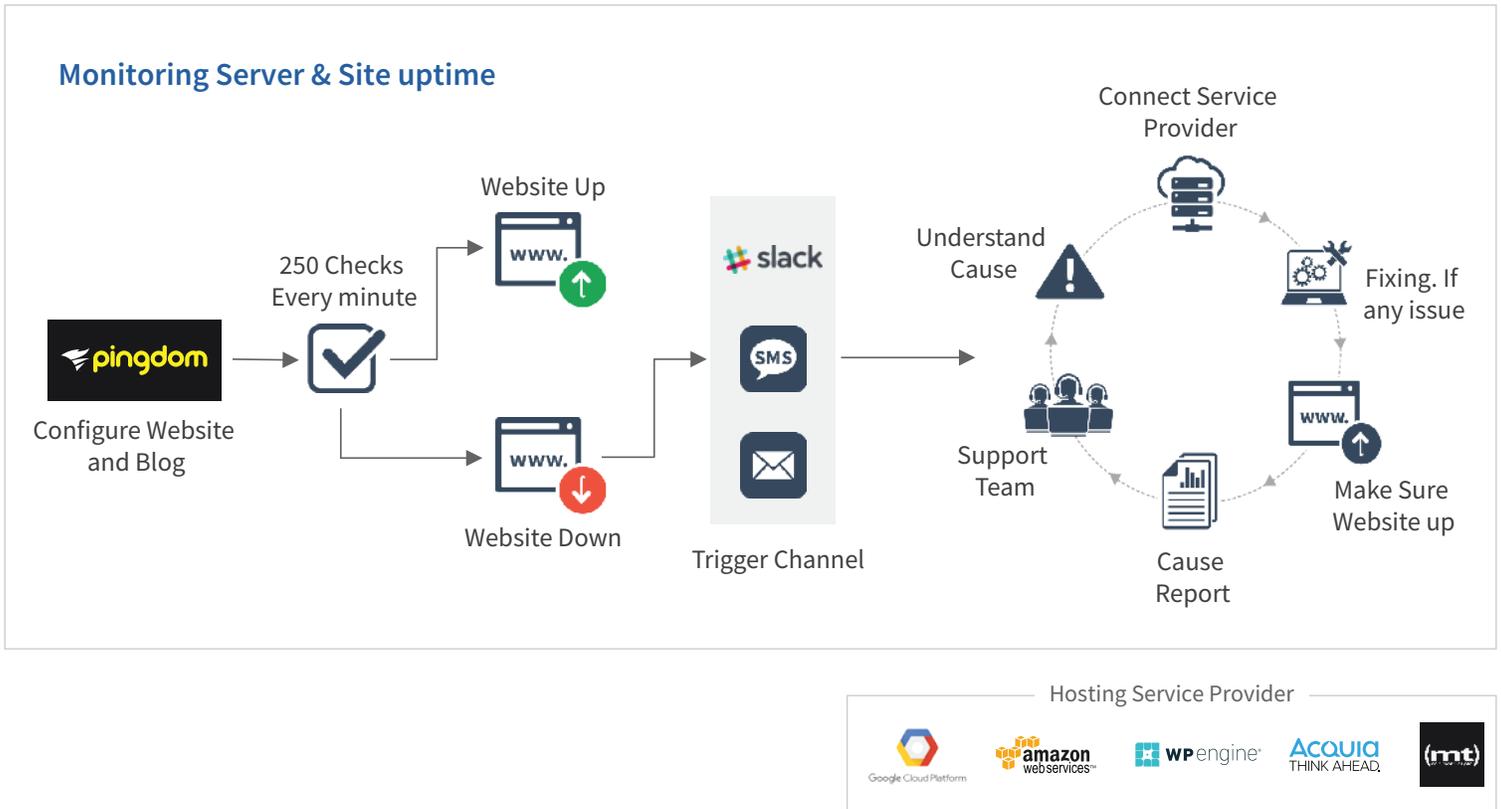


g

Server crash

There are incidents of servers going down. Can your in-house team work round-the-clock to make quick amends in case the web server goes down at 3 am? Would it not be a big monetary loss for the business if your site went down during peak surfing hours? Security measures, thus, need to be in place.

By deploying WebMaster Services you can avert a server crash and keep your business working round-the-clock. There are 250 checks in a minute to ensure nothing disrupts your revenue-generating activities in the digital world.



6

Ensuring Predictive Maintenance for Business Websites

WebMaster

- Monitoring Server uptime – 24/7
- Backup – Scheduled backups taken (Weekly)
- Security Updates – Monthly updates are available
- Module/Plug-in Updates – Weekly
- Cross Browser/Device Testing – Monthly
- Broken Link Scan – Monthly
- Alerts – Through multi channels 24/7
- Speed Test – Monthly
- Security Scan – Monthly
- Maintaining servers and CMS hygiene – Monthly
- Disaster Recovery – with top priority & immediate action

In the current industry context—the latest phase of the industrial revolution, where advanced manufacturing techniques and the Internet of Things merge to create a “smart factory”—digital presence is everything. Predictive website maintenance is not an option for businesses that want to grow; it is a necessity.

It is one thing to develop a new website or to revamp an existing one but it is a different job altogether to keep any online portal up-to-date and be prepared before disaster strikes.

Today, the benefits of predictive website maintenance are accepted because of its efficacy for fault detection during early stages and the consequent reduction of unscheduled downtime. It helps in increasing productivity, improves quality and provides the feeling of reliability to the concerned organization and its customers. Even a small downtime for a transactional business website can cost significantly and this gives strong reason to implement predictive maintenance.



Client Testimonials

Don't just take our word for it. Here's what our clients say about our services:



For any leading SaaS company, its website is a major strategic marketing asset. The web team at Position² are a critical resource to make zyme's website a key management tool. They were an integral part of our website redesign project, and we are delighted by the degree of commitment, the quality of output, and the structured project management leading to time-bound delivery.

The web team at position² worked as an extension of our marketing team in understanding the message need to be communicated, and recommended extremely engaging and creative ideas to make Zyme's website informative as well as fun.

Sandeep,
Zyme Solutions



I just wanted to take a moment to appreciate the great work you guys are doing for our web projects. Thanks for your abundant patience and technical support whenever required, even during the odd hours.

The entire marketing team at [24]7 appreciates the work you are all doing. We look forward to working with you on many more projects.

Thank you!

Melvyn Lewis,
Director Web and eMarketing



We are proud to be associated with prestigious brands that include:



**Position²:
The Demand
Acceleration
Company**

Demand Acceleration (DA) is Position²'s proprietary framework developed over a decade of providing digital marketing services to top brands in the B2B space. It helps companies accelerate the Demand Creation process through an integrated approach that combines content marketing, paid acquisition and marketing technology services.

The DA framework is designed around the buyer's needs, and leverages best-in-class methodologies in B2B marketing, as well as concepts such as the Demand Waterfall, Demand Creation, Demand Mapping, and Buyer Journeys. This approach delivers significant improvements in B2B sales programs across the Awareness, Engagement and Purchase stages that buyers go through.

Over 250 brands in verticals such as information technology, education, financial services, consumer products, and B2B as well as B2C services rely on the professionalism and dedication of Position², and success of these brands is a remarkable testimony to our work.

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