## Managing a Website

Websites need to be updated regularly.
managing a website is more time
Consuming than developing it

the activities involved are
- creating new content
- updating dead links
- removing old pages
- Ensuring connectivity

In addition, managing a website
includes reporting accessing problems,
processing feedback from customers and
stakeholders, and documenting changes

**\* Regular updates.**
the perception that the site does not
contain recent updates can damage the
reputation of the organization.
Therefore it is necessary to add innovative
and fresh content to a site to
maintaing its popularity.

**\* DEADLINKS**
A link that fails to operate correctly
is called a dead link. It occurs
because of a change in the location
of the page, or because the site now
longer exists.
It is necessary to update dead links
to ensure your website works
properly.

You can check for dead links on a web site by using automated applications. These applications report the state of all web site links

The common automated link checking software products are link lint, link controller, and checkbot.
These are available at
- http:// www. linklint. org
- http:// freshmeat .net /projects/ lnkcont
- http:// degraaf. org / checkbot

At times a website becomes invalid. To prevent use of an invalid website, you should delete it from the web server

Pages on websites can also become stale if used for a marketing campaign. Such pages need to updated to prevent use of stale information. If it is not possible to update the pages, you should delete them.

To ensure cost effective connectivity, you may need to upgrade or downgrade bandwidth, depending on your requirement.
This avoids unnecessary payments for unused bandwidth and facilitates fast access to websites

When there are issues accessing the website, you may need to contact the ISP and open a technical assistance case with supportdept. The support dept. will provide a ticket number. Using this ticket number, you can follow up the case until the problem is resolved

**\*** Processing feedback from customers and stake-holders helps identify needed changes to the website to better suit customer requirements.
This enables you to make changes to the website periodically

**\*** The sources of feedback include
- Direct contact with customers
- Feedback from upper mgmt
- Feedback from sales + Marketing

In direct contact with customers, the customers who regularly access the website provide feedback through web forms

**\*** In feedback from upper mgmt, changes are suggested in order to benefit the organization and to improve the look and feel of the website

In feedback from sales and marketing, customers provide feedback to the sales representatives and they further provide the feedback to the team managing the website

**\*** After you have received the feedback, you should differentiate between the serious feedback and unwanted input. Some users, trying to harm the website, pretend to provide serious feedback. Such users are called Trolls.

* To prevent users from causing problems due to unwanted input, you should seek opinions from reliable sources.
The reliable sources include users, who provide sincere feedback.
In addition, you should ~~take~~ obtain stakeholders approval before implementing changes.

The methods used to obtain quality feedback are providing webforms, conducting surveys in person and conducting surveys via email

## Providing web forms

The web forms that are used to obtain feedback should only be available to paid customers or members of the organization.
This helps to increase the chances of receiving serious feedback and decreases the chances of receiving unwanted feedback

## Conducting surveys in Person

Direct interaction with the customer helps an organization serve its customers better.
The team managing the web site should conduct quick and to the point survey with the customers.
In addition, the team should offer a valuable product or service to the customer for actively participating in the survey.

## Conducting Email Surveys.

Email based surveys are suitable when you need to contact more people. The email should be sent only to paid customers or members. If it is sent to anybody else. It has the potential for building a bad reputation.

* Documenting changes means keeping a written record of all changes. the practice of documenting changes to a web site is also known as change management.
It enables you to remember all the changes made to pages of the website

* Documenting changes provides proof of efforts to ensure accessibility. It also ensures that all the security updates to the web server are published. In addition, It confirms that all requests from departments in an organization are fulfilled.