

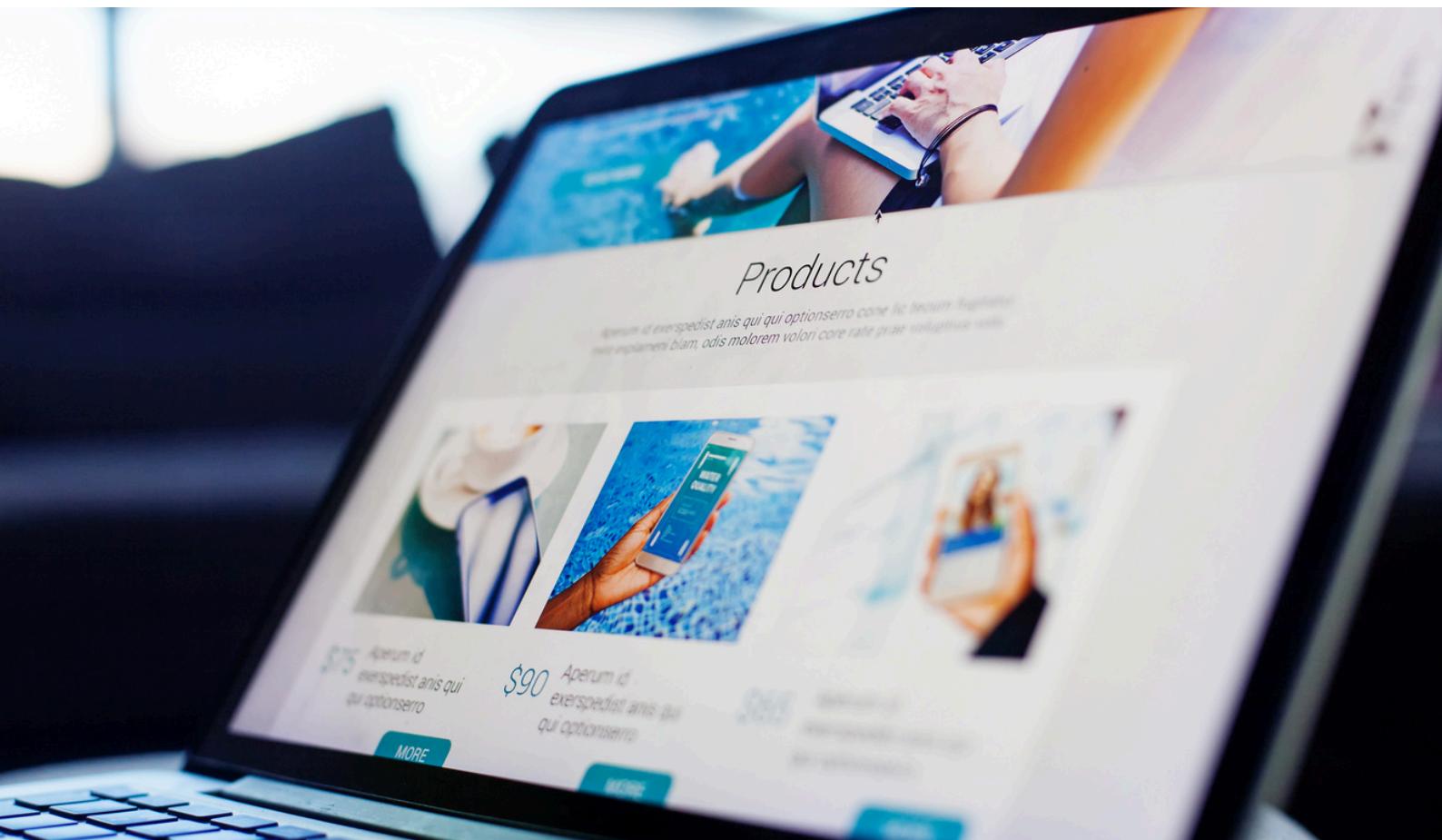


**OVERVIEW**

# WEBSITE MAINTENANCE SERVICE

**2024**

**BOOKLET**



# OUR WEBSITE MAINTENANCE FOCUS

Welcome to the EV Services Website Maintenance booklet. This document is designed to provide an in-depth understanding of the website maintenance services we offer, how we maintain and optimize websites, and the internal processes involved in delivering top-quality maintenance solutions.



# Solutions Offered

**Software and Plugin Updates**

**Security Monitoring**



**Performance Optimization**

**SEO Maintenance**



**Content Updates**

**Uptime Monitoring**



**Functionality Testing**

**Legal and Compliance Updates**

**Regular Backups**





# Delivery Model

*Offering flexible support options ranging from on-demand assistance to comprehensive, dedicated maintenance with 24/7 monitoring and emergency support.*

**1.**

## On-Demand Support

- Pay-as-you-go model where clients submit tickets as needed for updates or fixes.
- Tickets are routed to the development team for resolution within a set timeframe.

**2.**

## Monthly Retainer

- Ongoing maintenance with proactive updates, monitoring, and security checks.
- Clients submit tickets via a support portal, with a development team handling requests and 24/7 IT support for emergencies.

**3.**

## Dedicated Maintenance Team

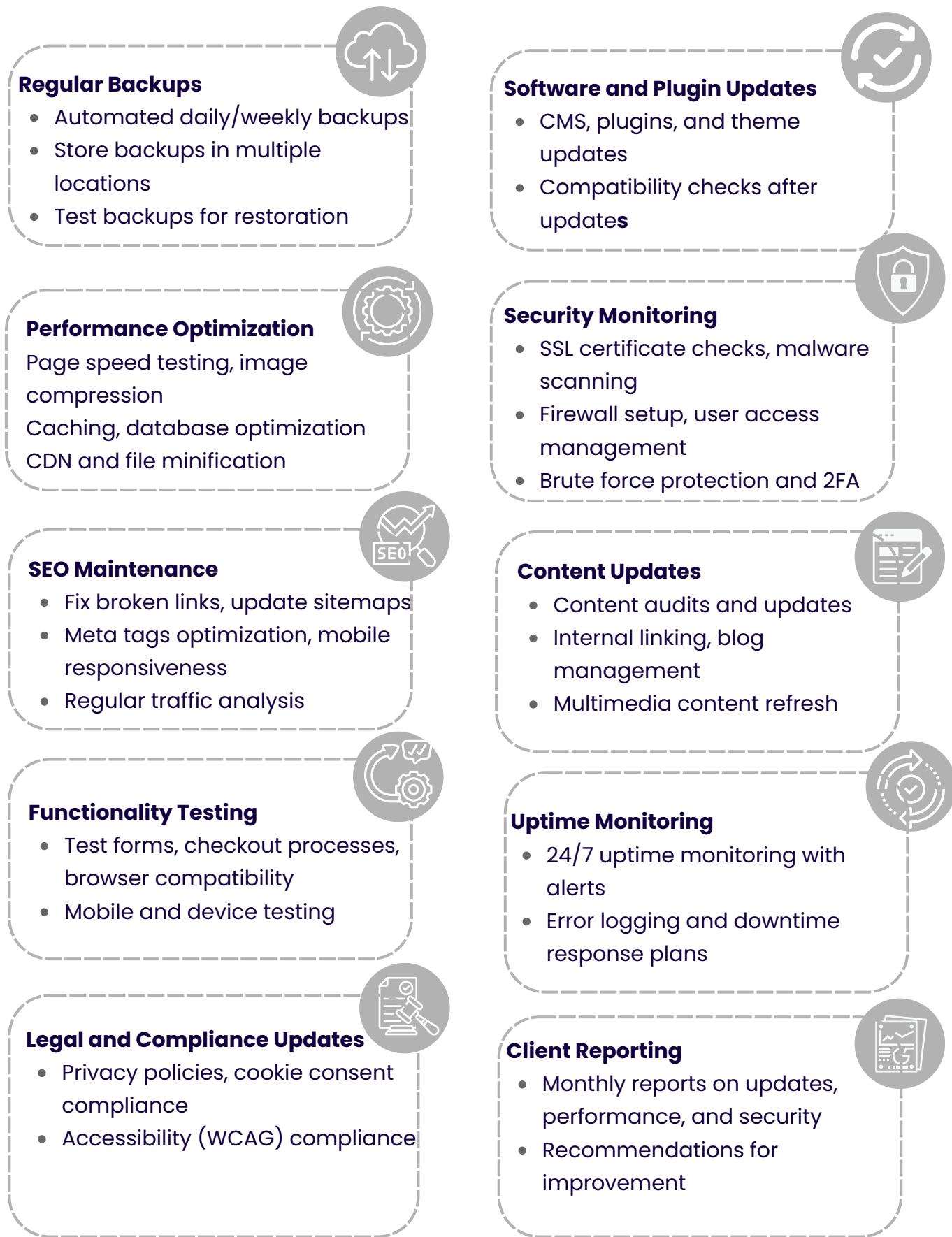
- A dedicated team assigned exclusively to your website for comprehensive support.
- Tickets are prioritized and assigned to the appropriate team, with 24/7 IT monitoring and regular strategy meetings.

**4.**

## Proactive Maintenance

- Continuous website monitoring through automated tools, with immediate responses to downtime, security breaches, or performance issues. These tools ensure that issues are detected and addressed swiftly.
- Emergency tickets are automatically generated and handled by the IT team, while other requests are sent to the development team for ongoing management.
- We also provide recommendations for enhancements to ensure your website stays up-to-date and optimized, including performance improvements, security upgrades, and feature updates tailored to your business needs.

# Proactive Website Maintenance Activities



# Compliance and Data Security

## ISO/IEC 27001



- **Managing Sensitive Information:** We established a comprehensive Information Security Management System (ISMS) aligned with ISO/IEC 27001 requirements, reflecting our structured approach to managing and securing sensitive information. Regular assessments and updates to EV security policies and procedures allow us to comply with international standards and adapt to evolving threats.

## SOC 2



- **Ensuring Security and Trust:** SOC 2 certification was awarded after a rigorous audit, showcasing our commitment to security, availability, processing integrity, confidentiality, and privacy. Our ongoing efforts to maintain and enhance security protocols ensure we consistently meet SOC 2's rigorous standards, fostering trust and confidence in our services.

## GDPR



- **Protecting Privacy Rights:** Our compliance with the General Data Protection Regulation (GDPR) underscores our dedication to protecting the privacy rights of EU citizens through robust data protection practices. Prioritizing transparency and accountability, we consistently meet GDPR's high standards, ensuring responsible handling of personal data, including obtaining explicit consent and providing data access rights.

## HIPAA COMPLIANCE



- **Securing Health Information:** Adherence to the Health Insurance Portability and Accountability Act (HIPAA) is integral to our operations. Implementing stringent measures ensures the confidentiality, integrity, and availability of electronic protected health information (ePHI), demonstrating our commitment to safeguarding sensitive health data in compliance with HIPAA regulations.

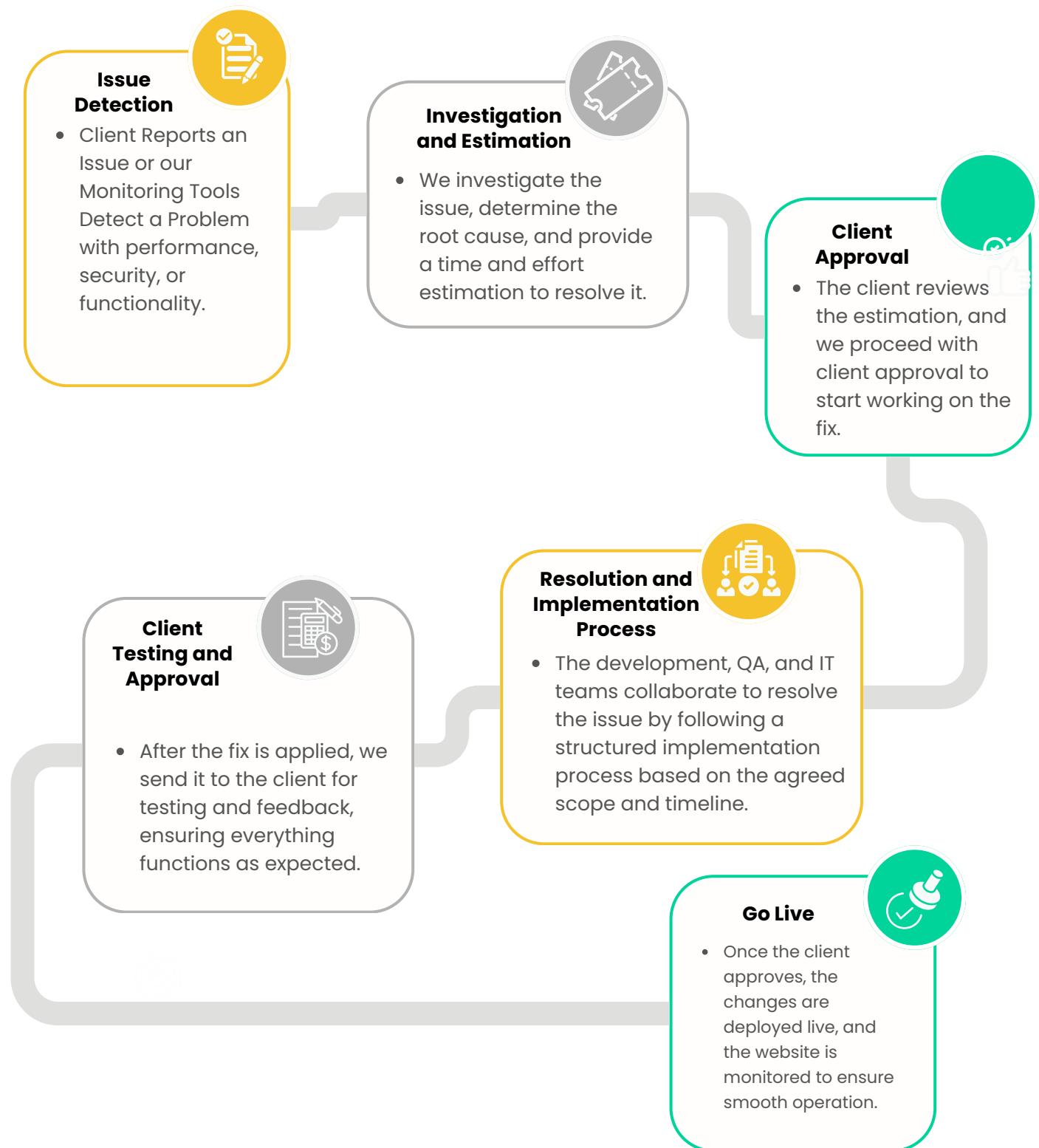


## INTERNAL PROCESSES AND WORKFLOWS

Our internal processes and workflows are designed to ensure the highest level of service delivery for website maintenance. Key processes include:

- Issue Detection and Assessment: Identifying potential or reported issues through monitoring tools or client communication and assessing the impact.
- Investigation and Estimation: Analyzing the issue, determining the root cause, and providing a time and resource estimate for resolution.
- Resolution and Implementation: Applying the necessary fixes, updates, or improvements by coordinating with the development, QA, and IT teams.
- Testing and Quality Assurance: Conducting thorough testing to ensure the fix has resolved the issue and that the website's functionality, performance, and security are maintained.
- Client Approval and Deployment: After client testing and approval, deploying the fix live and monitoring to ensure ongoing stability and performance.

# Work Flow





# Website Maintenance Workflow

Our Website maintenance services are implemented using a phased approach to ensure smooth and effective integration. This method allows us to systematically address each aspect of your healthcare needs, ensuring comprehensive and reliable support.





# Challenges Addressed



## Compatibility Issues After Updates

Prevent and resolve issues with plugins and themes after updates by running extensive compatibility checks.



## Security Threats

Guard against potential attacks with real-time monitoring, SSL checks, firewall setup, and brute force protection.



## Performance Bottlenecks

Address slow website speed by optimizing page loading times through caching, image compression, and CDN integration.



## SEO & Content Staleness

Keep SEO optimized with regular link checks, sitemap updates, and ensure content is fresh and engaging.



## Legal Compliance Changes

Stay compliant with changing privacy laws, such as GDPR, and accessibility requirements like WCAG.



## Unplanned Outage by Third-Party Tools

Proactively manage and respond to unplanned outages caused by third-party tools or services, ensuring minimal downtime and swift recovery.





# Communication Protocol

**Training and Onboarding:** Provide training plans for the client's team on managing basic website updates and ongoing support for onboarding new tools or features.

**Regular Updates:** Schedule regular check-ins and status meetings (weekly, bi-weekly, or monthly) to discuss website performance, updates, security issues, and upcoming tasks.

**Documentation:** Maintain all website-related documentation, such as update logs, security checks, and backup schedules, on a centralized platform for easy access and transparency.

**Time Agreement:** Commit to a predetermined number of maintenance hours per week or month, ensuring all updates, optimizations, and fixes are completed within the agreed timeframe.

**Client Feedback and Satisfaction:** Implement regular mechanisms for collecting client feedback on website performance and addressing any concerns or improvements.

**Performance Metrics and KPIs:** Use Key Performance Indicators like uptime percentage, page load time, and security threat resolution time to measure the success of the maintenance efforts.

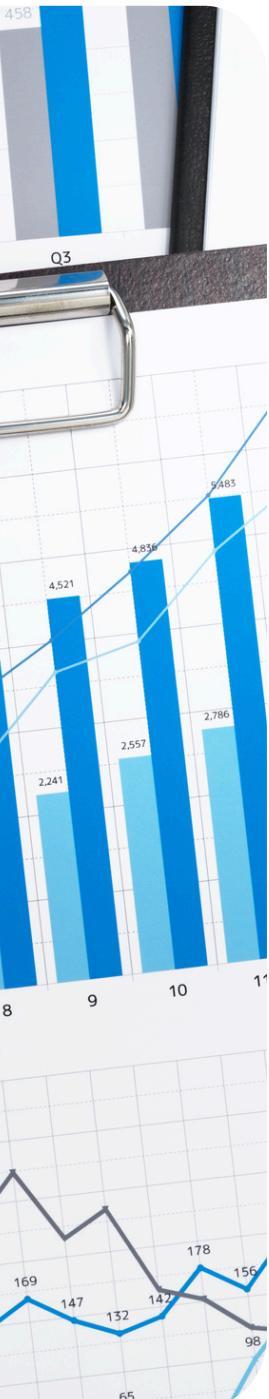
**Risk Management and Contingency Planning:** Develop strategies to handle potential website risks such as downtime, security breaches, or plugin incompatibilities, with contingency plans in place to minimize impact.



# Client Engagement & Reporting

Monthly Reports: Offer detailed monthly reports, including:

- Software and plugin updates performed.
- Security checks and any threats detected.
- Performance improvements (page speed, caching).
- SEO insights (traffic, rankings, meta tags).
- Recommendations for further enhancements.





# Example on: Monthly Website Maintenance Report



## 1. Introduction/Overview

Client Name: ABC Company

Website: [www.abccompany.com](http://www.abccompany.com)

Report Period: August 1, 2024 – August 31, 2024

Overview: This report outlines the website maintenance activities carried out during August, including security updates, performance optimizations, and SEO improvements.

## 2. Website Performance Metrics

Page Load Speed: Improved from 3.2 seconds to 2.8 seconds after optimizing images and minifying code.

Traffic Analysis: Website saw a 10% increase in traffic, with 70% of visitors coming from organic search.

Uptime: 99.98% uptime, with no significant downtime issues.

## 3. Security Updates

CMS & Plugin Updates: WordPress updated to version 6.3.1; Yoast SEO and Contact Form 7 plugins updated.

Security Scans: No malware detected during the monthly scan.

Access Review: No unauthorized login attempts; enforced stronger password policies.

Firewall: Updated firewall rules to block new IPs from regions with known malicious activity.

# Example on: Monthly Website Maintenance Report



## 4. Backup and Restore Information

Backups: Daily backups were successfully completed and stored in multiple locations (Google Drive, AWS S3).

Restore Test: A successful test was conducted on August 15 to ensure backup integrity.

## 5. SEO Updates

SEO Audit: Fixed 10 broken links and updated meta descriptions on 5 key pages.

Keyword Performance: Main keyword "XYZ Product" moved from position 12 to 8 on Google.

Traffic Insights: Organic search traffic increased by 8%, driven by improved rankings on high-volume keywords.

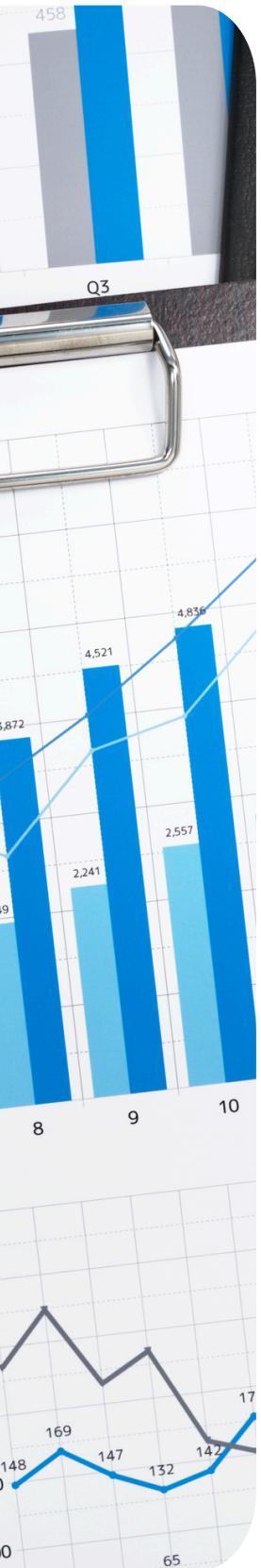
## 6. Content and Design Updates

New Blog Posts: Published 2 new articles: "Product A Guide" and "5 Tips for Better Productivity."

Design Updates: Updated homepage slider for a more engaging user experience.

Image Optimization: Compressed and optimized all images on the services page for faster load times.

# Example on: Monthly Website Maintenance Report



## 7. Functionality and Usability Testing

Forms: Tested and confirmed that contact and lead forms are functioning properly.

E-commerce: Verified that the payment gateway is fully operational with no errors reported during checkout.

Mobile Responsiveness: Confirmed website performs well on all major mobile devices and screen sizes.

## 8. Recommendations for Next Month

Security Enhancements: Enable Two-Factor Authentication (2FA) for all admin users.

Content Strategy: Develop a content calendar for more frequent blog updates.

Performance Upgrades: Implement lazy loading for images to further reduce load times.

## 9. Conclusion

Conclusion: August's maintenance ensured the website stayed secure, updated, and performed optimally, with increased traffic and faster load times. We will continue monitoring for security threats and work on further performance optimizations in the coming month.

## 10. Contact Information

For any questions regarding this report or further assistance, please contact:

John Doe, Website Maintenance Manager  
Email: john@example.com | Phone: (123) 456-7890



Website Maintenance

# Tools and Technologies

We utilize a range of tools and technologies to deliver our services, including:

- **Operating Systems:** Windows Server
- **Databases:** MySQL, Microsoft SQL Server, PostgreSQL
- **Programming Languages:** Java, PHP, .NET (C#), Python, JavaScript
- **Frameworks:** Angular, React, Flutter
- **Content Management Systems:** WordPress, Drupal, Sitecore, Veeva
- **Analytics Tools:** Google Analytics, Tableau
- **Cloud Services:** AWS, Microsoft Azure, Google Cloud Platform
- **Security Tools:** SSL/TLS, OAuth, SSO, Firewalls, IDS



# Agile Website Maintenance Solutions



- **Strong and Flexible Website Infrastructure:** Ensure your website is secure, stable, and adaptable to updates and changes.
- **Better Performance and Less Downtime:** We optimize your website to run smoothly and fix issues quickly to reduce any downtime.
- **Scalable Solutions for Growing Websites:** Our services grow with your business, ensuring your website can handle more traffic and new features.
- **Expert Support and Assistance:** Get support from our skilled team for updates, security, and technical issues whenever you need it.
- **24/7 Monitoring and Proactive Maintenance:** We monitor your website around the clock and fix problems before they affect your users, ensuring it stays online and functional.



# SERVICE REQUIREMENTS QUESTIONNAIRE

## General Information

- Can you describe your business and the primary purpose of your website?
- What are your key business objectives and goals in relation to your website's performance, security, and functionality?

## Support Hours and Availability

- What are your desired support hours (e.g., 24/7, business hours, weekends)?
- Do you need support across multiple time zones?

## Communication Channels

- What communication channels do you want the support team to use (e.g., phone, email, chat, healthcare portals)?
- Do you have any preferred tools or platforms for these channels?

## Reporting and Metrics

- What key performance indicators (KPIs) are important to measure the support team's success in the healthcare context?
- Do you have specific reporting requirements or formats?

## Integration and Tools

1. Are there existing tools, plugins, or systems that the maintenance team will need to integrate with (e.g., CRM, e-commerce, CMS platforms)?
2. Are there any specific workflows or processes the team should follow for deploying updates or managing issues?
3. Do you have preferred tools for uptime monitoring, performance optimization, and security (e.g., Google Analytics, Sucuri, UptimeRobot)?



# SERVICE REQUIREMENTS QUESTIONNAIRE

## Training and Knowledge Management

- Will there be an initial onboarding or training period for the support team to understand your website's setup and customizations?
- How do you plan to manage ongoing knowledge sharing or updates on new website features and functionality?
- Will the maintenance team be responsible for creating any documentation or SOPs (Standard Operating Procedures)?

## Security and Compliance

- Are there any specific security protocols or compliance standards that the maintenance team needs to adhere to (e.g., SSL, GDPR, PCI compliance)?
- How do you handle sensitive data on your website, and what are your expectations for the team in maintaining data security?
- How frequently do you want security audits or vulnerability assessments performed?

## Cost and Budget

- What is your budget for website maintenance services?
- Are there any cost constraints or considerations we should be aware of (e.g., capped hours, fixed price services)?
- Do you expect any scalability in services as your website grows (e.g., additional resources, higher traffic)?

## Other Considerations

- Are there any other specific needs or considerations we should be aware of (e.g., website redesigns, upcoming feature launches)?
- What is your timeline for when you want the website maintenance services to begin?
- Do you anticipate any major website changes in the near future that may require additional support?



# FAQ



**Q: What type of businesses need website maintenance services?**

A: These services are essential for any business with an online presence, including e-commerce sites, blogs, corporate websites, and anyone looking to keep their site secure, updated, and running smoothly.

**Q: How do you ensure the security of our website?**

A: We use strong security measures like regular updates, firewalls, malware scanning, and SSL encryption to protect your website from threats.

**Q: How do you handle new updates or features on the website?**

A: We carefully assess any new updates or features to ensure they work with your existing setup, performing rigorous testing before implementation.

**Q: What kind of support do you offer after setup?**

A: We provide ongoing support, including regular updates, troubleshooting, and performance checks, to ensure your website stays up-to-date and functional.

# REFERENCES

In this section, we will showcase some of the Healthcare services we have provided to our clients.





# Client: Greater than One

## Challenges and Requirements:

GTO, a leading agency in the healthcare marketing sector, initially faced challenges with their website development and quality assurance processes. They needed reliable support for bug fixes and development, and lacked internal resources to manage these tasks effectively. Their existing team was unable to keep up with the growing demands, which led to inefficiencies and delays.

## Proposed Solution & Approach:

We began our partnership with GTO as a dedicated QA team, identifying and fixing bugs to ensure the smooth operation of their website. As GTO's trust in our capabilities grew, we expanded our role to include full-scale website development. Our approach included:

- Full-Time Resources: Provided GTO with dedicated developers and QA specialists to handle their needs consistently.
- Process Optimization: Assisted in developing efficient workflows and implementing Jira for better project management and tracking.
- Comprehensive Support: Took over all internal development and QA functions, offering a seamless transition and continuous support.



## Results:

- Seamless Transition: Successfully integrated our team as GTO's sole development and QA resource, replacing their internal staff.
- Enhanced Efficiency: Improved project management and workflow through effective use of **Jira**.
- Reliable Support: Provided consistent and high-quality support, leading to smoother operations and fewer disruptions.
- Strengthened Collaboration: Built a strong partnership with GTO, allowing for better alignment and faster project turnaround.

# Client: Heller

## Challenges and Requirements:

Heller Agency, a pharmaceutical and medical device marketing firm based in San Diego, partnered with EV in August 2023. The agency specializes in delivering creative campaigns for pharma companies, focusing on areas like ophthalmology, dermatology, aesthetics, and sexual health. Their projects with EV include websites, email templates, and creative banners, often under tight timelines and demanding go-live schedules. Heller requires extra attention because their design approvals come after EV's work estimations, which impacts project timelines and delivery.

## Proposed Solution & Approach:

- Established a dedicated team familiar with Heller's operational standards.
- Conducted training to prevent bottlenecks and ensure smooth project flow.
- Introduced an internal design review process before starting work.
- Set up review calls with Heller's designers to align on scope and budget, reducing miscommunications and rework.



## Results:

- Improved team alignment with Heller's working style, allowing for flexible support when needed.
- Achieved more accurate project estimates.
- Effectively managed client expectations, ensuring high-quality deliverables and timely project completion.
- Implemented a continuous improvement process to refine workflows and enhance future project outcomes.



## Challenges and Requirements:

Toyota Yemen needed a comprehensive update of their website content to better align with their brand image, enhance user experience, and provide clear, engaging information to their customers. The specific challenges included:

- Content Development: Crafting clear, engaging, and SEO-optimized content for the website that effectively communicates Toyota Yemen's offerings and values.
- Image Selection: Choosing high-quality, relevant images that reflect the brand and resonate with the target audience.
- Seamless Integration: Working closely with the development team to ensure that all content and visuals were accurately uploaded and displayed on the website, maintaining a professional and polished appearance.

## Proposed Solution & Approach:

- Strategic Content Writing: We developed engaging and informative content that highlights Toyota Yemen's range of vehicles, services, and brand values, ensuring that it aligns with the company's marketing objectives.
- Curated Image Selection: We carefully selected images that not only enhance the visual appeal of the website but also support the content, creating a cohesive and attractive user experience.
- Collaborative Website Implementation: We collaborated closely with the Toyota Yemen development team to ensure that all content and images were perfectly integrated into the website, verifying that the final presentation was both functional and aesthetically pleasing.



## Results:

- Improved Performance: Optimized website loading times and overall performance, leading to a better user experience.
- Up-to-Date Content: Regular content updates ensured the website stayed relevant and informative for its audience.
- Consistent Functionality: Regular testing of forms and other website features ensured everything worked properly across all devices and browsers.

# Contact Information

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