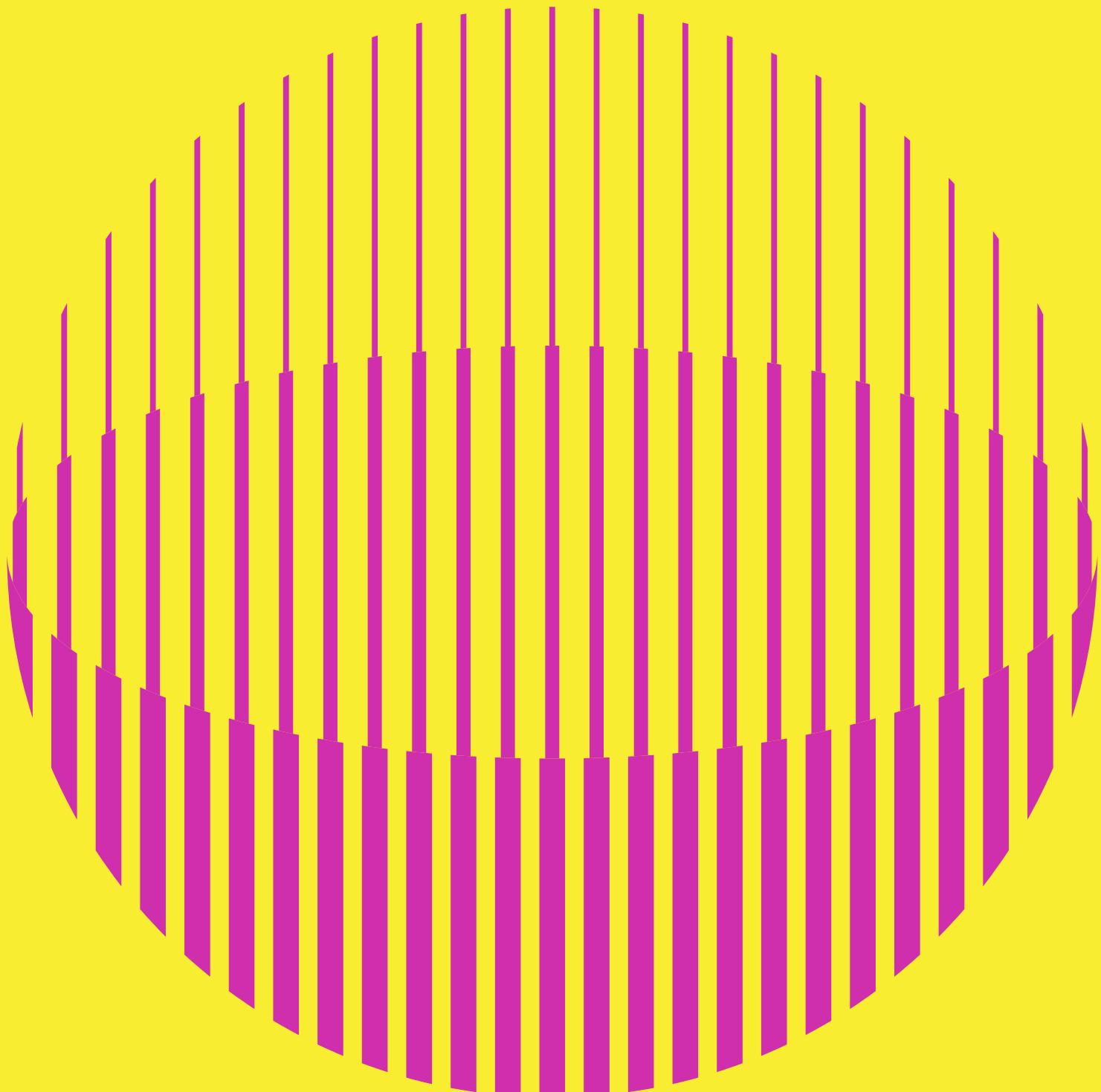




10 Ways We Keep Your Website Running Smoothly



Introduction

In this ebook, we'll walk you through the 10 essential website maintenance services every business needs. From performance and uptime monitoring to backups and technical support, we'll explain what each service is, why it matters, and how 80five takes care of it for you. By the end, you'll understand exactly what goes into keeping your website healthy and how partnering with 80five ensures nothing gets missed. When you're ready, you can [reach out to us](#) and have a chat about your website.

We will find out:

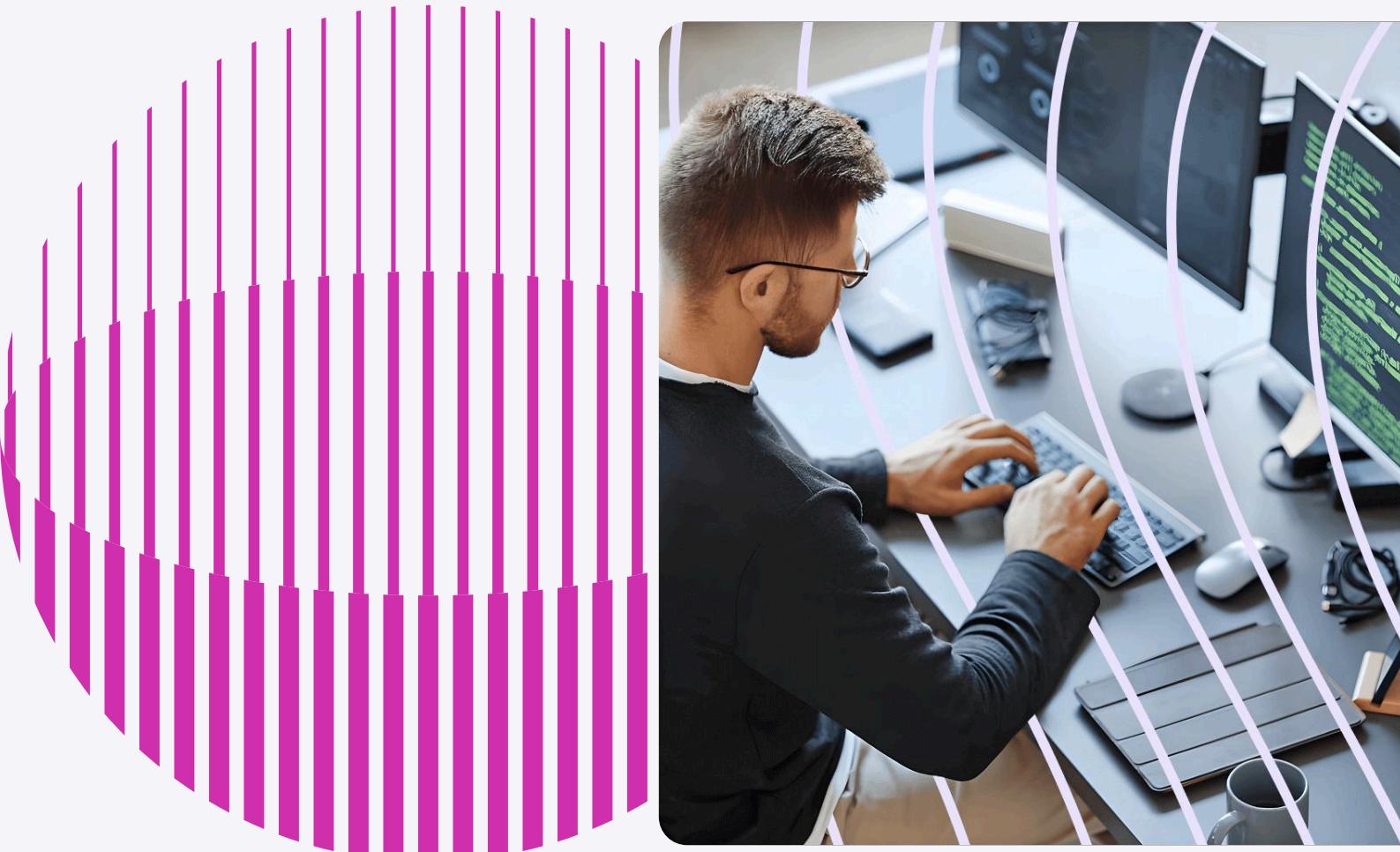
01 Site health reporting & Performance optimisation

02 SEO tune-ups & Link scanning

03 Security monitoring & Form testing

04 Content updates & Traffic reporting

05 Accessibility auditing & Keyword reporting



01

Site health reporting

We strongly recommend that when you set up website maintenance with 80five you include a plan with UpWatch as well. UpWatch provides comprehensive website monitoring and part of that is a regular Site Health report. This report periodically scans the website and provides feedback on the following areas:

- **Site health score** - This is a percentage score of the site's overall health.
- **Critical issues** - A clear list of issues that need to be urgently addressed.
- **Key warnings** - Other areas that could also be improved to reduce further issues.
- **Internal & external linking** - An assessment of links and feedback on broken links.
- **Image issues** - An audit of any issues that are too large or broken.

The reason why this is so powerful is that other website maintenance plans can be box ticking exercises. With UpWatch's Site Health report, we can undertake improvements highlighted by the data. This ensures the most important actions are taken and your site is constantly being improved.

Performance optimisation

Website speed is a critical factor influencing user experience and search engine rankings. Slow-loading pages can lead to increased bounce rates and decreased conversions.

Our performance optimisation service involves analysing the following factors:

- The website's core loading time
- Any blocking scripts or files that slow down the loading time
- Whether images need optimisation
- Ensuring caching and code minification is working

By ensuring your website loads swiftly, we help retain visitors and improve overall engagement.

We can integrate our website maintenance with UpWatch's page speed monitoring to provide timely interventions as soon as your website's performance changes.

02 SEO tune-up

Search Engine Optimisation (SEO) is essential for enhancing your website's visibility and attracting organic traffic. Our SEO tune-up service focuses on on-page elements that influence search rankings.

We assess the following key areas:

- **Page titles** - Are your page titles unique, the correct length and relevant?
- **Meta descriptions** - Do you have unique, accurate page descriptions?
- **Header tags** - Do all of your pages use H1, H2, H3, etc, tags for titles in the correct position?
- **Image alt text** - Are there alt tags for all of the images used on your website?
- **Internal linking** - Do you have plenty of internal linking to help users navigate?

We will run regular checks to ensure that your on-page SEO is optimised and does not affect your rankings at all.

Link scanning

Broken or outdated links can negatively impact user experience and SEO performance. Our link scanning service involves routinely checking your website for broken internal and external links.

We identify and rectify these issues promptly, ensuring all links direct users to the intended destinations.

Maintaining a website free of broken links not only enhances user satisfaction but also signals to search engines that your site is well-maintained and trustworthy.

Alongside looking for broken links, we can also check for any external backlinks to your website. Ensuring you have plenty of high-quality backlinks and are avoiding links from dangerous or scam websites.

03 Security monitoring

Website security is paramount in protecting your business and customers from cyber threats. We implement robust security measures, including regular scans for malware, monitoring for suspicious activities, and ensuring all software components are up to date.

Where possible, we can use the following data to guide us:

- Logs from the website
- Google Analytics traffic
- Cloudflare's reporting
- Any additional security plugins

For clients who have chosen higher-tier plan with UpWatch, we also monitor domain blacklisting statuses and provide advanced threat detection.

As we build websites with Framer, the amount of security risks are much lower than with other platforms such as WordPress.

Form testing

Most businesses rely upon their website's contact form as a primary means for customers to contact them for support or for initial meetings. Therefore, functional contact forms are vital for customer communication and lead generation.

We regularly test all forms on your website to ensure they operate correctly and submissions are delivered to the appropriate recipients. This includes checking for proper field validations, submission confirmations, and backend processing.

By ensuring your forms are always operational, we help maintain seamless communication channels between you and your customers.

04 Content updates

Keeping your website content fresh and relevant is crucial for engaging visitors and improving SEO. Luckily, by building websites using Framer, you have a really easy platform for updating your website's content.

As easy as Framer is, we understand that you still might not be able to find the time to regularly update your website. As part of our maintenance service, we offer up to an hour of content updates each month. This can include adding new blog posts, updating service descriptions, refreshing images, or modifying existing text.

Regular content updates demonstrate to both users and search engines that your website is active and authoritative in your industry.

Traffic reporting

Whilst it is entirely optional, we would strongly recommend you share access to your Google Analytics account with us.

Understanding your website's traffic patterns is essential for informed decision-making. With access to your Google Analytics account, we provide concise monthly reports highlighting key metrics such as: visitor numbers, bounce rates, and popular pages.

- Visitor numbers
- Number of unique or recurring visitors
- Bounce rates
- Popular pages

These insights help you gauge the effectiveness of your online strategies and identify areas for improvement. By monitoring traffic trends, we assist you in making data-driven decisions to enhance your website's performance.

05 Accessibility auditing

A well-maintained website should be accessible to everyone. This is both a moral imperative and, in due course will surely become a legal one too. We check your site against accessibility best practices, this includes the following:

including proper contrast levels, clear navigation, and screen reader compatibility, to ensure all users can engage with your content.

- **Contrast Issues** - Text or interface elements with poor colour contrast against their backgrounds.
- **Missing labels** - Missing alt text or missing form labels can prevent a screen reader from understanding the context of your website's visual elements.
- **Alerts** - Potential accessibility issues that may not be errors but should be reviewed, such as skipped heading levels or redundant links.
- **Features** - Elements that aid accessibility, like ARIA landmarks, alternative text, and form labels.

Keyword reporting

Understanding which keywords bring traffic to your site helps refine your SEO efforts.

We can help track your top-performing keywords and monitor their rankings over time so you can see what's working and where to focus next.

Alongside the basic tracking, using tools such as [Semrush](#), we can help you undertake gap analysis to find any keywords that you are not currently ranking for but you could start to target via pages and posts on your website.

We can help you get connected with the following free or paid tools:

- Google Search Console
- Semrush
- Ahrefs

Want to get in touch?

If you want to find out more about 80five and how we can help you create an unforgettable website for your business, you can find out more on our website, call us, or drop us an email.



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