**ExEx Audio**

**Maintenance Survey**

**General Information**

1. **What areas of the redesigned site will be updated (for example, news, photos, horo- scopes, products, reviews) and how often (for example, daily, weekly, monthly, quarterly, annually)?**

The regularly updated items will be portfolio-related, as the studio takes on and completes more projects that it can advertise on the site. These will be updated twice a year, or as needed on an ongoing basis.

1. **Describe the maintenance team and individual responsibilities and time allocation, if known. (Full time? Part time? Split jobs?)**

As sole freelance designer and developer, Adam will be the maintenance team.

1. **How will the site be updated? Will you be inputting content manually into HTML or XML files? Will you be using a content management system (CMS) to dynamically update and deploy content (useful, for example, in the management of e-commerce inventory or text- publishing databases)? If using a content management system, please describe in detail.**

Updates will be done manually into the HTML. A project of this size doesn’t warrant a CMS.

1. **Who is responsible for maintaining the site from a technical standpoint, and what is this person’s technical expertise level? What experience and capabilities does he or she have? Will the person require training?**

Adam will be responsible for technical support and maintenance, as the author of the site. He will be familiar and able to do the minor updates quickly.

1. **Who is responsible for making graphic changes on the site? What is his or her design expertise level?**

Adam can be responsible for this as well, and it can be done on a similar timeline. As he took the original photos that were used, any new ones will fit seamlessly.

**Content Creation**

1. **Who is responsible for creating the content for the site? Is this person able to dedicate part- or full-time resources to content creation?**

Co-owners Paurl Walsh and Robert Cheek will be jointly responsible for creating all the textual content beyond what is on the existing site, and for correcting any that already exists. This will be an upfront time commitment with minimal upkeep.

1. **Who is responsible for approving look-and-feel changes (as the site expands) to ensure that the quality of the site is maintained?**

Paurl will have creative control over aesthetic changes needed after the site goes live.

1. **How often will new sections or areas be added to the site? Will they be based on the existing site’s template or be independent sections?**

Any new areas added to the site will utilize existing site architecture. However, this is unlikely to be needed, as it is a relatively simple portfolio site. A page for depicting physical studio expansions and construction projects will be included initially, and will be updated twice a year or more if needed to feature changes and upgrades to the space.

**Production Expertise**

1. **What technological expertise is necessary to update the site (basic HTML knowledge, light scripting knowledge)?**

Basic HTML and perhaps CSS knowledge will be all that’s necessary for 99% of the updates.

1. **Is there an automated process of changing content on the home page (an automatic refresh of images or text each time a person comes to the site, a randomly generated quote, or a date change)?**

No.

**Promotion**

1. **How will the user know the site has been updated? Will there be email announcements or specials tied into the site updates?**

Upgrades to the space/construction projects may be flagged in headlines on the home page. Portfolio updates will not be advertised.

1. **Who is responsible for continued search engine and keyword updates and submis- sions? How often will keywords and META tags be revised?**

SEO can be reviewed twice a year with the rest of the site update. This should be plenty for a portfolio site in this industry.