

Website Monthly Maintenance & Update Quotation

Shree Lakshmi Narayan Ayurvedic College and Hospital
Website: slnaycollege.com

Website Overview

The website has **21 active pages** with **102 sections** and a total of **180 elements**. The detailed breakdown is given below.

Breakdown

- **Presentable Pages** — Home, Gallery, and Contact Us act as the primary touchpoints for visitors. Together, these pages hold **29 sections and 24 elements**.
- **Administrative Modules** — Management, Admission Cell, Affiliation, and College Council collectively represent the governance structure of the institution, accounting for **6 sections and 21 elements**.
- **Academic Modules** — Courses, Departments, Faculty, and Majors create the academic backbone of the website. Departments alone carry a large share of the content, with the academic cluster contributing **18 sections and 124 elements** in total.
- **Student-Focused Pages** — Attendance, Events, Student List, Results, and Hostel showcase student activity and records. Events stand out as a dynamic area, but altogether these pages contribute **24 sections and 11 elements**.
- **Healthcare Modules** — Hospital, Hospital Statistics, and Patient Appointments extend the digital presence to healthcare services, with a combined contribution of **25 content units**.

Based on this breakdown, all pages and sections of the website will be included in a regular update cycle, with complete details outlined ahead.

Scope of Services

Monthly Updates

- The client will have full flexibility for unlimited update requests every month.
- Changes may include adding new data, editing existing content, or deleting outdated information.

New Element Additions

- Adding new elements to existing pages will be included whenever required by content.
- Design customization will be carried out to maintain the overall tone and consistency of the website.

SEO Enhancement and Analytics

- Current website has basic SEO implemented.
- Scope covers keyword-based SEO optimization, structural improvements, and performance tuning, all designed to support better Google crawling and help strengthen visibility within the institution's region/state of operation.
- Website performance will be tracked through Google Analytics, including reports on clicks, visitors, and user activity.

Data & Media Enhancement

- Any data, text, or images provided by the client will be enhanced before publishing.
- Images will be cropped, resized, and optimized for fast loading.
- SEO-friendly tags and alt attributes will be applied to improve search visibility.

Correction & Enhancement of Existing Sections

The website currently contains gaps in content and presentation that affect its overall presence, look, and credibility. For example:

- **College Council** section has not been updated for a long time, despite several staff changes over time.
- **Awards & Achievements** page requires optimized images and accurate data placement.
- **Faculty** section has elements with incomplete information.

We've highlighted only a few examples here, but all other areas of the website that need attention will also be covered in the updates.

Portal Access & Update Process

- The client will receive unlimited portal access through **merasoftware.com**, allowing data to be uploaded anytime with necessary instructions.
 - The client will provide raw data, which will be optimized and updated on the website by our team.
 - Updates may include content changes, image replacements, deletions, and addition of new elements in the existing style.
 - The portal allows uploading up to 20 files per batch. With unlimited access, once one update cycle is completed, the client can continue uploading the next batch without restriction.
 - Training will be provided to client staff on how to use the portal for submitting data and instructions effectively.
 - Each update request will be completed within **4 to 24 working hours** after submission.
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Why Every Service Is Important

Over the past year, we have updated your website under a limited plan. This showed us that while some areas improved, many pages remained incomplete and certain information became outdated. To prevent such issues and ensure long-term consistency, credibility, and effectiveness, each of the following services plays a vital role:

- **Text and Media Enhancement** — Some existing data has not been properly structured, which distorts element shaping and presentation. Enhanced and optimized content ensures professional consistency across the site.
- **Adding New Elements** — Pages like the homepage, college section, or staff page often need adjustments in the number of elements depending on content, and this kind of requirement exists across the entire website.

Without adding new elements when needed or removing those that are no longer relevant, updates become forced and less effective. If an element is deleted but later needed again, the lack of provision to recreate it can cause conflicts — which is not ideal for smooth website update operations.

- **Complete Website Updates** — Many pages across the website have not been updated since its creation, which has left a lot of content outdated and irrelevant.

For example, staff details may be refreshed in some areas, but the College Council section still shows an old list with signatures, even though many staff members have changed. Similar mismatches are found in several places, and these directly impact the credibility of the updates and the institution's overall image.

- **Advanced SEO** — Initial SEO was applied when the website was built, but new updates are not automatically optimized. Without continuous SEO alignment, the website gradually loses visibility and ranking.
- **Correction and Enhancement** — Being a college website, accuracy is non-negotiable. Grammatical mistakes, spelling errors, or unoptimized media harm the institution's credibility and lower its professional value.

Conclusion

Each service included in this agreement is interconnected. Leaving out any one of them weakens the entire system, reduces ROI, and risks the institution's growth and digital presence.

What's Not Included

This update agreement is limited to maintaining and enhancing the existing website structure. The following items are **not included** within the defined scope:

- **New Pages or Freshly Designed Sections** will not be created.
 - **New Features or Dynamic Functions** (such as custom applications, new portals, or backend systems) are outside this scope.
 - The **4 to 24 hour update timeline** will not apply to requests submitted during holidays or Sundays.
 - **Third-party integrations** (such as payment gateways, APIs, or external services) are not included.
 - **Completely new design layouts or rebranding** are not covered under this scope.
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Deliverables to Client

A fully maintained and optimized website with unlimited monthly updates, corrected and enhanced content, optimized media, SEO improvements, and portal-based data submission for smooth operations.

Pricing

- **Monthly Fee:** ₹9,000
- **Discounted Fee:** ₹8,000 per month (for full-year agreement)
- **Agreement Duration:** 1 Year

Agreement Parties

Client

Shree Lakshmi Narayan Ayurvedic College and Hospital

Website: slnaycollege.com

Service Provider

Mera Software

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