

Digital Marketing Recipes

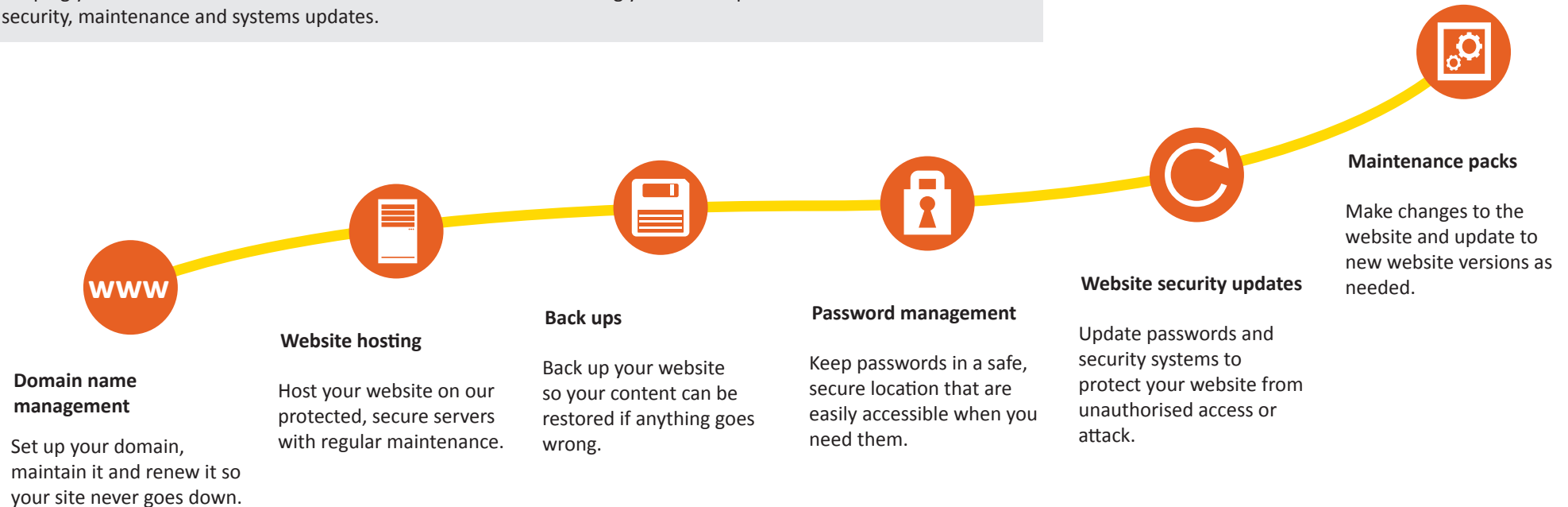


A step by step guide to hosting and protecting your digital assets...

It's not enough to attract one-time customers – the best businesses build loyalty and reputation by ensuring their website is protected and secure for visitors, promoting their online reputation in search and social media, and following a clear, consistent digital strategy.

Objectives

Keeping your site secure from unauthorised access and attacks. Ensuring your site is up-to-date with the latest security, maintenance and systems updates.



Digital Marketing Ingredients



Domain name management	Website hosting	Back ups	Password management	Website security updates	Maintenance packs
<p>Objective</p> <p>Set up your domain, maintain it and renew it so your site never goes down.</p>	<p>Objective</p> <p>Host your website on our protected, secure servers with regular maintenance.</p>	<p>Objective</p> <p>Back up your website so your content can be restored if anything goes wrong.</p>	<p>Objective</p> <p>Keep passwords in a safe, secure location that is easily accessible when you need it.</p>	<p>Objective</p> <p>Update passwords and security systems to protect your website from unauthorised access or attack.</p>	<p>Objective</p> <p>Make changes to the website and update to new website versions as needed.</p>
<p>Measure of success</p> <ul style="list-style-type: none"> Domain name purchased (multiple can be purchased renewal period determined) 	<p>Measure of success</p> <ul style="list-style-type: none"> Hosting set up Security set up Immediate helpdesk support 	<p>Measure of success</p> <ul style="list-style-type: none"> Website backed up Restoration files maintained 	<p>Measure of success</p> <ul style="list-style-type: none"> Passwords maintained and central All passwords added 	<p>Measure of success</p> <ul style="list-style-type: none"> Updated security Regular password changes Immediate helpdesk response 	<p>Measure of success</p> <ul style="list-style-type: none"> Fully updated web architecture All changes implemented
<p>Deliverables</p> <ul style="list-style-type: none"> Domain name set up Maintenance terms (if applicable) 	<p>Deliverables</p> <ul style="list-style-type: none"> Regular maintenance Maintenance notification Hosting set up Helpdesk and support 	<p>Deliverables</p> <ul style="list-style-type: none"> Back up files Contingency plan Email and phone helpdesk + support 	<p>Deliverables</p> <ul style="list-style-type: none"> Password accessibility Secure profiles for all users 	<p>Deliverables</p> <ul style="list-style-type: none"> Security reports Maintenance reports Reliable helpdesk service 	<p>Deliverables</p> <ul style="list-style-type: none"> Up-to-date website Maintenance reports Maintenance notifications