

## Site Maintenance and Updates

Mandatory for website categories listed below:

**The following categories of website will require site maintenance services and signing a Memorandum of Understanding:  
Education, Government, Political, Social Media, Information, E-Commerce, and all other websites that require regular site maintenance services and information upgrades**

Thank you for choosing T&T Web Designing for your new website. We want you to be successful with your new website. With that in mind, we have created Site Maintenance and Updates Services to help ensure you achieve your business goals. This document explains and emphasizes the need to have T&T Web Designing and Site Management Services work collaboratively with your company or organization to keep your site performance monitored and proactive for search engine optimization, which means your site is among the first to pop up when people search your category of business. This service is exclusively technical and cannot be performed by the site owner or people with no UX/UI Designing professional skills. We have added this service for a token to our clients to ensure a smooth operation of their site(s) that in our experience, can sometimes be confusing for customers.

### Why Do I Need Site Maintenance Services?

**For the sake of Search Engine Optimization:** Google, Bing, and other bigger search companies use “Web Crawler” to search the Internet once someone types in a keyword on his computer search

**Meta Tags:** Search engines look for broken Meta Tags and disqualifies your site as incomplete.

**Submitting Your Site To Search Engines:** You must complete the “Backend Optimization Process” and have it scripted correctly before submitting your site to crawler agencies.

## Why Do I Need An Expert To Update My Site?

**Web Template Distortion:** Web pages also called templates are pieces of frames put together to form one puzzle called a web page. Once you start updating a portion of the frames, you are also changing the structure of the site. The site can be deformed or changed if the content update is more or less than the size of the original frame. We highly recommend that you allow the designer of your pages do the updates because he or she knows the exact size of the frames that comprise your pages. If you distort your web site, it will cost you more to have it fixed than allowing the designer to update your site.

**Adding An App to Your Site:** Adding Apps such as Video, Music, Podcast, Bookings, Store, Payment Systems, etc. can be quite complicated for the customer but is highly recommended. With this in mind, we have added web site maintenance and management services to help our customers focus on business and enjoy a fully automated ready-to-go web experience, while we handle the complexity of the backend.

## Other Services

Marketing & Strategic Management (Available on request)

Business Solutions - Operations Management Tools (Available on request)

Email Marketing (Available on request)

Social Media Marketing Systems (Available on request)

### SITE MAINTENANCE QUOTE:

Starting from NGN50,000/month (Minimum contract duration 6 months)

For more info about the services listed on this document, call or contact us: (See Contact Below)