

## KnowledgePower Webmaster Service

### Call on your Webmaster to...

- Fix a broken link, change the background colour of an expander box, keep your homepage slider updated, preview a new contact form design... *and a hundred and one other small fixes and updates you just want done quickly without a big discussion*
- Tell you the top things that are slowing down your website and start fixing them
- Give you a list of pages on the site that could be causing issues for SEO - and which pages seem to work well and could be boosted further
- Research options for plugins, ticket systems, contact forms, and live chat, then implement the one you choose as soon as your software subscription has started
- Supervise website logins and implement better security settings
- Fire your current web host and move to a faster server... without changing your website system and without risking downtime for your customers

### Introduction

- The Webmaster Service helps you cover essential support and maintenance associated with your business website(s) and frees you up to focus on management and your core business instead of technical minutiae.
- **Skills Crossover**  
The service encompasses a variety of regular and on-demand work, some of which is IT-related, some of which is web design, and some of which is marketing-skillset-oriented. The unique crossover of different skills covered under one simple service agreement is the main reason you will find this useful.
- **Get Better Set Up, Earlier**  
Another key reason for using this service is to become more proactive about your company's digital foundations. Getting Webmaster assistance means that you can start to implement many good practices of security, website resilience, web technologies, and analytics insights that an early stage business might otherwise not have resources for.
- **More Detailed and Flexible Service**  
Good web design agencies should offer you a maintenance & support contract. However these services can be quite limited. The KnowledgePower service is designed to be one step up from the minimal/maintenance approach and provide you with more proactive monitoring and more in-depth website improvement options.

- ***The word "Webmaster"***

It's important to bear in mind there is no universally accepted definition of a job title "Webmaster", or predefined scope for such a job. In fact, the lack of developed best practices around support and maintenance for websites and associated systems means that even in fully staffed offices, some things don't get covered properly. In this document, we define the scope of responsibilities we believe a Webmaster should cover, and this is what is included in the KnowledgePower service. Your mileage may vary with staff positions called/incorporating the word 'webmaster' or other 'webmaster' services from either marketing or IT agencies.

Do we already have these things covered?

**We'd encourage you to use our list of Webmaster areas below as a checklist** to review with your own staff and current IT / website support providers exactly who claims (or denies!) responsibility for each job.

It is likely that at least some of these are already well covered by your own team members or agency providers. Where this is the case, we don't need you to change your current assignments: we just help cover the things which you are lacking.

On the other hand, there are several areas here which commonly fall in the gaps between standard job roles, for example where a marketer regards something as too techy ...or a techie regards something as too 'liberal artsy'! Because of this, it is unusual to find all the bases covered.

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## Webmaster Service Scope

*If the list seems long and boring, and you are curious "can you solve XYZ for us" please feel free to contact us and we can give you a specific answer.*

### 1. Analytics

- a. Google Webmaster monitoring
- b. Google Analytics monitoring and support for your reporting
- c. Monitoring for non-Google systems you prefer to use such as Bing Webmaster
- d. Ideas and implementation for event and goal tracking
- e. Implementation of tracking code on your site including Adwords conversion tracking

### 2. CMS

(nowadays this usually just means **Wordpress!**)

- a. Support users in working within the CMS settings (daily "how do I" questions)
- b. Support choice / installation of new plugins such as social media widgets

- c. Implement auto software/theme/plugin updates or attend regular manual updating
- d. Install and monitor security plugins
- e. Manage users
- f. Support migration into new CMS
- g. Backup of your files and database
- h. Maintain archive of off-site backups
- i. Restore from backup if necessary

### **3. CSS / HTML**

- a. Minor tweaks to sitewide template styles, font, colours etc
- b. Reasonable changes to templates or template variations for page types (such as landing pages without sidebars)
- c. Creating previews of new layout / style ideas
- d. Figuring out implementation technical-level improvements required by SEO objectives such as hierarchy of headings,
- e. Ditto for accessibility objectives such as alt text and font sizing
- f. Error detection such as fixing broken HTML

### **4. Content**

- a. Fix broken links; work through lists of 404 not found errors and create redirects
- b. Minor content edits (where the edit is instructed by you)
- c. Improvements to menu/navigation/links as instructed by you
- d. Supporting staff with difficulty formatting / publishing content
- e. Support with publishing new banners / sliders / header graphics and similar
- f. Ensuring sitemap is set up correctly and up to date
- g. Spidering the site for reporting including discovering linking problems or SEO issues such as missing page title/description or duplicate content

### **5. Monitoring website performance**

- a. Automatic downtime alerts and monthly reports to support decision-making if there have been disruptions
- b. Fast response to downtime alerts - within waking hours! (If you are in need of 24/7 coverage for mission-critical sites and ecommerce, you've already reached the level to look at more customized support and systems)
- c. Regular speed tests of your site
- d. Initial tracking and troubleshooting for server slow / load issues

### **6. Monitoring website usability**

- a. Implement feedback form on website: Monitor customer/user feedback from website
- b. Proactively provide suggestions about site features obviously open to improvement; Advice on priority issues regarding mobile usability
- c. Support if you are conducting actual usability studies with customers

### **7. DNS**

- a. Co-manage your main domain registration if you wish

- b. Support changes to DNS such as when you are changing web host or email system
- c. Implement CDN such as Cloudflare

#### **8. Hosting (shared / managed server only)**

- a. Hosting / server migration projects, or support for hosting new sites / new sections of a site
- b. Co-manage your cpanel/plesk or hosting dashboard if you wish
- c. Track logs / stats / error messages generated by your server / hosting system

#### **9. Database (MySQL only)**

- a. Provide on-demand database report-type queries
- b. Solve regular backups if not already done by CMS
- c. Provide general assistance with database-type info that is currently handled in Excel

#### **10. Email**

- a. If we are co-managing your hosting/server/cpanel then we will help with creating new mail users, resetting passwords, troubleshooting mail client setup etc
- b. Admin for Google Apps if you choose to use that
- c. Support with standard CRM and ticket systems and their integration with email
- d. Support for email newsletter system such as Mailchimp
- e. Support for implementation of contact forms (and booking systems)

#### **11. Liaison**

- a. Support contact for your team members for day-to-day queries about updating website
- b. Contact with your IT staff and sysadmins
- c. Contact with support from 3rd parties, e.g. hosting company
- d. Support/suggestions if you are recruiting website-related staff

### **Software Advice**

Under the Webmaster Service we can provide you with advice on selecting software solutions such as live chat, CMS and plugins, ecommerce shop/cart systems, and ticket systems. Furthermore, having us on hand to help install and troubleshoot a new system can open up greater freedom about what you choose to try out. If you are planning to change web hosts, we can support your research and decision-making about that too.

## Webmaster Service Notes

- This service is designed for small businesses which do not have in-house IT, developer, or web design staff. If you frequently find that you or other managers are getting bogged down working on small details of your website, or that your team members' skills make it slow or impossible to get things done in house, then these are signs a Webmaster Service will help you.
- The scope of work listed above requires a high degree of access and control by KnowledgePower but you retain ownership and ultimate control of all of your web resources and data. You gain peace of mind and a much more clear basis for the ongoing development of the digital side of your business.
- For the Webmaster service you have one main management contact at KnowledgePower, while different parts of the work on your site/systems may be taken by our different specialists, without you having to worry about managing different people or figuring out which type of specialist a particular job requires.
- We will do our best to cover emergencies but will normally perform checks and work on your tasks in business hours 9am-6pm Monday-Friday. If you need a higher level of on-call support please discuss.
- The KnowledgePower Webmaster Service is charged as a monthly fixed subscription payable in arrears. Please contact us for current pricing.

## What our Webmaster Service doesn't cover

When working with you, we will try to be flexible and take on requests that are within reasonable reach of the daily maintenance and tweaking we can do on your website and systems. But this is not a hosting service, a software development service, or a full-featured web design or content marketing team. You should still tell us what ideas and needs you have for your site. We will let you know promptly if something cannot be solved quickly, and suggest different options you could take.

The main thing to bear in mind is that KnowledgePower is primarily a marketing service provider. Therefore there are some areas of work where you, if you want to do it properly, you ought to have a dedicated sysadmin. Typical examples are where you want to have dedicated and self-managed servers, where you are taking advantage of various specialized tools in cloud hosting, or where your business is heavily reliant on custom-developed software systems. If you are moving in this direction, having support from a Webmaster Service at the current stage can help you determine the right point to bring in such specialists, and make the transition easier.

It is also important to bear in mind that our Webmaster Service assists you in *your* system, instead of setting up *our* own system. You have the strategic and management control, and even though we will recommend (and on approval, implement) improvements to your whole digital setup, we are not offering an SLA or guarantee for your hosting or website as a whole. On a practical level this is because your hosting is still provided by a 3rd party. Furthermore, the software you are using may or may not come with support and guarantees, again from 3rd parties.

Another bit of small print is that you should determine your own policies and compliance in relation to customer data (data protection) and sensitive business data and IP. We will work within the guidelines and access policies you set, rather than telling you what is correct or implicitly assuming responsibility for this. We will proactively alert you if we feel data or general IT security is at risk versus normal standards.

**As a guideline here are some areas where the Webmaster Service can't replace dedicated / specialist or in-house management resources:**

- management of your personnel or freelancers
- in-office IT\*: networking, hardware and OS maintenance, staff support (\*You should always have one member of staff or on-call support service who can solve immediate issues with office computers, server/exchange systems, network, printers, and so on)
- custom programming/development
- software prototyping, software specification, software testing, software backlog management, codebase management
- app design and development
- API support or similar types of technical support
- formal usability studies or marketing research
- wholesale design changes for your website, including overhaul or bolt-ons for mobile usability
- customer support (i.e. talking directly with your customers)
- ecommerce catalog management or datafeed management
- marketing content and marketing campaign management (although it's likely that if we are working with you on the Webmaster Service we are already doing something for your marketing!)

## Other Marketing Assistance

*If you are looking for expert assistance on software development or web design projects, we have a range of recommended contacts we can refer you to.*

In areas where, longer-term, you are looking to build ongoing resources into your team for things like customer support and content marketing, consider doing this flexibly with remote working staff. Please view the notes about our innovative "Team As A Service" solutions: <http://www.knowledgepowerltd.com/taas/>

Webmaster services are commonly useful for businesses working on Pay-Per-Click campaigns. Please visit <http://www.knowledgepowerltd.com/adwords-havant-hampshire/> for details of how we can help with your Google AdWords.

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