

## Campo Online

### Web Maintenance Plan Details

**Website Updates By Request of Client** - Up to 2 hours of service per month can include content updates, creation of graphical elements, photo optimization, new pages, trouble shooting and staff support. The addition of new software features may also be considered as part of the plan. Updates will be posted within three business days unless otherwise indicated. Some restrictions may apply depending upon the quantity of work to be performed. All notifications of an update must be made in writing, preferably via email or through our website. The client will receive an email notification upon the receipt of the work request and one when the work request has been completed. Hours are non-transferable.

**Links Checked** – Broken and outdated links will be fixed or removed. Error logs will also be monitored where applicable. *Error log monitoring may be contingent upon the availability of the error logs by the web host. All sites hosted by Campo Online will include error log monitoring.*

**Search Engine Placement** – Target keywords will be identified and implemented.

**Search Engine Optimization (SEO)** – Strategies to increase rankings will be identified, suggested and implemented. SEO is a strategic plan to maximize search engine placement over time. High rankings can be contingent upon good design, the site's credibility on the subject, the organization of its content, keyword rich content, and the number of external sites of higher rank that link to the website. Higher ranking websites checked for out of date information.

**Automated Visitor Tracking** – The number of visitors to the website will be evaluated to monitor the amount of traffic to the website and how the website was found (external link, search engine, etc.). A monthly report may be submitted to the website owner upon request. *Note: this service is not guaranteed.*

**Usability Monitoring** – The site may be reviewed and enhanced for general usability issues such as cross-browser compatibility, accessibility, and relevancy of content, credibility and the placement of information to reach targeted goals. Major changes will not occur without the owner's permission.

**Domain Monitoring** – The site will be monitored for renewal of domain registration and hosting services and client will be notified when expiration date is 30 days from renewal.

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#### Fees

Paid One year contract	(1 pmt.)	\$ 600 yr.
Paid Six month contract	(2 pmts.)	\$ 850 yr.
Pay \$225 per quarter	(4 pmts. )	\$ 900 yr.
Pay \$100 per month	(12 pmys.)	\$1200 yr.

\* \$65 per hour for additional hours (invoiced monthly) - \$25 per hour for non-profits (with active 501c3)