

# Delegating the management of your web presence to a 3<sup>rd</sup> party

Benefits of running your web presence  
as a managed service

Bularg Web Solutions  
February 2016

## THE PROBLEM

The Internet is constantly changing and evolving and a well-defined and executed web presence should keep up with these developments. The overall management of a successful web presence can be a gigantic undertaking when all the tasks involved with it are considered. Here are a few of them:

- technology constantly changes and functionality evolves
- websites and SoMe pages need to always render properly in all browsers and screen sizes
- code must be kept clean and updated regularly as this affects speed, functionality and security
- content has to be always fresh and engaging, sending out a well-aligned message
- search preferences are ever-changing and a good ranking in the top search engines is a must
- security is a constant and ever-growing concern and its care is a an ongoing 24/7 task

Some website owners are spending time on keeping up with these tasks instead of focusing on their core competencies. Moreover, what they usually do is reactive in nature as opposed to proactive, as it should be, leading to countless lost work hours and wasted energy.

Do-it-yourself approach fails in most cases as a result of the constant need to:

- keep up with rapidly changing technology and tools
- find, hire or train technical and marketing personnel able to keep up with the ever-evolving Web
- engage limited resources in multiple directions at the same time
- produce constantly fresh quality content



Other website owners are counting on unproductive and inefficient support with long response and resolution times that does not meet their expectations. Or rely on on-demand support, which can be very expensive and unreliable. Waiting to call such support teams at the last minute makes things even worse.

Such behaviour comes from the lack of understanding of a fundamental concept. Digital (or online) assets are as valuable today as the traditional, material ones. In most cases, a person or a brand's web presence is one of the most important things an individual or a company should care about.

This misalignment with reality is partly due to the incomprehension of the complexity of the digital environment and the complicated interconnection of the individual components in the digital world. That is why we in Bularg believe that a successful results-driven web presence management is an activity that needs to be handled professionally by experts.

## THE SOLUTION

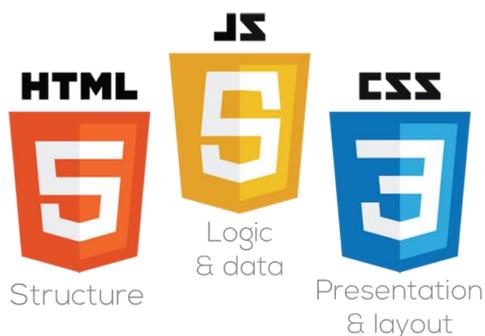
From its technical to its marketing aspects, a professionally handled web presence will not only continuously maintain all of your digital assets but will also align them so that they send a uniform message to your audience and improve your visibility on the Internet.

Try to put a price on the peace of mind that gives you the knowing that a dedicated team of experts is looking after your digital assets proactively - optimizing and fine-tuning them, tightening all nuts and bolts to make sure you have a smooth ride.

All tedious technology related day-to-day tasks aside, do you really have time to pay attention to the latest developments in all web-related disciplines - latest design trends, media formats, coding languages, writing styles and so on? How about monitoring your content performance online?

If you think putting the right content in front of the right visitor of your website at the right time is difficult enough, what about the process of actual content discovery by that visitor? Or continuously monitoring and evaluating your content to find the one that isn't getting (enough) views or producing the desired results?

Properly managed web presence guarantees you not only reliable performance of your web assets from a technical stand point but contributes to making your message on the web naturally discoverable. The resulting increased traffic brings more leads, which eventually turn into more recognition or higher revenue depending on the purpose of your online presence.



## THE TRANSITION

Maintaining a digital footprint has its responsibilities. It cannot be let to self-manage itself. The tasks involved cannot be taken lightly, executed sporadically, or left to the mercy of an untrained personnel. Only regular, diligent work by qualified professionals has been proven to produce the desired results.

A synchronized multi-angle approach in managing your web presence is needed to ensure its success. Let's look at some of the services provided by serious web presence managers:

### *Periodic technical maintenance tasks*

- Keeping up to date domain registration and hosting information and payments
- Continuous uptime monitoring for fastest response time in case of outages
- Load speed testing
- Software updates at all levels (CMS, themes, plugins, server, security)
- Broken link check for all internal and external links
- Backups (database, themes, plugins, uploads, others)
- Security (configuration, updates, scans)

### *Website, SoMe Pages and Directory Listings updates*

- Changing design elements
- Adding, removing or modifying functionality
- Content updates (blog posts, images, video clips, product updates, promotions, news)
- Ads management

### *Analytics/Traffic Stats*

- Landing pages
- Time spent on the website
- Referring websites
- Countries your visitors come from
- Keyword(s) or phrase used to find you

### *SEO and SEM*

### *Reputation Management and Social PR*

### *Partnerships Management*

### *Counseling on optimization and performance improvements*



Hiring out your web presence management may be a quick decision or a transitional process - depending on one's propensity for change. In either case, contact us today for a no-cost, no-obligation discussion of your situation and plans. Make Bularg your trusted partner on your way to online success.

## GLOSSARY

CMS	Content Management System
PR	Public Relations
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SoMe	Social Media

## CONTACT

Please direct all inquiries to [info@bularg.com](mailto:info@bularg.com)  
Thank you.

## DISCLAIMER

All services implied or offered by Bularg Web Solutions are subject to the Terms and Conditions found on our website [bularg.com](http://bularg.com).