

# Web hosting with site updates

A web site by itself is not enough. Just like the internet, the website needs to be vibrant and dynamic if it is to get visitors and superior search engine rankings. This means that it is imperative that the site is **maintained and kept up-to-date**. But this can be harder than it sounds. Unless you are interested in the Web development, it means taking time out of your daily routine to edit pages, when you would probably be more profitably employed elsewhere or worse, spending scarce leisure hours battling HTML. That is where we come in.

## Value added services

All our hosting plans provide much more than simply providing high quality hosting and e-mail, we also supply value added services including website update and maintenance hours. Update hours enable you to easily update your site by simply e-mailing your changes to us. No need to learn HTML or buy an expensive Web HTML or image editing software.

Update hours enable you to send us information (e.g., new text, corrections, press releases or images) that you would like added to your Web site. **This means that your Web site can be up-to-date, with little effort on your part.**

## Why is 'fresh' content so important?

Not only does keeping your content fresh provide a better browsing experience for your visitors, it is also viewed as one of the best ways of improving search engine rankings. A site that is not updated regularly is often viewed as being 'stale' and of less value. Our update plans are all based on 3 monthly updates so that you could get all your changes done in the last month of each quarter, although you may find benefit in getting into the routine of doing updates every month.

## What do I get as part of my update hours?

The following are some of the activities that we will complete for you, up to your quarterly time allocation:

- \* Add new content (e.g. text or images) to existing pages
- \* Edit existing content
- \* Create new pages
- \* Add new links and correct broken links
- \* Create e-mail addresses for new staff members
- \* Review key phrase placement

## How does 'hosting with site updates' work?

Easily update your site by simply e-mailing your changes to us

No need to learn HTML or buy expensive Web maintenance or image editing software

Keep your content fresh and at the same time provide a better browsing experience for your visitors

## Why should I use Billy Fire?

All our hosting plans provide much more than simply hosting and e-mail, we also supply value added services including web maintenance update hours.

We have graphic design, web design, marketing consulting and copywriting skills - all in house

We are skilled in PHP, MySQL and CSS formatting

We make daily backups to your web site and e-mails that have not yet been downloaded.



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**15%**  
off your first  
year of hosting  
with this flyer