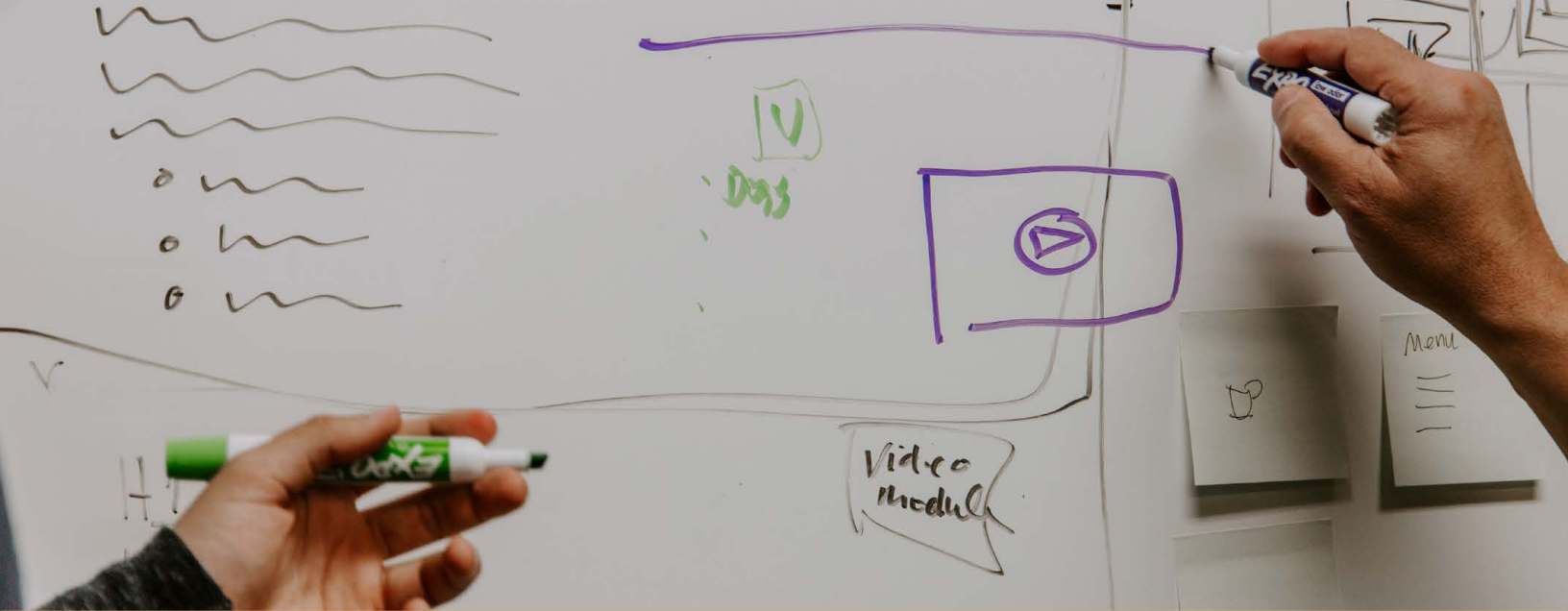




WEBOPS - WEB OPERATIONS

Embracing Website Evolution



WEBOPS

Embracing Website Evolution

WebOps

WebOps is turning website maintenance upside down. When we think of maintenance, we think of security and updating modules/plugins. When you combine WebOps and maintenance, you get much more!

We're talking from a [Capability Maturity Model \(CMM\)](#) where the aim is to improve the existing software development process. It includes improving graphics and design, upgrading code as new technology is introduced, and adding new features as your audience becomes more sophisticated and customer demands change and evolve, where the aim is to improve the existing software development process.

WebOps is a system where one team manages the deployment, monitoring, and overall website operations. It creates a more unified, goal-driven approach to website management and allows for quicker adaptation to market changes, audience feedback, and business growth.

Web Operations is an essential aspect of any business. It encompasses the tasks that lead to ongoing iteration. These ongoing iterations allow your business to respond faster to feedback, changing markets, and technology, thus enabling you to provide the best experience for your customers.

THE GOAL

The goal of WebOps is to avoid having to rebuild your website from scratch every few years – which can be costly and time-consuming, and in truth, may not be necessary for most businesses. By creating a development roadmap and doing ongoing iterations, companies can do smaller updates that positively impact their business.

There are five main reasons why WebOps is so crucial for any business:

1. Costs

By doing WebOps, businesses can avoid higher costs of doing complete redesigns. It can also be easier to budget smaller maintenance costs throughout the year over one massive update that may, in the end, go over budget.



2. Keeping on trend

Staying on-pace with new trends can be difficult and virtually impossible with extensive website redesigns, as they can take months to complete. With WebOps, companies can respond to trends in a timelier manner, capitalizing on them sooner. When trends fade, companies can easily pivot to keep up-to-date or execute on something more evergreen, rather than being stuck with outdated and irrelevant content.



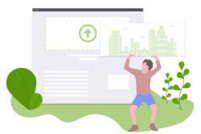
3. Agency support

Many businesses use agencies for building and redesigning their websites. By switching to WebOps, businesses have the agency's consistent support for making updates, improvements, and changes. As agencies are often on top of the latest technologies and trends, they can make suggestions that will be best for your business.



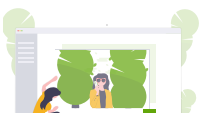
4. WebOps Team

A WebOps team doesn't have a standard formation. Each team must be thought out carefully, so it works best for each company's goals. WebOps is a highly collaborative team of people with different skill sets, working together to pursue strategic goals. With a singular purpose and a broad but complementary set of skills, a WebOps team is able to handle many changes, iterations, and upgrades without having to completely tear down and rebuild a website.



5. Positive brand image

Your website is the face of your business. Often, it's the first impression customers have of your business, and it may be how they regularly interact with you. WebOps allows you to iterate and create a consistently positive brand image. As every business and website is different, the next step is determining whether your group could benefit from the WebOps approach.



WEBOPS VS. REBUILD

Before taking the next step, you'll need to ensure you're picking the right option for your business. Does your website need a rebuild, or could WebOps be the best option? First, let's look at a few of the differences between WebOps and a rebuild, highlighting each option's pros and cons.

Rebuild

A website rebuild looks at the existing site, content, and functionality, and then considers the business needs and the needs of the customer before making the decision to rebuild the website from the ground up. Often this includes investing in a new CMS, new code, new designs and layout, fresh copy, artwork and images, and sometimes even rebranding. It's an all-hands-on-deck project that has multiple moving parts all connected.

⊕ Pros:

1. Consistency

When rebuilding a website, web designers can ensure that each page has a consistent layout, colour-scheme, and aesthetic - all to ensure the website has consistent branding.

2. Up-to-date code

Web developers use up-to-date code to rebuild the website. Up-to-date code helps the website load faster as well as increases security.

3. Improved SEO

A website rebuild includes SEO optimization, ensuring that each page's metadata is complete and can be found by potential customers.

⊖ Cons:

1. Time

Depending on the website's size and the features required, a complete rebuild can take months of development. This could mean that by the time the website is ready to launch, it may already be outdated.

2. Cost

Due to the time and resources involved, rebuilds often have a significant cost involved – anywhere from \$3,000 at the shallow end, all the way into the tens of thousands and beyond. Not all businesses can budget for this one time cost.

WEBOPS VS. REBUILD

WebOps

WebOps allows businesses to apply a long-term schedule to update certain aspects of the website. Once a priority is determined, the WebOps team can allocate resources to update those elements of the website: graphics, colours, branding, copy, features, code updates.

⊕ Pros:

1. Cost

WebOps can be cost-efficient as less work is required all at once. Your WebOps team can devote as much time as fits in your resources budget as necessary, and make recommended enhancements. As well, with the ability to react quickly to market changes, the site stays more in-tune with your audience, minimizing the opportunity cost inherent in a stagnant site.

2. Ongoing Iterations

Developing within a logical, methodical plan allows your business to respond to customers and determine what positively impacts your business and what needs improvement. Changing business variables can be reacted to quicker with a WebOps approach, rather than holding on until your next expensive rebuild project.

3. Improved SEO

Search engines are regularly changing how and what they look for on websites. Consistent maintenance can ensure that pages are kept up-to-date with the latest SEO needs and trends. Search engines also look deeply at websites that have been updated recently when churning out results.

⊖ Cons:

Level of Effort (LOE)

The amount of work that can be completed each month or each release is lower. Depending on your existing website, small updates may not be enough.

How do you know which option is right for your business?

If you're thinking about a rebuild, a solid first step is to speak with an agency and have them review your website. Discuss the short and long-term goals for your business and website, and a reputable agency can help you determine which option will make the most sense for your business. They should be able to give you a high-level overview of the potential costs, impacts, and timelines to meet your goals, and provide options for either direction.

IS YOUR CMS THE RIGHT FIT?

Deciding on a Content Management System isn't always a simple task. Drupal and WordPress are two of the most commonly used content management systems (CMS). Everything from your business's size to who will be using the system can influence which option your company operates on its website.



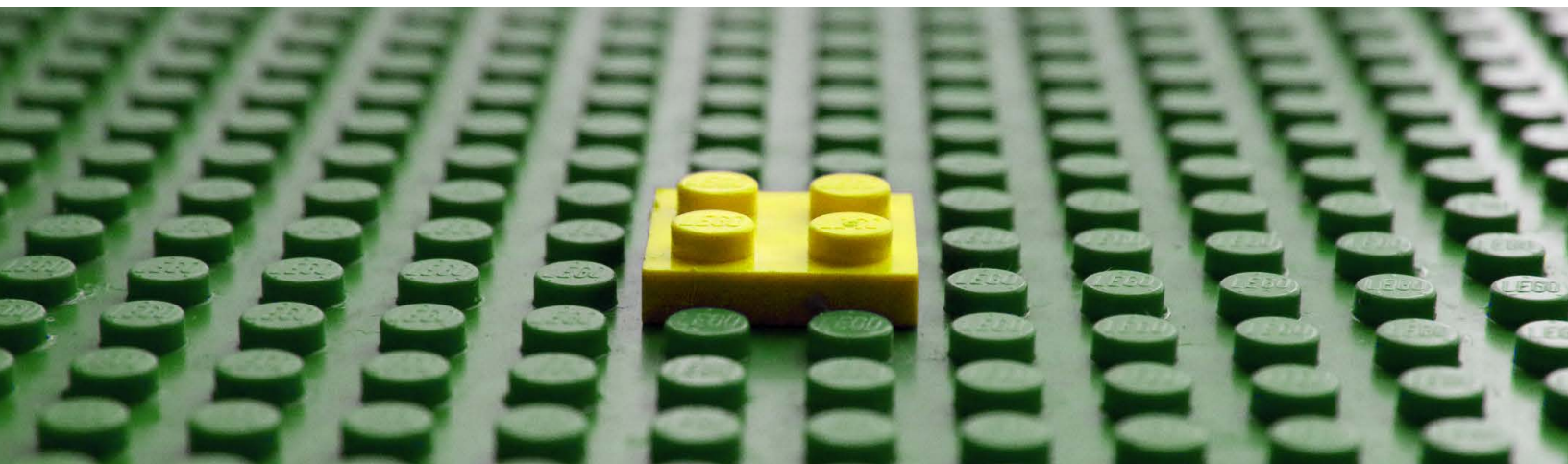
Drupal

Drupal is a framework system that uses the PHP programming language. It's suitable for enterprise and medium-sized level websites as the possibilities are endless. Businesses with complex website needs and a lot of customization benefit from the Lego-like building blocks of Drupal.

Drupal, however, tends to have a very steep learning curve. It requires Drupal developers to set up the site and install any plugins. Once set up; however, Drupal makes it simple to add content to your website.

In terms of security, Drupal has enterprise-level protection. Companies such as Tesla, The White House, and Harvard all use Drupal for their websites.

Drupal also has an advantage when it comes to page speed and scalability. Built-in caching and less resource-intensive framework make pages load slightly faster. For scalability, you're only selecting the modules that you need per page.



IS YOUR CMS THE RIGHT FIT?



WordPress

WordPress is an easy introduction to CMS's and tends to be suitable for small businesses. It's easy to install and has plenty of ready-to-go themes (for little to no cost).

While it allows your website to be launched faster, it is more limited in what it can do.

WordPress plugins can have security issues that make it easier to hack. When using WordPress, it is also recommended to use a third-party plugin to increase security.

WordPress can still load pages reasonably fast. You just need to be conscious of your plugins as too many plugins can slow down site performance. While WordPress can handle thousands of users and millions of visitors a month, you need to install more plugins to make it more scalable (the more stuff added, the more resource-intensive the site becomes).

When deciding whether Drupal or WordPress is better suited for your business, here are a few questions to ask yourself (and talk with your agency about):

- What is the size of your business now?
- Is your business scaling?
- What do you need your customers to do on your website?
- Will you require more functionality in the future?
- What's your budget?
- Who will be maintaining the website once it's launched?
- What type of user permissions do you need?

Both WordPress and Drupal are good options to build your website. Once you determine your business needs, an agency can help you determine which will be better for your business now and long-term.

TAKE THE STRESS OUT OF MANAGING YOUR WEBSITE

Why you should budget for it and how

WebOps allows you to create a regular release schedule for website updates. It also allows you to better budget for ongoing costs. From upgraded layouts and graphics, security updates, to new functionality, regular updates can benefit your business's long-term revenue. From upgraded designs and graphics to ensure that your website has up-to-date security features, regular updates can benefit your business's long-term revenue. You can do all this without having to relaunch your website.

Budget

What costs should you consider when making your budget? Depending on your required updates, you may see varying cost and resource requirements. However, that isn't to say that you can't have a fixed monthly cost. Working with your in-house WebOps team or a WebOps support agency, you can create a long-term plan that will help you get the essential updates made and while planning for more "nice-to-haves."

A few costs to consider:



Website audit to determine what will most benefit you



Developers to **update code, security**, page links



Designers to edit themes, colors, page layouts



Writers to edit copy



Artists and/or **photographers** to create new graphics/images

TAKE THE STRESS OUT OF MANAGING YOUR WEBSITE



Security

With advances in technology come advances in the ability to have your website compromised. That is why staying on top of security is of the utmost importance.

More Than Just Security

Regular updates are about more than just security. They're about helping your business maintain a consistent brand image, ensuring that all content on your website is relevant and up-to-date, making sure your customers have an easy and good experience on your website, and staying on top of market trends to help you maximize your business potential.

Most people would agree that websites from 10 or even five years ago don't feel the same as a website made with the latest Drupal or WordPress. Unlike wine, technology doesn't always age well. WebOps allows your business to keep on top of emerging trends and updates in technology, without the stress of having to rebuild your website.

Customize Your WebOps

Working with an agency helps you customize your WebOps. Along with a website audit, they can help you prioritize a maintenance schedule that works for your business. Are bi-weekly or monthly releases better for your business? Do you require larger updates upfront to ensure things work smoothly? What is the level of effort (LOE) that your budget will allow for?

Large, one-time website rebuilds can be stressful in terms of both time and cost. Regular maintenance doesn't have to be. Plus, regular maintenance can cost less long-term than a one-time rebuild.

CREATE A POSITIVE BRAND IMAGE

We mentioned that technology does not always age well. An outdated website can make your brand look outdated. At worst, it can even lead website visitors to wonder if your business is still active. WebOps creates a positive business brand.

How Your Website Can Reflect Your Business Brand



What are the latest trends in your business? Chances are your customers already know about them. If they're searching the internet and your website isn't updated with those then an online search won't show your business as one of the results. You could be losing out on potential business.

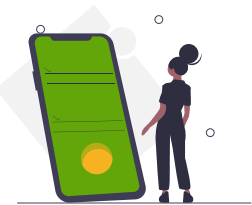


Or perhaps some of your existing customers don't know about the latest trends, but would appreciate being shown them by a business they trust. It can create a potential sale that wasn't possible before.

Customers + Websites



[A recent report from WebFX](#) suggested that an incredible 97% of customers used a search engine to research a business before purchasing. Regardless of whether your company has online sales, a positive online experience can significantly impact their purchase decisions.



When considering local searches, about 50% of users will visit the store or business within 24 hours of doing their search. That percentage goes up to 76% of people who used a smartphone to do their search. This shows that their needs and their subsequent response are immediate. Regular updates can help prevent you from missing out on that business potential.

A poor online presence or online experience for your customers can result in them choosing another business.

CREATE A POSITIVE BRAND IMAGE

How to Have an A+ Website

Every business has different needs, and their customers have different needs and expectations for those businesses. More information, more pages, more pull-down tabs for customers to explore may be the best option for some companies, while not for others. Weekly blog posts and updates may be engaging for some markets, while having the opposite effect on others. Sometimes it can seem hard to tell what customers expect from a website.

This is where WebOps can have a huge benefit. First off, your partnered agency can do market research on what works in your market, then make those updates to your website. With regular updates, the agency can see what has a positive impact on your business and what isn't, and what needs to change. Instead of having a page sit on your website that doesn't help you generate a positive brand image (or worse, hurting your image), a regular update can change the page or remove it altogether. One of the most significant benefits of WebOps is that data-driven customer feedback can be acted on in a timely manner.

Partnering with an agency is the best way to figure out what will positively impact your brand image.



THE POWER OF WEBOPS



Want Peace of Mind?

Getting an agency partner to do WebOps on your website can give you peace of mind. With the agency taking care of security updates and improving code, you'll have time for other campaigns and projects

Security – Peace of Mind

Security is incredibly important for any website. Even small businesses need to take it seriously. Especially if your website handles any customer information - even just names and email addresses, you need to ensure that information is secure. Improvements in technology also mean improvements in hackers' abilities to access your website. The cost to your website from being hacked far outweighs the cost of regular maintenance. Everything from revenue to long term customer trust can be lost if your website becomes compromised.

What Happens Without Security – Power of WebOps

[CNBC reports](#) that 43% of cyberattacks are aimed at small businesses, and the cost of those cyberattacks can be as high as \$200,000, making it impossible for some companies to recover.

Without WebOps, a cyberattack can go 100 days on average without being detected. With WebOps, your agency can ensure that your security is up-to-date and equipped to handle any potential hacks. If something does happen, it can be addressed in a more timely fashion to limit the amount of damage.

Keeping your website secure can cost time and money, which is often why so many businesses don't do it. However, the cost of not securing your website is even greater. Partnering with a WebOps agency can save you both time and money by ensuring that your website has the level of security it needs and that regular updates are made on time before issues have an opportunity to create serious problems for your business.



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