DYT
CREATIVE MARKETING SOLUTIONS

WEBSITE
MANAGMENT 2024

Website

www.DYTSolutionsWY.com

Address

515 Val Vista Sheridan, WY 82801

KEY GOALS

DYT Solutions will manage and update your website, and communicate and plan content to ensure the site is an effective marketing tool for your organization. The site will be monitored weekly and monthly for downtime, for needed updates, security and SEO improvements. By keeping the site current, responsive, and working effectively with search engines, the digital platform will grow as a lead generator and brand builder for your business.

Effective website monitoring is essential for maintaining a reliable, high-performing, and secure online presence. When your online platform delivers a positive user experiences it supports business goals. Planning ahead with a website management plan helps identify and address issues proactively to avoid costly issues in the future.

SEARCH ENGINE OPTIMIZATION

INCREASED WEB TRAFFIC

ENHANCED SPEED

SECURITY

RELIABILITY

OVERVIEW

| SEO	DESIGN / CONTENT	SECURITY	GENERAL
Weekly & Monthly monitoring of Google Analytics, and other reporting tools. uPDA Monitoring insights such as traffic, bounce rate, lead generation, etc. Keywords and Search updates.	Responsive design & general content work to ensure your site is used as an effective marketing tool for your business, ranking properly on search enegines for all screens.	Password and subscription management. Plugin and site tooling updates; software updates. Attack prevention. Authentication and Authorization.	Plugin fixes & monitoring, downtime checks and backups. Contact form functionality, performance and conversions. Image loading issues.

UX / UI DESIGN

When your website is monitored regularly, it just looks better. That matters! Search engines rank websites by several factors including responsivness accuracy on all screens. If your website is accessible and your site's content is regularly crafted and checked, you don't lose visitors. Designs age, and through monthly and annual collobration with your web manager, your website stays up to date, saving you time in the long run. This work makes sure your website is ready for people who find it as the first touch point of your business.
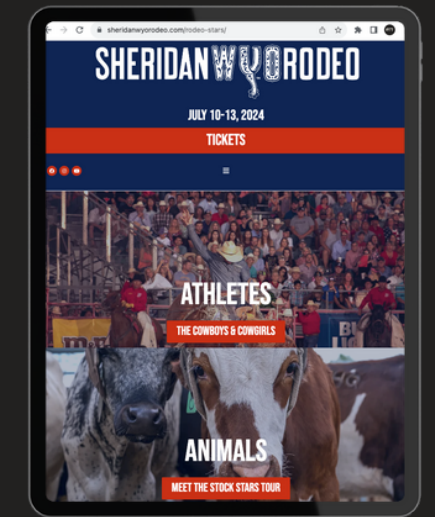
RESPONSIVENESS

DESIGN UPDATES
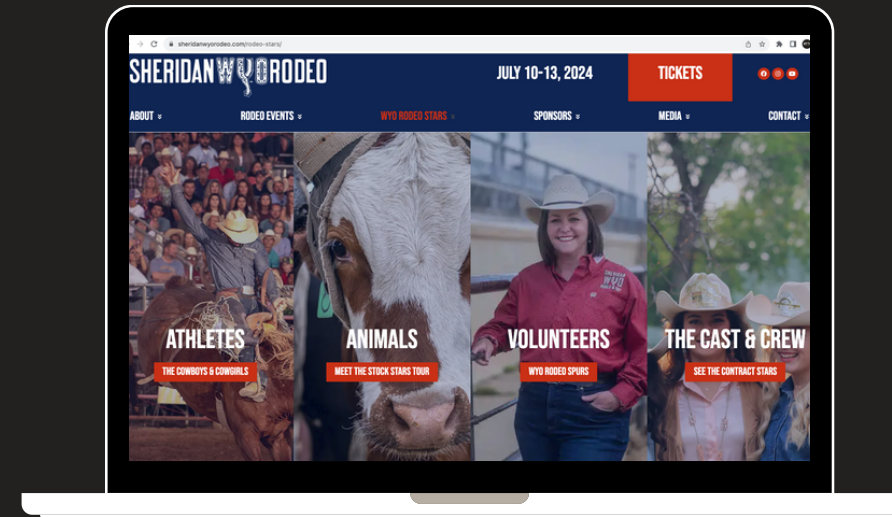
CLEAN CONTENT

ONLINE PRESENCE AFFECTS YOUR BUSINESS.

01
55% of people will search online for reviews and recommendations before making a purchase, with 47% visiting the company website, 26% checking out the physical store, and 23% of people talking with friends and family.

02
Google is the most visited website in the world with millinos of results, so it's important to get your search set up correctly. 90% of webpages have NO Organic traffic at all from Google searches!

03
50% of people who conduct a local search on their smartphone visit the physical store within a day, with 34% of those using computers or tablets doing the same.

04
Web forms are the most popular way to capture leads, followed by traditional data entry. The top lead generation strategies used by marketers involve a company website, email marketing, and SEO.

IMPORTANCE OF MONITORING
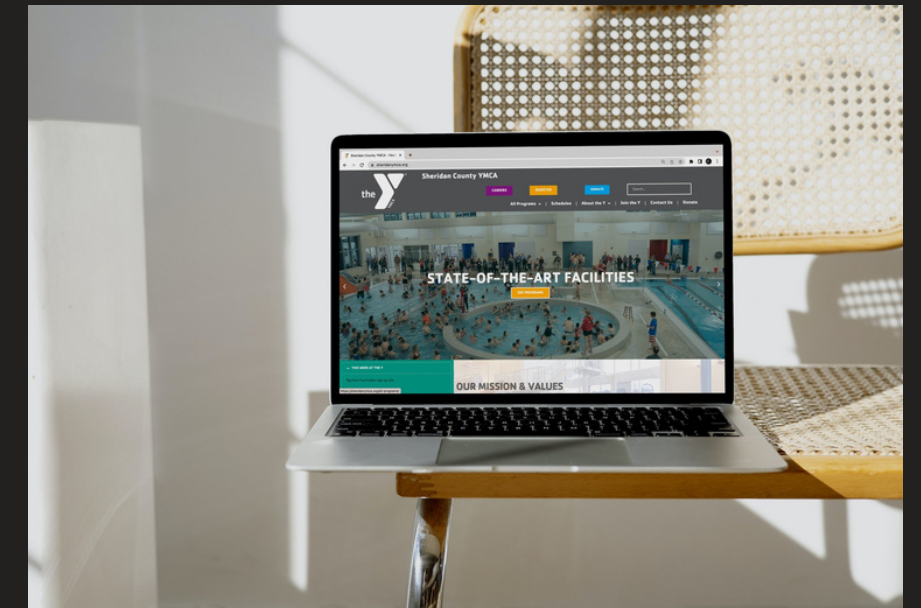
Uptime and Availability

Monitoring ensures that your website is always accessible to users. Downtime can lead to loss of revenue, damage to your brand's reputation, and customer frustration.

Performance Optimization

Monitoring helps identify and address performance issues, such as slow loading times or server errors. Optimizing performance enhances user experience and supports higher search engine rankings.

User Experience

Continuous monitoring allows you to detect and fix issues that may affect the user experience, such as broken links, incorrect content, or faulty forms. A positive user experience is essential for retaining visitors and attracting new ones.

Traffic Analysis

Monitoring tools provide insights into website traffic, user behavior, and popular content. This data is valuable for making informed decisions about content strategy, marketing efforts, and overall website improvements.

Search Engine Optimization (SEO)

Search engines consider website speed and reliability when ranking pages. Regular monitoring ensures that your site meets SEO requirements, contributing to better search engine rankings and increased visibility.