

NVG Website Content Service

What is the NVG Website Content Service?

NVG provides a service whereby clients can ask NVG to enter the content onto their new website. The level of the service ranges from migrating content from the current website up to completely new copy being written, depending on the clients' requirements.

The NVG website content service will provide:

1. A page audit in consultation with the client of the existing website to determine what information should be retained/updated and what is no longer required
2. The creation of all relevant pages for the new website (as agreed with the client)
3. Construction of all pages on the new website
4. Entry of content as agreed with the client. This includes retaining any SEO work carried out previously on the page, and implementing best practice in terms of SEO standards. (Please note: this does not include SEO services such as page optimisation.)
5. Uploading images, including cropping and resizing where necessary, to web pages (images to be supplied)
6. Uploading and linking to pdfs as required (pdfs to be supplied)
7. Uploading and linking to other rich content, for example, video and podcasts
8. Taking measures to mitigate the changes that a new website could have on performance statistics (e.g. sitemap consideration, ensuring various forms of re-directs are in place)

By choosing NVG to provide your Website Management Service you will benefit from:

- Our experience of supplying tourism websites – with back up from our experienced online services team.
- Cost & time efficiencies – you will save the cost of recruiting a Web Editor internally, and the ongoing training required, giving you more time to concentrate on your day job.

What we ask from you

To make our Website Content Service successful, we rely on good communication with our destination partners.

We will begin the service by talking to you about your destination, your website and your marketing activities. If you have a strategy that includes websites and / or online marketing activity we would require a copy. If you don't have a strategy, an indication of what is most important for your website would be useful. For example, is it primarily to provide information to visitors, or is increasing online revenue of more importance.

We will agree the scope of the work involved (e.g. how many pages are to be built, page layouts), timescales involved and agree a `go live` date for the website. These timescales will include a period of time for the client to review the work carried out and make any changes necessary. The client will be required to identify all pages to be retained from their current website, the level of changes that are required and any new pages to be created.

Also you'll need to:

- Inform everyone in your organisation as to who we are and what we are doing, before we commence the service. This ensures that when we contact your colleagues they know who we are.
- Provide all assets required for the website (e.g. image library, downloads, details of social media accounts and videos to be used).