

NVG Website Management Service

What is the NVG Website Management Service?

Website management involves maintaining, updating and amending of existing web pages, developing new areas / pages, and meets Site Engine Optimisation requirements. Web content needs to provide an organisations online marketing messages, and meet visitors expectations in terms of information and provision of services, for example, online bookings.

The NVG website management service will provide:

1. Maintaining, updating and amending of existing web pages as required (new copy to be supplied)
2. Inputting links as required, to include both internal and external links
3. Uploading images, including cropping and resizing where necessary, to web pages (images to be supplied)
4. Uploading and linking to pdfs as required (pdfs to be supplied)
5. Uploading and linking to other rich content, for example, video and podcasts
6. Developing new areas / pages of the website (copy and images to be supplied)

The NVG website management service can also include managing individual website products. For example:

- a. Advert Manager – managing the trade adverts using the Advert Manager product. This includes set up of the different adverts that will be available, contacting the advertisers to provide the advert, uploading the adverts and managing the period these are online, and providing a performance report for each advert. (We will require the contact details of the advertisers, and will not manage the financial aspect of selling the adverts).
- b. SEO services – working with the NVG team or external SEO agency to ensure maximum benefits from SEO
- c. Pay per Click campaigns – to develop, implement and monitor PPC campaigns

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 Web Management Service successful, we rely on good communication with our destination partners.

We will begin our Web Management 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 then encourage ongoing communication as to what is important to you as a destination, and whether the website is meeting your organisations requirements.

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 a smooth transition, and that when we contact your colleagues they know who we are.
- When planning a development to the website, let us know straight away so that we can work with you to achieve the best result in an agreed timescale.

Response Times

We strive to turn work around as quickly as possible, usually within the same day. However the general response time for responding to and carrying out tasks is two working days.

We will notify you as much notice as possible of any staff holidays or absences, and during these absences the NVG Helpdesk will provide a continuation of service.