Los Angeles Website Maintenance Services

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Whenever I hear a website owner say something like, "I need website maintenance services," it reminds me of an old TV commercial for an oil change company.

The commercial went something like thisâ€¦

SCENE: An auto mechanic holding an oil filter in one hand and a bill for $3,000 to replace a customer's engine in the other hand.

MECHANIC: "You can pay me now (holding up the oil filter), or you can pay me later (holding the bill for $3,000). Your choice."

Make no mistake, every site requires website maintenance sooner or later, even if it's just to up-date the copyright notice at the bottom of each page.

Visitors are turned off when they go to a website today and the copyright notice says something like "Copyright 2007". Talk about "stale content"!

Los Angeles website maintenance is a never-ending job for any website. And it's not just for websites serving the Los Angeles area.

What are some reasons that require website maintenance services in Los Angeles?

The most common reasons for web maintenance are:

â€¢ A new revision of a browser has been released and now sites optimized for the older browser versions no longer look or function correctly. Website maintenance services are required in order get everything working properly again.

â€¢ You have new content to add to your site. If you're not adding new, fresh content frequently, you drop in search results position. So this is an on-going need for web maintenance. Forever.

â€¢ After every change to your site, the website maintenance service should do a "cross-browser" compatibility test. This test assures that they didn't "break" something while "fixing" something else. This test requires viewing your site on all of the major browsers, as well as on PC and Mac. NOTE: Since most website maintenance firms use Macs, there are frequently problems with their changes not working on PCsâ€¦and they don't know it. So they tell you the changes are complete, and when you go in with your PC you see things that aren't working correctly. Whether you do your own website maintenance, or you hire a website maintenance firm, always do a "cross-browser" compatibility test after changes are made. Don't wait for your customers to tell you about problems in your siteâ€¦because they usually won't. They'll just leave and you'll never hear from them again.

â€¢ Regularly checking your site for broken links. Broken links count against you with search engines. Links that were good last year, might be broken now. You can't prevent broken links. You can only detect broken links and delete them as soon as they are discovered.

â€¢ Checking your html coding for "W3C compliance". Coding errors and sloppy coding can and will count against you with search engines.

â€¢ Regular monitor and report on your website's statistics (Google Analytics) so you can constantly improve your site's visibility and conversion performance. Making the necessary changes requires website maintenance.

Every site requires website maintenance sooner or later. It's unavoidable.

If you have a car, you need fuel (gasoline and/or electricity) for the motor or the car won't perform as intended.

If you have a website, you need website maintenance or your website won't perform as intended.

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