



Identify
Create
Manage
Promote
exsite.ie

An exSiting Mission

On an exSiting journey!

What started with web design in Dublin in 2009 has evolved into an award winning full service offering with over 500 clients around the world – while retaining our small agency feel, creativity, and detailed client knowledge.

OUTRIGHT WINNERS

Excellence in Web Design
& Development



Excellence in Business Awards 2020

exSite Communications Ltd

Excellence in Business Communications

“ Our aim is to design impactful marketing solutions, and then help you to manage these new tools for maximum return ”



360 Case Study: Metalman Brewing Co.

Discover how our services combine for client success.

A website upgrade project – that grew to brand design, packaging design, PR, and website management.

Go to: exsite.ie/metalman-brewing

Identify. Create. **Manage**. Promote.

Website Management as part of a 360 service offering

We achieve success by **identifying** your business strategy and marketing insights, adding our design flair and development experience to **create** something beautiful, then following up with training, support, **promotion** and even outsourced **management** or CMO services.

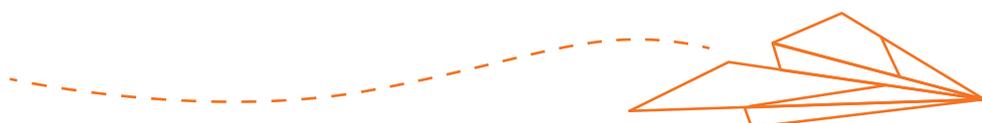
Our Services for Your Success



More than websites...

- *Beautifully designed graphics, websites, and ad campaigns*
- *Expertly managed websites & marketing services*
- *Big agency resources, with small agency love*

Talk to us to discover how we can help your marketing and communications activities across the board, **not just your website!**



Fortify Package

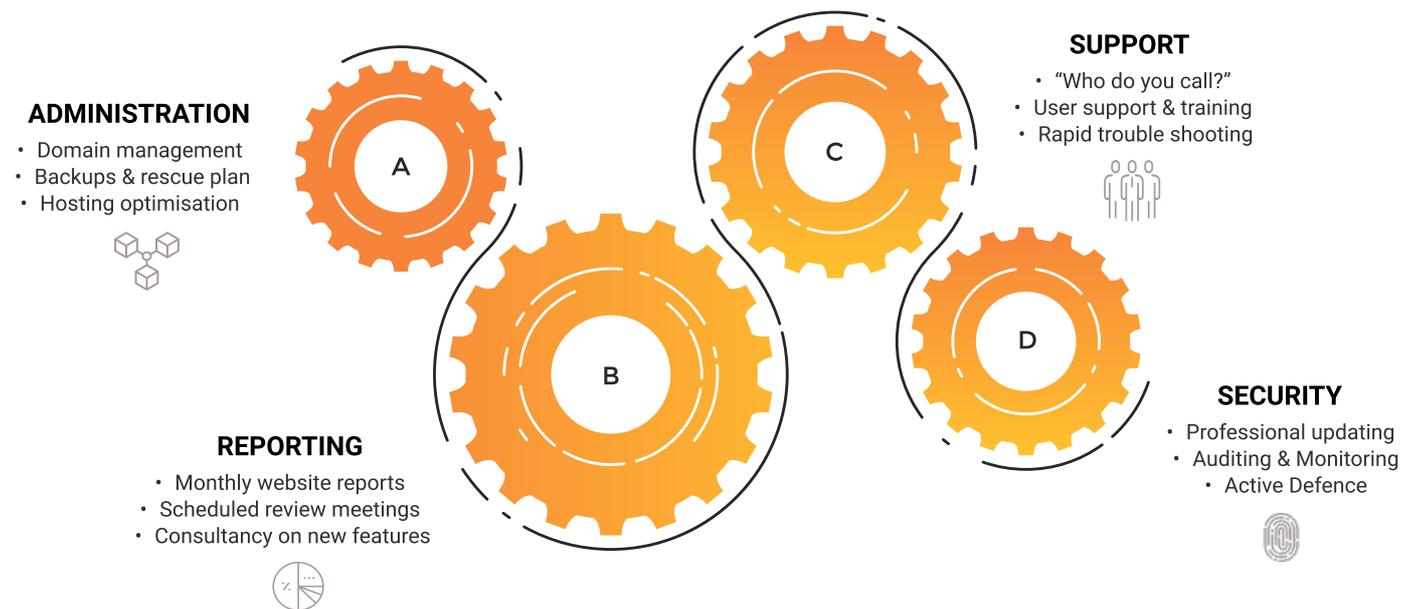
Website essentials: €149/month



exSite offers an incremental range of management services so your website and marketing platforms perform at their best at all times, safeguarding both you and your visitors. Our goal is to give you a best in class website, hassle free, allowing you to focus on your main business.

Rather than just engaging with your web company through isolated one-off support tickets, come to exSite where we know your business and website inside out and have a long term understanding of what you are trying to achieve on and offline.

“Professional website management is key to ROI”

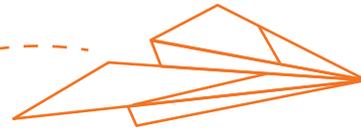


The Fortify Package is the foundation that all our packages are built upon, where exSite will train and support in-house teams to handle the site themselves, while we take care of the technical bits and administration. We’re always at the end of the phone for friendly expert advice and trouble shooting.

Use your website with the confidence, and a safety net of personalised support. You have one familiar team to call if you have new ideas, need help, or a billing query. We know you, your business, and your website.

Fortify Package

Essential details...

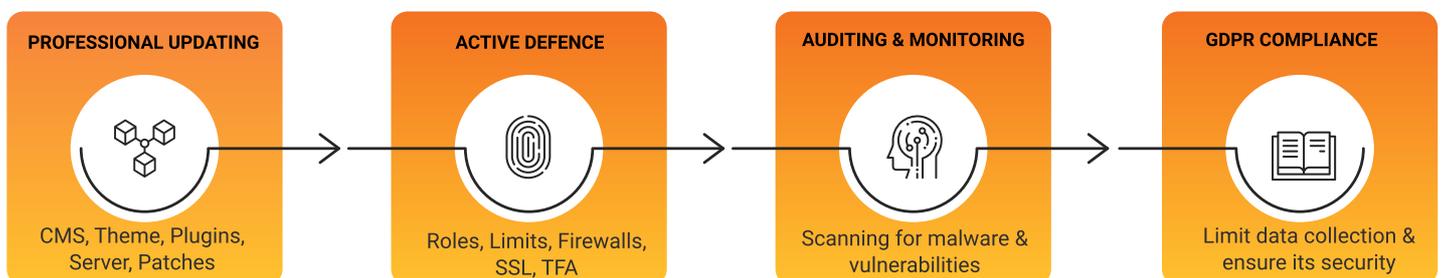


The essentials outlined below are rolled into our packages, with extra domains, some premium plugins or third party services being charged (at cost) as separate line items. All prices are shown before VAT and must be paid for in advance of the period covered.

- **Support:** Guaranteed 8 hour response time - usually within 2 hours
- **Training:** Personalised training on your website
- **Hosting:** Fast reliable server tuned for your website
- **Backups:** Daily for database and weekly for file
- **Troubleshooting:** Fixing broken templates and styles
- **Updating and maintenance:** Caring for your site and the plugins that make it work
- **Consultancy:** On new design, features or technologies
- **Review:** Scheduled meeting every 6 months to review the site and your strategy
- **Administration:** of Domains, Plugins, Google (email) Apps for business

Excluding licences and per user costs that you pay directly to third party providers, or we invoice at cost.

Fortify Security Protocol



- Automated and manual updating, monitoring and auditing
- Website, Plugin, CMS and Server level security to stop a range of attacks
- Uptime monitoring (if your site goes down we will get an alert and fix the issue)
- Includes an SSL Cert for security, Google, and to give your users peace of mind
- Monthly report on updates, backups, website uptime and security

Boost Package

Add Speed & Enhanced Support: €249/month

All of the Fortify Package, +

- **Enhanced support:** Access to our out of hours support service
- **Faster website:** Using the AWS Cloudfront Content Delivery Network (CDN) we further increase the speed of your website. Ideal for websites with a large number of assets such as images and videos which are delivered dynamically from the CDN putting less pressure on your main server during instances of high traffic
- **Custom Google Analytics** dashboard report created just for you
- **GDPR checks:** Set up with your input, we put a plan in place to carry out ongoing GDPR checks on your site. This includes, for example, Personal data management - clearing out unnecessary personal data from contact form databases etc; Ensuring Google Analytics is anonymised; Ensuring security best practice is followed to protect client data.
- **Broken link check** monthly
- **Daily file backup** rather than weekly
- **Review call** quarterly



Engage Package

Add Outsourced Content Management: €349/month



All of the Fortify + Boost Packages, +

- **Rapid Content Management:** Adding new content, or changes to existing content. All content loaded in 8 working hours, or sooner on request.
- **Content formatting:** To the look and feel of your website.
- **Content optimisation:** Using best SEO practices (h tags, naming, titles and alt text for images and keywords you provide)
- **Monthly content reminder** to post more content
- **Review call** every month

Bespoke Partner Package

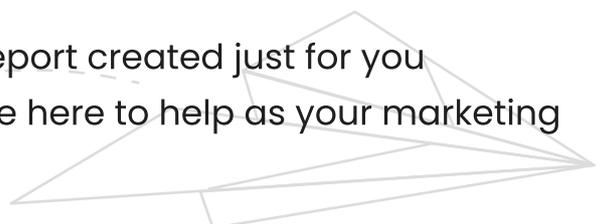
Created Just For You: €TBC/month



Whatever you need from an online operational standpoint.

Examples of this custom enhanced service include:

- **SEM** (Google Adwords) and **SEO** (Search Engine Optimisation) management
- Enhanced **eCommerce management** & support
- Design, management and support of **marketing emails**
- Management and support of **third party** booking/inventory **systems**
- Help with **advanced reporting**
- **Custom eCommerce Analytics** dashboard report created just for you
- **You Name It!** Anything else you require - we're here to help as your marketing technology partner.



Third Party Costs

Things we pass on

We bill licences and other third-party costs required for the operation of your website at cost.

Third Party Licences

- These include annual plugin/functionality licences essential for keeping your website up to date. An invoice detailing the third party licences applicable to your website will be sent annually.

Domain registration & transfer:

- Registering a domain (€50)
- Transfer a domain to exsite (€50)
- Business name registration often required to register a '.ie' domain (€50)
- Unlocking code generation (free)
- Annual Domain rental:

.ie €24.99/yr

.com €8.95/yr

.eu € 6.95/yr



exSiting Clients

12 Years of Experience



Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem



dentalhouse
confidence in our care



Get in Touch

We're here to support you



Support is open **09.30 to 17.30 GMT**, Mon-Fri. We will respond within **8 working hours**.

Support and training can normally be provided immediately, or we'll give you a time frame for larger trouble shooting issues.



Tom Ponsonby
Founder & CEO



Timothy Gurney
Technical Director

Need Support?

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Need to Upload Content?

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Need to Talk?

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Your WordPress Management Experts

