



Identify  
Create  
**Manage**  
Promote  
exsite.ie

exSite Website Management  
& Digital Marketing Services

# 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 750 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 ”*



## Your Website Warranty

**Everything you need for the perfect website. No hassle. No cost.**  
We are so confident about our website management team that we fix any technical issue for free!

See full details under 'The Fortify Warranty' on pages 4 & 5

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

Website Management as part of a 360 service offering

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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...

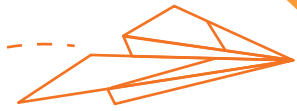
- *Beautifully designed graphics, websites, and ad campaigns*
- *Expertly managed websites & digital marketing services*
- *Big agency resources, with small agency love*

Talk to us to discover how we can help your marketing and communications activities across the board!



# The Fortify Warranty

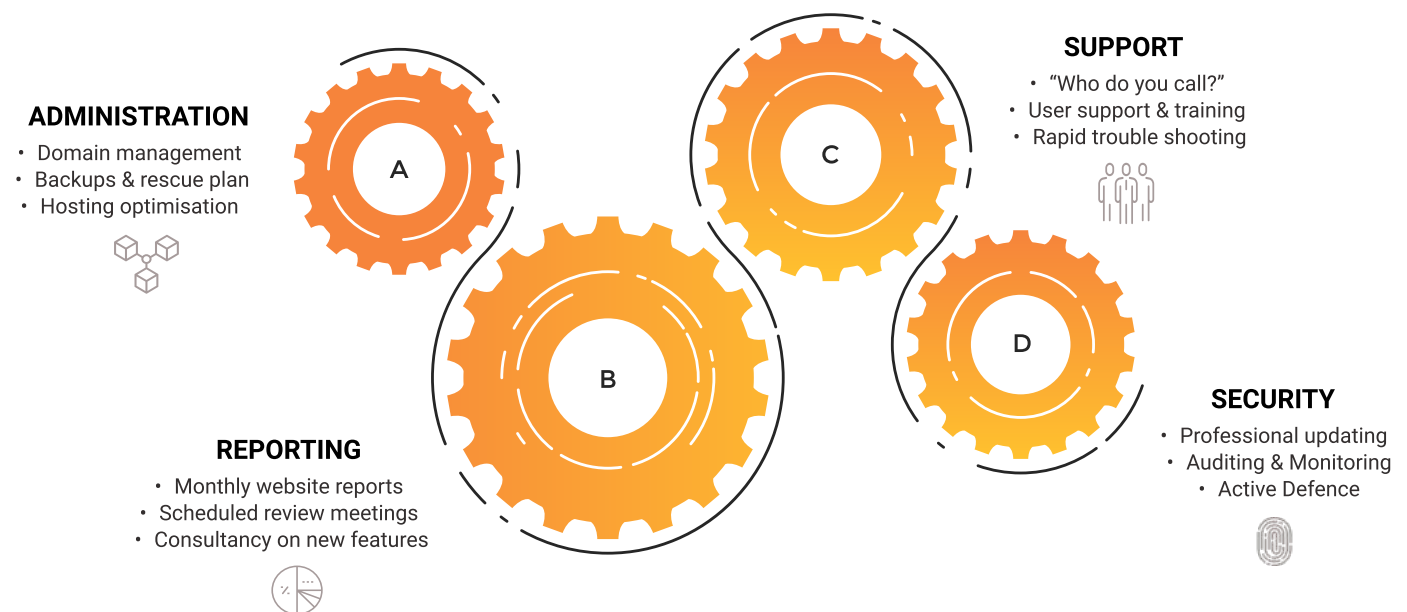
Website essentials: €149/month



exSite offers an incremental range of management services so your website performs at its 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.

**“A guarantee your website will always look great”**



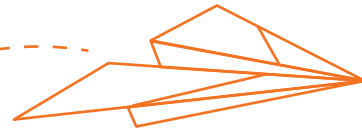
**The Fortify Package is the foundation that all our packages are built upon**, where exSite will train and support in-house teams to handle the site themselves, while we take care of the technical bits and administration. We’re always at the end of the phone for friendly expert advice and trouble shooting.

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.

**It’s a website ‘warranty’ where we fix any technical issues as part of our retainer!** Your website will always look as good as the day it launched, at no extra cost to you.

# The Fortify Warranty...

Package details...

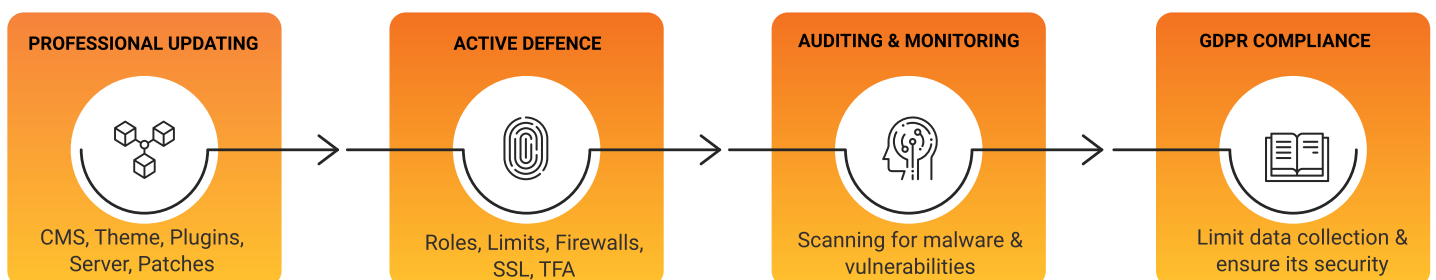


The essentials outlined below are rolled into our packages, with extra domains, some premium plugins or third party services being charged (at cost) as separate line items. All prices are shown before VAT and must be paid for in advance of the period covered.

- **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

This is essentially your **complete website outsourcing** package... We do everything and you can sell your computer ;)

# Bespoke Partner Packages

Created Just For You: €TBC/month

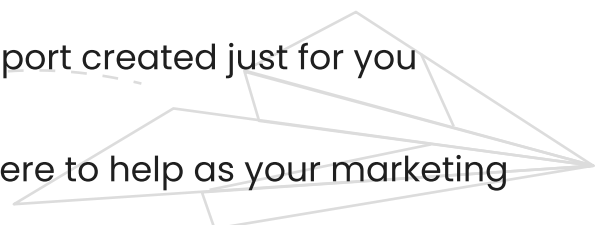


## Whatever you need from an online operational standpoint.

Examples of this custom enhanced service include:

- **SEM** (Google Ads) and **SEO** (Search Engine Optimisation): From €400/month
- Enhanced **eCommerce management** & support: From €349/month
- Design, management and support of **marketing emails**
- Management and support of **third party** booking/inventory **systems**
- Help with **advanced reporting**
- **eCommerce Analytics** custom 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, with no mark up .**

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

**Domain registration, transfer, and other one-time fees:**

- Registering a domain (€50)
- Transfer a domain to exSite (€50)
- Business name registration often required to register a '.le' domain (€99)
- Annual Domain Rental (depends on the domain)





# 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?

[support@exsite.ie](mailto:support@exsite.ie)

## Need to Upload Content?

[post@exsite.ie](mailto:post@exsite.ie)

## Need to Talk?

+353 1 685 3851

**“Your  
Website  
Warranty!”**

