



## **Service Level Agreement**

### *Information Pack*

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***With a good SLA, everyone wins***

Our SLA Packages	Bronze Package	Silver Package	Gold Package	Basic SEO Package	Advanced SEO Package	Professional Package	Bespoke Package
Duration of Monthly Services	30 min	2 hr	5 hr	30 min	2 hr	5 hr	?
Increased Security	✓	✓	✓	✓	✓	✓	✓
CMS Updates	✓	✓	✓	✓	✓	✓	?
Plugin Updates	✓	✓	✓	✓	✓	✓	?
Content Updates	✓	✓	✓	✓	✓	✓	?
New Blog / News Posts	✗	✓	✓	✗	✓	✓	?
New Pages	✗	✓	✓	✗	✓	✓	?
Photo Manipulation & Cropping	✗	✗	✓	✗	✗	✓	?
Add / Modify Store Products	✗	✗	✓	✗	✗	✓	?
Google Analytics Installation	✗	✗	✗	✓	✓	✓	?
Basic On-Page SEO	✗	✗	✗	✓	✓	✓	?
In-Depth SEO	✗	✗	✗	✗	✓	✓	?
Social Media Management	✗	✗	✗	✗	✓	✓	?
New Site Build Included in SLA	✗	✗	✗	✗	✗	✗	?
Priority Response Times	✗	✗	✓	✗	✗	✓	?
Wordpress Training	✗	✗	✗	✗	✗	✓	?
LEGENDARY Customer Services	✓	✓	✓	✓	✓	✓	✓
	£30.00	£99.00	£149.00	£69.00	£119.00	£249.00	£10 - £??

## What is SEO?

SEO stands for “Search Engine Optimisation”. It is the act of optimising your website for search engines, such as Google, using specific search phrases you think your visitors may use to find your business.

Basic SEO involves on-page optimisations, which helps individual pages get found on search engines.

Advanced SEO is about optimising everything, including your homepage, individual pages, images, news/blogs and products.

## Additional Info

All prices are on a monthly basis, and are subject to VAT. Bespoke Packages are custom built to your specification and will be priced fairly and in accordance with your requirements.

If you are interested in a new website by LW Design, we can package the website’s build costs as part of a Bespoke Package SLA. If you have any questions or require a service not listed here as part of an SLA please get in touch, contact details are on the reverse side of this document.



This document outlines the many predefined SLA plans available to you, explaining what services we can offer and at what cost.

If a predefined package does not fully meet your needs, please let us know along with your requirements and we will be very happy to provide a bespoke quotation and answer any queries.

If you are unsure of anything within this document, please don't hesitate to get in touch using the contact details listed below.



WEB



PRINT



DESIGN

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