exSite

Management Packages 2025

exSite offers an incremental range of management services so your website performs at its best at all times, safeguarding both you and your visitors

Fortify Warranty Package

The foundation that all our packages are built upon €149/month

exSite will train and support in-house teams to handle the site themselves, while we take care of the administration and technical bits.

Our goal is to give you a best in class website, hassle free, allowing you to focus on your main business.

Use your website with the safety net of personalised support and a warranty. You have one familiar team to call if you have new ideas, need help, or just 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. We're always at the end of the phone for friendly expert advice and trouble shooting.

Foundation Package

Administration

- Domain management
- Backups & rescue plan
- Hosting fast & optimised for your website

Security

- Professional updating of Website, Plugins, & Server
- Auditing & Monitoring
- Active Defence

Support

- "Who do you call?"
- User support & training
- Rapid trouble shooting
- Guaranteed response time
- Consultancy on new design, features, & technologies

Reporting

- Monthly website reports
- Scheduled review meetings
- Consultancy on new features

Boost Package

Add Speed & Enhanced Support €249/month

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 put 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** quaterly

Engage Package

Add Speed & Enhanced Support from €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 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 €500/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**

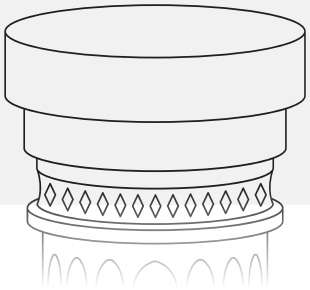
eCommerce Analytics custom dashboard report created just for you

You Name It! Anything else you require - we're here to help as your marketing technology partner.

4 Pillars of exSite SEO Success

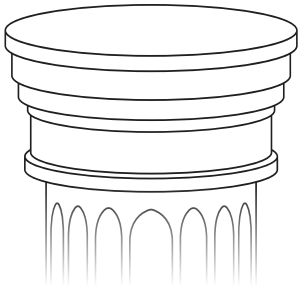
The success of exSite's approach to SEO is drawn from a blend of the latest tools and data analytics, directed by classic marketing theory and experience, to find the best keywords to reach your target audience.

Our multi-expert team will ensure that your site has SEO at its core. We deliver this as a full-service agency that designs, develops and then optimises your website. We can also guide and tutor you to create the right content.



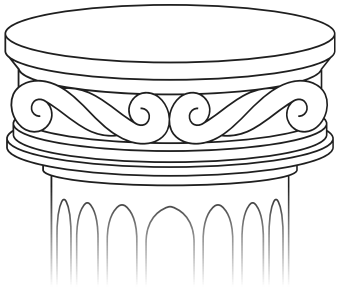
Research & Strategy

- Marketing & Business Analysis to ensure we understand your goals and how to deliver them.
- Keyword Research



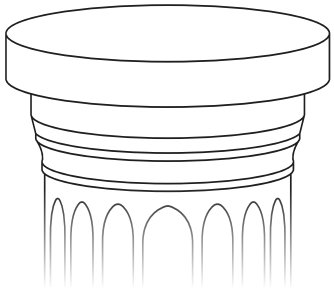
Optimised Design

- Sitemap optimisation to make sure the information architecture reflects strategy from the start
- Site speed & security
- W3C Guidelines and clean code for crawling



On & Off Page Optimisation

- Meta Tags
- Image Minimisation
- Intelligent Formatting
- Quality Linkbuilding & Link Diplomacy
- Domain Autority



Strategic Content

- Creation and optimisation of the right content in line with the strategy, in a routine fashion
- Ensuring this content is optimised by the 3 previous columns

SEO Package Structure

exSite's fee structure for SEO services starts at €500 per month for 25 keywords, then €900/50, €1,200/75, and €1,400/100. SEO as a service results in a gradual improvement in your search position and we give you sight of this via a live custom dashboard, and monthly reporting.

15 years experience

Website issue?

exsite

Who do you call?

+353 1 685 3851

Use our support portal:
exsitecommunications.zendesk.com

Or email support@exsite.ie

We aim to provide support and training on the spot, or we'll give you a time frame for larger trouble shooting issues **within 8 working hours** [Mon-Fri, **9.30 - 17.30** GMT]

Know Your Experts

Tom Ponsonby
Founder & CEO

Timothy Gurney
Technical Director

Ravi Kapoor
Lead Problem Solver

Call us for Marketing Services

1 Identify

- Website & Marketing Audits
- Problem Solving
- Ideas & Innovations

2 Create

- Graphic & Web Design
- Marketing Strategies
- Content & Video

3 Manage

- Websites
- Content
- Marketing as a Remote Marketing Team

4 Promote

- Advertising
- SEO & Google Ads
- Social Media
- Public Relations