

2 code or not 2 code

THAT IS THE QUESTION

WEBSITE DEVELOPMENT

We understand that it's difficult to choose the right company to develop your website or platform, after all there is so many things to consider, so many people doing it & so many varying costs for the same thing you asking for. All of this is true & I don't have a magic answer for you, in fact there are even more things to consider that can & will complicate your decision.

Most agencies will tell you that they can do what you asking for, and that is probably true in some way, but it's the how, what, when & who that matter. Delivering on what you actually need & what a supplier wants you to do can be two very different things. Each agency/person developing sites will try and convince you into their way of thinking & doing, instead of advising you what your options are and what things you need to think about before deciding on a particular direction or supplier that works for you.

Myculture will not "sell" you into our way but will rather guide & advise you as to your various options and suggest that you investigate all your options with various suppliers before deciding to go with anyone in particular even if it means you decide to go elsewhere. We do this because we are passionate and believe in what we do and what we produce for our valued clients. Our approach is one of valued partnerships with clients and not once off experiences.

We follow a paradigm that places users at the centre of what we do & we build experiences around their needs. Our team is dedicated to improving the lives of our clients by improving the experiences of their users.

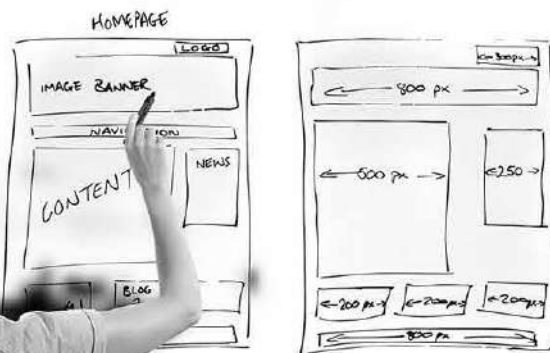
Myculture invests the time with each client to better understand their needs, objectives, expectations and deliverables of their project as each of these play an important part in the process with the understanding that each project and client is uniquely different.

Our digital platforms are meticulously coded ensuring that all functionality is on point and supported by our methodical intuitive design. All our website platforms are cost effective, of high quality and functional with a seamless user-experience that delivers a customer-first approach.

Myculture ensures that our clients receive a perfectly fused platform that is not only beautifully crafted, but exceptionally functional as well.


Give us a call to discuss your next project.

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Build it once & build it right...




 yes you should consider it

WEBSITE MAINTENANCE > WHY?

Once you launched a website and it's finally out there for all to see, our clients often feel that the work is now done and expect their customers to roll in... but, it isn't that simple. **A website is an investment** that you have spent resources and money on and should be treated with the highest of care.

After all, it's a **valuable asset that can bring you great exposure** and ultimately more business. It then stands to reason that one should then take care of it as this is your voice when you are not in front of your customers. We often describe to clients that its like buying a new vehicle, you wouldn't purchase one without a service plan so why would you purchase a website without one?! Especially knowing that a **website is an asset that generates business** and the other is a liability. Once a client understands this, they realise the value they have.

Proper website management ensures your goals, strategies and objectives are aligned and optimised. Websites are highly complex systems with layers of coded information connected together to create and deliver a seamless user experience. **If you truly value your business... you will then see the value in maintaining the parts that drive it.**

A maintenance plan involves managing all these areas of a website, 'not just changing a word or two' there is a lot of interconnected parts that need to be monitored and ensure works continuously, attention to User Experience is critical to conversion rate (+- 400%), routine maintenance can pinpoint issues that users may be experiencing that prevent them carrying out a specific task. This could be anything from an outdated plug-in, software updates, security issues, errors on contact information or outdated content, perhaps even the loading time.

The possibilities are endless but whatever the case is, consistent monitoring and maintenance of your site will address issues and ensure the longevity of your website to continue delivering on your business objectives.

In this case, no news is good news!

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On security, if your website is NOT well-maintained, it quickly becomes a target for hackers and vulnerabilities, this is especially true for WordPress & CMS managed websites as they account for about 90% of hacked sites (fact), this is due to outdated plug-ins & general lack of maintenance.

Spending money on web maintenance seems counterintuitive to saving money, BUT a small monthly investment could save you thousands down the line. If ignored or left unnoticed it could result in a broken website, loss of business and time. You will also take a big hit in repairs to a broken site. Ongoing maintenance ensures issues are caught and fixed so business can remain as usual.

Investing time and money in building and maintaining your website you really want to know it's doing well, but gathering data and decoding it takes time and having someone provide this, interpret it and help guide future optimisations and changes can enhance performance, user experience and ultimately onboard new customers or clients let alone ensuring a well functioning site.



& now in *even more detail...*

So by now you on a website maintenance contract or if you are still thinking about it, then the following will better explain, and what you get with Myculture.

Firstly let's talk about what a site is made of. Whether your website is a custom build or its a Wordpress site, at the core it was built using a scripting language called PHP. We won't go into detail about what PHP is but if you are interested, you can email us & we would be happy to send you documentation on it.

If you want to spare yourself the tech talk jump to the next paragraph. For our custom built sites we also build using Laravel which is a PHP framework, Vue which is a javascript framework, Tailwind which is a utility-first CSS framework and MySQL which is a relational database management system. In addition to the tech stack we use, we also use a combination of PHP packages which allow us to achieve the specific needs and functionality you want for your site. To read more about these packages you can have a look at Packagist which is a PHP package repository. Wordpress sites are a little less complicated, Wordpress itself is a open-source content management system also written in PHP and we build it with a MySQL database, we also use a combination of well curated plugins which help us build a unique and well functioning website. To top it all off your website is run on a server or hosting platform which also runs its own tech, for security reasons we will leave out the detailed information about the servers but they differ vastly from your standard hosting servers.

What does this all mean? well, basically it means what your website visitors see when they visit your site is the result of multiple moving parts working together to create a solid and functional website. How we achieve this is by making sure that all the tech we use in your site is kept up to date and aligned with all the latest stable versions. As an extra service we also run downtime monitoring software for our website maintenance clients, this software helps us track downtime on your website, for some of our clients we also include an extra layer of error monitoring software which notifies us as soon as the site has experienced an error.

Monthly vs yearly? Our maintenance plans are custom tailored to fit the clients needs. Why do you have to pay a monthly cost you may ask?, The [Myculture] team constantly monitors and updates your site/s everytime there are updates and security bug fixes on any of the software, and these are often. Since all the tech is managed, built & created by different individuals, the security updates and bug-fixes are made at different intervals, we make sure that no matter when an update happens your site will continue to have the latest stable releases.

'Can't I just do it once a year or when I need it?' In theory that may sound like a logical approach but let's look at PHP for example. From January 2022 to May 2022 there has been 8 releases of PHP alone; these releases have included security updates and bug fixes. We can also look at Wordpress since January 2022 to May 2022 where there have been 5 releases. These updates help the scripting language to prevent vulnerabilities which are used by hackers to penetrate your system and they also address any bugs the tech may experience.

We keep track of these updates and implement them on our maintenance clients' sites. We also make sure that any frameworks, packages and plugins are still functioning correctly every time we make an update (*we don't just update & leave it*). In the event that there may be any issues with a package or plugin being abandoned by the creator, we curate and look for a new package or plugin and in the event we can't find an alternative we create our own at no extra cost to you.

These updates also make sure that your site works on the latest browsers and devices allowing it to always be functional on new tech, and we do this all in the background while you focus on your core business.

So again, why can't you do it once a year, our experience has taught us that it costs more to implement the changes on an annual basis, as this means the team will need to spend more time correcting, implementing and testing. So just like a motor service plan helps save you money by preempting problems and avoiding larger issues later, a **website maintenance plan helps save overall costs.**

yup, we still going...

As an interesting case study- XNeelo a very popular South African hosting company recently sent out emails that they would be stopping support for certain earlier versions of PHP. **What this meant for clients** was that their sites would stop functioning, for our maintenance clients this wasn't an issue because their site was already up to date, for our non-maintenance clients this became a problem because they had to pay for major upgrades which meant their sites had to be upgraded, in some cases by 3 major PHP versions. This ended up being a major rebuild as the site had many outdated components and it was a very costly exercise.

There is an interesting article written by MyBroadband which discusses the dangers of using outdated tech on a website:

<https://mybroadband.co.za/news/internet/446016-south-african-digitech-app-store-uses-r925-website-template.html>

Now that we've discussed the tech, **what else do we do that makes us different?**

Although most companies should do tech updates, we as [Myculture] take it a step further. Apart from our site monitoring, server maintenance and tech updates we also monitor your site analytics. The sites we run are built with some form of analytics whether its Google analytics or built in logging systems, we have some form of interaction monitoring running on your sites. **What do we do with this data** is we actually analyse it and provide you with detailed reports of your site. Over time (+- 1 year of running) we review the site and give feedback around what you may need to do, if it's needed, to increase your audience interaction on your site.

We look at all the aspects whether you are doing paid ads, whether your social media is creating enough traffic for your website or maybe there are pages on your site which are not getting the digital foot traffic they need.

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yes you should consider it

We compile all of this data and look at whether your site needs any form of redesign or intervention, we will sit down with you if there is any need for adjustment and we will discuss a few suggestions after doing a full analysis of your site. As another service we provide you two sets of reports on a monthly basis, which address the functionality, and the analytics of your website, ongoingly.

Apart from the hosting, server monitoring, error monitoring, functionality site reports & the analytics report, site suggestions & optimisations we also discuss additions or added features you may need or want to do, even from a site or content refresh or update depending on the retainer package. Many of our clients have tailored their packages & realised the benefits of including design & content as part of their offering as this plays an NB role in their site SEO & keeping their site fresh, up-to-date and on point. We can even help you generate monthly content where needed. Our retainers options include set hours a month or unlimited depending on your individual need.

Below is a high level overview of what we actually do on your site on a monthly basis.

- Server maintenance
- PHP updates
- CMS and plugin updates
- Bug Fixes
- Content & design updates
- Detailed reports
- Recommendations & suggestions
- Unmatched turnaround times
- Expert advice, ideas & insights
- Site monitoring
- Framework updates
- Notable PHP packages
- Analytics tracking and monitoring
- Hourly allocated changes
- Ongoing optimisation of site
- Actual hosting
- Exceptional customer service
- Solution driven attendance

(Our clients have come to enjoy & celebrate the value add Myculture provides)

If you wanting or looking for an expert & experienced service company that supports you & your business when you need it, one that is always solution driven to deliver work excellence & customer satisfaction in unmatched turnaround time then we look forward to hearing from you.

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