A website is launched, but it’s never really finished as it should be continually updated with fresh content that relates to what’s happening at your business or in your community. The website that MACC’s Creative Services created gives you the ability to make updates yourself when needed. However, from our experience, we’ve found many companies have difficulty finding time to make the updates. Fortunately, our Website Tune-up Plan can ensure your company’s site is always up-to-date.

Here’s what you’ll get with the Website Tune-up Plan
MACC’s Website Tune-up Plan enables your company to have your site professionally maintained with fresh content added on a monthly or bi-monthly basis. On the month’s you select for a “tune-up,” the following activities will occur:
- A seasonal slider image can be added to your website’s home page.
- We’ll spend up to one hour making any needed updates to your site’s content.
- Updates will be applied to the platform used to build your site.
- When applicable, we’ll introduce new tools and techniques to ensure your website is giving you the best value for your investment.

How do the Tune-ups work?
During the first week of the month an update is scheduled, a member of MACC’s Creative Services Team will send an e-mail to see if any updates are needed. We’ll pay particular attention to any specials or updates to your channel line-ups if your company offers video service. You’ll also have a chance to view the seasonal slider image and decide if you’d like to add it to your website. Once we know what content needs to be updated, we’ll make the changes and send you a link when all of the work is done. If the changes take longer than an hour, you’ll be billed at the standard hourly rate broken into half-hour increments. If your site needs an update after we’ve already “tuned it up” for the month, the standard rates will apply or you can receive an “advance” on the plan and use the following month’s hour of updates.

What are the seasonal slider images?
If you wish, you can add the following slides to your home page during the indicated months. While not a requirement, they will freshen up your site and potentially help generate more revenue.
- January – Happy New Year
- February – Happy Valentines’ Day
- March – Promote your video service to watch March Madness
- April – Dial before you dig
- May – Happy Mother’s Day – Don’t forget to call mom – link to special if applicable
- June – Happy Father’s Day – Don’t forget to call dad – link to special if applicable
- July – Dog days of summer promotion for Internet or video
- August – Promote your Internet service for back to school time
- September – Promote your video service to watch football or a new back to school ad
- October – Happy Halloween
- November – Happy Thanksgiving or a holiday special slide
- December – Happy Holidays or a holiday special slide

Get your site “tuned-up” today
To get your company on our Website Tune-up Plan contact MACC’s Creative Services Team or your MACC Client Relations Manager. You’ll receive details on the plan, including pricing information.

Key Benefits
- A website that always has fresh content
- More time to devote to the operation of your business
- Website updates at a discounted rate
- Advice on getting the best value from your company’s website