

## Web Site Management

### What is Web Site Management?

Website management entails a number of different services that are combined together so you don't have to worry about running your website. Essentially, when you contract out to a company to manage your website, they do all website related work and all you need to do is tell them what you need done with the website.

### Why is Web Site Management Important?

Website maintenance is important to any business, regardless of the size. Your website is a worldwide window into your business and it can have a big impact on how the value of your product or service is perceived. A well-maintained website is critical for your business because all businesses need regular website maintenance to attract and retain customers, maintain search engine rankings and present new information, products and services to the public. Website maintenance is also required to maintain the value of the website over time.

### Why is it Beneficial For Students to Learn

#### What Web Site Management Is?

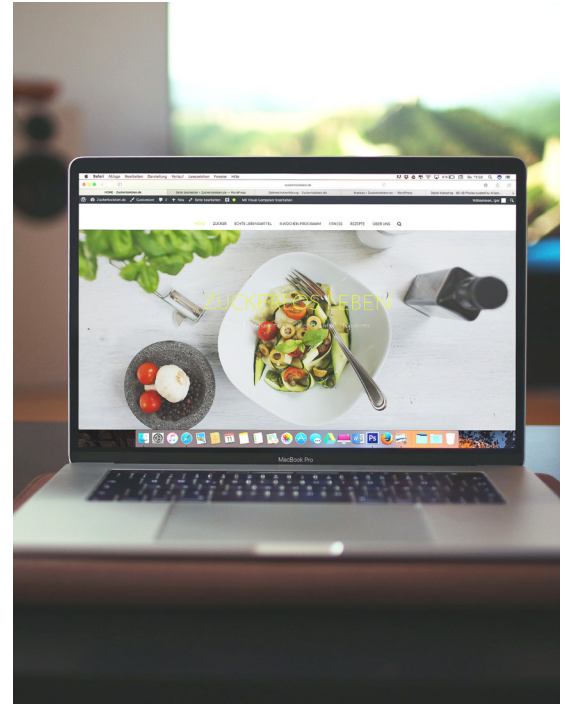
It is beneficial to learn web design in school to understand the basic fundamentals of HTML (hypertext markup language) and CSS (cascading style sheets). Learning web design also allows you to gain real world experience before graduating.

### What Skills Does Every Web Site Manager Need?

- 1: Writing Skills
- 2: Technical Knowledge
- 3: New Media Proficiency
- 4: Analytical Understanding
- 5: Design Experience

### What Tools Help with Web Site Management?

- 1: Adobe Dreamweaver (\$19.95 per month)
- 2: Adobe Edge Reflow Preview (free)
- 3: TopStyle 5 (\$79.95 total)
- 4: Volusion (\$15-\$195 per month)
- 5: WinkSite (free up to five sites)



### Sources

- \* "Five Skills Every Web Content Manager Needs." Five Skills Every Web Content Manager Needs To Have | Unleashed Technologies, 15 Nov. 2017, [www.unleashed-technologies.com/blog/2015/03/19/five-skills-every-web-content-manager-needs](http://www.unleashed-technologies.com/blog/2015/03/19/five-skills-every-web-content-manager-needs).
- \* "Why Is Website Maintenance Important?" Chron.com, 15 Nov. 2017, [smallbusiness.chron.com/website-maintenance-important-48199.html](http://smallbusiness.chron.com/website-maintenance-important-48199.html).
- \* Segal, Nathan. "7 Tools to Build Websites Using Responsive Design." CIO, CIO, 25 Mar. 2013, [www.cio.com/article/2387279/developer/developer-7-tools-to-build-websites-using-responsive-design.html](http://www.cio.com/article/2387279/developer/developer-7-tools-to-build-websites-using-responsive-design.html). Accessed 16 Nov. 2017.
- \* "An Introduction to Website Management." Taikun Inc., 6 Aug. 2017, [www.taikuninc.com/what-is-website-management/](http://www.taikuninc.com/what-is-website-management/).
- \* [www.vandelaydesign.com/learning-web-design-self-taught-vs-a-formal-education/](http://www.vandelaydesign.com/learning-web-design-self-taught-vs-a-formal-education/).

