



art71.com / Seren Web LLC business websites

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Our Service Level Agreement and Management Contract

art71's Service Level Agreement is designed to protect your website and email accounts against any unreasonable downtime. Our Management Contract is designed to ensure that your website is actively managed and operated. art71 charge an annual fee to provide you with this service:

1. **Hosting on our web servers.** art71 have operated our own web servers for over 10 years so we have considerable experience in operating websites. We currently run web servers in London UK and Austin Texas in server parks which are operating on the main Internet hubs so they have fast response times worldwide. We use our US technical partners to guarantee 24 hour service. Our current server availability time is greater than 99.999% which is far above industry standards. This effectively means that your website and email accounts are operating at all times and are fast and responsive to users worldwide.
2. **Domain name registration and management.** In over 10 years, we have never "lost" a domain name. We maintain and renew all domain names associated with every client website. Even if, for whatever reason, we have problems getting in touch with you, we will renew your domain regardless so there is no risk of losing your domain name or email accounts.
3. **Email accounts.** With art71 you can have *as many* email accounts as you want, with *whatever* traffic you require. We have spam filters, email control systems and auto-responders on request. We can also give you access to manage all email accounts yourself. All we ask is that you contact us and work with us if you plan to send more than 50,000 emails per month.
4. **Rapid response to email, sms/text or phone calls.** We currently respond and process 70% of all emails, sms/text messages and voice calls within 59 minutes, at any time. 100% of messages are processed same day.
5. **Text and image changes.** The annual fee includes *all* content changes to *all* the web pages on your website. *Period.* Text, images, videos and any new content you require. There is only an additional invoice if there is a very substantial modification to your website.
6. **Search engine optimisation.** Even if you have no content change for your website, we modify the coding on *every single* page on your website regularly and work towards building a better position for your website on the main search engines.
7. **Device suitability.** Ten years ago all websites were viewed on 640 or 800 pixel monitors only and we built sites suitable for these devices. Today, websites are viewed on smart phones, iPads, mini laptops, computers and TVs and we re-built sites to be viewable on these. Tomorrow, we will modify all client sites to suit the devices of the time. We have run some client sites for more than 10 years and, over this time, the management contract with art71 means that these sites have evolved so they work as fully as possible on whatever devices people are using today.
8. **Accessibility access.** We ensure that all websites conform to standard accessibility guidelines to ensure that your website can be used by all users regardless of any disability or access issue.
9. **Email technical support.** We are happy to offer support or respond to any web-based question at any time.
10. **Security.** We work towards greater server security at all times and aim to protect websites from intruders accessing sensitive data or affecting your site or email accounts by running unwelcome software on the servers.

The latest information on critical updates and our current service agreement is on our <http://art71.com/> website.