

Professional Website Management

A continuous management model for your company's web presence

The problem with daily website management

In most companies, the website is created once and then left to run until everything seems to be going well.

This is not because it is intentionally neglected, but because there are always other priorities in daily management: customers, deadlines, administration, operational work.

The result is that the website remains online, but often without regular technical management: updates are postponed, technologies become outdated, security is taken for granted, and interventions are only carried out when something no longer works.

This “intervention-based” model leads to unexpected costs, wasted time, and dependence on multiple suppliers when an urgent problem arises.

When the site is not managed on an ongoing basis

Leaving the site “as is” **does not mean no costs**, but costs spread out over time and often difficult to predict.

When problems arise, they are often already urgent: they require unplanned interventions, time taken away from the main activity, and the involvement of multiple suppliers. In many cases, neglected situations lead to early redesigns or higher overall costs than regular management.

These costs are not always immediately visible, but they have an impact over time in terms of budget, continuity, and operational peace of mind.

In practice, many companies only consider structured management after they have already dealt with one or more unexpected interventions or early redesigns.

A continuous management model

The service I offer was created to overcome the occasional management of websites.

Instead of intervening only when there is a problem or an urgent request, the site is **managed on an ongoing basis**, with a single technical contact responsible for the entire infrastructure.

This means that initial development, hosting, updates, security, backups, and interventions on existing content are not separate services, but parts of a single coordinated service.

The site is not “left to run” on its own: it is monitored over time, kept up to date, and checked, reducing the need for urgent interventions and improvised decisions on your part.

How the service works over time

The service is organised in two phases, reflecting two different moments in the website's life cycle.

In the first year, the fee includes the creation or redesign of the website and the start of ongoing technical management. In this phase, the website is built and, at the same time, the management infrastructure is put into operation: hosting, updates, security, and interventions provided for in the chosen plan.

From the second year onwards, the website is already operational. The fee therefore only covers ongoing technical management, without initial development costs: hosting, updates, security, backups, monitoring, and interventions on existing content according to the active plan.

This structure clearly separates the **initial construction** cost from **ongoing management**, making the service more predictable and easier to plan.

Packages and their logic

Website management needs are not the same for all companies.

A site used for a temporary campaign, an institutional site updated occasionally, or a platform with lots of content and integrations require very different levels of management.

For this reason, the service is organised into **progressive packages**, designed to adapt to the actual role that the site plays within the business.

The difference between one package and another is not only in the size of the site, but above all in the frequency of updates, the level of control required, and the management time needed throughout the year.

Landing Page

Designed for you if you need a simple and temporary web presence, for example to test an offer, a campaign, or a specific initiative.

It is an essential, stable, and fast solution that does not require ongoing content management and is not designed to represent your business in a structured way over time.

Main benefits

- Immediate and reliable online presence
- No technical complexity to manage

Avoid

- Disproportionate investments for temporary initiatives
- Improvised or unstable solutions

Professional Website

The most suitable solution if you use your website as an institutional showcase and contact channel, without publishing content frequently.

The website is kept reliable and under control over time, with ongoing technical management that relieves you of operational problems, supplier coordination, and urgent interventions.

Main benefits

- A single technical contact for the entire website
- Predictable management with no surprises
- Website always functional and up to date

Avoid

- Unplanned emergency interventions
- Dependence on multiple technical suppliers

Website with content management

Designed for you if you manage a lot of content organised over time, such as blogs, news, courses, or complex sections.

It is recommended when the site is not just a showcase, but an active information tool that requires regular updates, a solid structure, and more continuous technical management.

Main benefits

- orderly management of complex content
- technical structure suitable for growth over time
- ongoing support for existing content

Avoid

- disorder in content management
- accumulation of technical problems over time
- early redesigns due to unsuitable structures

Tailor-made

Dedicated to projects that fall outside the standard packages (e-commerce, complex platforms or specific integrations) and require a customised definition of structure, service levels and support.

Costs, functionality, and scope are evaluated on a case-by-case basis.

Main benefits

- Solution built on real needs
- Total flexibility of structure and service

Avoid

- Forced compromises
- Standard packages unsuitable for complex projects

Complete comparison of packages

The following tables show a complete comparison of the available packages.

For each package, the services included, as well as the first-year and subsequent-year costs, are indicated to provide a clear and comparable view of the management model over time.

The packages are designed to cover the most common situations. In case of special needs or non-standard projects, a tailor-made solution can be evaluated.

Monthly Subscription (Website + Hosting + Ongoing Technical Management)

Complete website with hosting, ongoing technical management, and content updates included according to the chosen plan. The first year includes professional website development; from the second year onwards, the fee covers hosting, ongoing technical management, and the content update hours provided for in the plan.

	Professional Website	Website with content management	Tailor-made
Ideal for	For SMEs and professional firms that want a reliable website that is always under control, without having to manage suppliers or technical issues.	For companies with a lot of structured content (blogs, news, courses, or complex sections) that need a stable, secure, and continuously managed website.	For projects beyond the scope of the packages: e-commerce, platforms, integrations, specific needs.
Price for the first year (CHF/month)	180	590	On quotation
Price from 2nd year (CHF/month)	70	350	On quotation
Annual hours of editorial work on existing content	2	8	On quotation
Content assistance	Included	Included + training	On quotation
Technology	HTML/CSS/JS: high speed and security	WordPress / Laravel: CMS or web application	On quotation
Number of pages / sections	Up to 4 pages or a one-page site	5-12 pages, with optional blog section	On quotation
Updates	Annual	Monthly	On quotation

Security	Infrastructure	Infrastructure and Application	On quotation
Backup	Auto 14 days	Auto + manual	On quotation
Uptime monitoring	Automatic 24/7 with alert	Automatic 24/7 with alert	Automatic 24/7 with alert
Monitoring dashboard	Included	Included	On quotation
SSD CH hosting	5 GB	20 GB	On quotation
Domain included	1	2	On quotation
Email accounts	2	4	On quotation
SSL certificate	Included	Included	Included
Technical architecture compliant with FADP (CH) / GDPR (EU)	Yes	Yes	Yes
Google Business Profile	Setup included	Setup included	Setup included
Multilingual	Max 3	Max 3	On quotation
Training for content management	–	Included	On quotation

Annual Payment in Advance

Same service as the monthly subscription, with identical hosting scope, ongoing technical management, and content updates included. Payment for 12 months in advance includes a discount on the fee, with no changes to the services included.

	Professional Website	Website with content management	Tailor-made
First year price (CHF/year)	1'944 (instead of 2'160)	6'372 (instead of 7'080)	On quotation
Savings compared to monthly payment (CHF)	216	708	-
Price from the second year (CHF/year)	756 (instead of 840)	3'780 (instead of 4'200)	On quotation
Features	Same as the monthly plan	Same as the monthly plan	Same as the monthly plan

One-Off Project

A solution designed for you if you want to manage the website independently, without ongoing technical management services. Ideal if you have technical expertise. Once development is complete, you can associate the website with a hosting-only package, receive it as a set of files, or publish it on another provider's hosting service and manage it directly.

The one-off project closes on delivery: it does not include ongoing management or assistance. Afterwards you can keep the site online with hosting only, or request one-off work, agreed separately. If you later want ongoing management, you can join the subscription without paying for development again.

	Landing Page	Professional Website	Website with content management	Tailor-made
Scope	1 page, max 3 sections	Up to 4 pages or a one-page site	5–12 pages with optional blog, application and initial training	Defined in the offer
Price (CHF)	1'200	1'800	4'800	On quotation

Hosting only

Provision of Swiss hosting with infrastructure security and backup measures. The service does not include application management, technical support, or site interventions and does not constitute an ongoing technical management service.

	Base	Standard	Advanced
Price (CHF/month)	20	30	40
SSD space	20 GB	40 GB	80 GB
SSL/Backup/Scan	Standard	Standard	Standard
Uptime	99.9% (declared by the infrastructure)	99.9% (declared by the infrastructure)	99.9% (declared by the infrastructure)
Support	None	None	None
Migration	Not offered	Not offered	Not offered
Minimum contract	12 months	12 months	12 months

Duration, cancellation and how to exit

The subscription has a minimum term of 12 months, because the first year includes the development of the website. After 12 months, cancellation is free at any time with 30 days' notice effective at the end of a month: no binding annual renewal.

The included content update hours accrue over the 12 months. In the event of early cancellation, hours used beyond the accrued portion are charged separately.

On termination you receive the website files and, where applicable, the database export; alternatively you can switch to the Hosting-only plan to keep it online. The website is yours, in any case.

Subscription or one-off project?

The subscription is the normal form of the service: development, hosting, ongoing technical management and content assistance in a single fee, with the site looked after over time.

The one-off project is a single investment: I build the site, hand it over, and you're free. The project closes on delivery: you can manage it yourself, move it to another host, or leave it online on mine with the hosting-only plan. No support is included after delivery; any work is agreed separately. If you later prefer to be looked after over time, you can move to the subscription whenever you like, after a check of the site's condition, without paying for development again. No commitment: you decide.

Why this model works

This service model works because it reduces complexity and makes site management predictable over time.

Instead of treating the site as a series of isolated interventions, technical responsibility is concentrated in a single continuous service, with a single point of contact and a clear scope.

In concrete terms, this approach allows you to:

- **have a single point of contact responsible** for the entire site, without having to coordinate multiple suppliers;
- **predict costs and activities over time**, avoiding urgent interventions and unplanned expenses;
- **keep the site stable and up to date**, without having to make technical decisions on a case-by-case basis.

The result is not only a functioning website, but also a service that simplifies your daily management and reduces your operational burden associated with online presence.

Next step

If you want to understand whether this model is really suitable for your business, you can **schedule an evaluation and discussion meeting**.



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