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If you very carefully drive your new car 10,000 miles, does it still need maintenance?

Of course it does. The oil needs to be changed. The tires need to be rotated. All fluid levels need to be checked and topped-off and more.

Your website is no different. No matter how carefully it was designed and built, periodically it requires maintenance. There's simply no getting around that point, not if you want visitors to check out your site, or if you want to sell anything.

How do you choose a good website maintenance company?

1. Do they do good work?

First, and most important (assuming you want real value for your money), do they do top quality work?

Sloppy work, work that often must be redone after you're told it's done. Fixing one thing, and breaking something else. Failing to check your site in all common browsers, and PC and Mac, before they tell you the work is "done".

All of these short-cuts cost you money in lost sales, and that's money you must add to what you pay the website maintenance service in order to get the "true cost" of using that website maintenance company.

The old saying, "If you want price, quality, and speedâ€¦you're going to pay for it," is true with website maintenance, as with most other things.

Most website maintenance services companies give you price and speed, while carefully glossing over the fact that the quality of work you receive will suffer. Some only give you price, and basically forget about quality and speed.

To get all 3â€¦price, quality, and speedâ€¦you'll need to pay a little more. Get over it.

2. Do they only talk techie to you?

This is great, if you're also a techie. However, most people aren't. Your website maintenance company should be able to clearly and intelligently talk with you in relatively plain English, at least to the extent that you understand what they're going to do for you.

3. Do they have several plans to fit your needs?

When it comes to website maintenance services, one-size definitely does not fit all.

A quality website maintenance company will have plans ranging from one-time on an hourly basis, to various levels of pay-by-the-month plans that give you a fixed number of hours every month usually at a reduced rate.

They'll also be able to customize plans for your specific needs.

4. Find out what programming language your website uses and ask if they are qualified in that language.

Not all website maintenance companies work with all programming languages.

For example, if your website is programmed in the "dot net" language, you will generally pay much more for maintenance because ".net" is a relatively un-common language, and not many programmers are qualified in it.

5. And don't forget a very important point! How do you feel about this website maintenance service company?

If they're credentials and answers to your questions sound good, but something is telling you to keep looking! keep looking. Trust your instincts.

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Rosi Cole is Chief Marketing Officer (CMO), has been associated with a [Website Maintenance Company](#). He considers that you have to identify the exact measures before making a final deal with a [website maintenance service](#) providers.

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