# Are You Focused on your Strengths?

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If website maintenance tasks are not your core business, why are you doing them?

As a successful web designer or online strategist, your client base has grown. You are likely spending more time fielding client website maintenance requests such as plug-in updates or form submissions. You know how the online world ticks, so you figure out the solutions and do the little one-off tasks. Sometimes you bill for it; sometimes you don't. By tackling these easy requests, you feel helpful and valuable.

## Little Tasks Have Hidden Costs

Every moment you spend doing these one-off tasks is a moment you no longer have to focus on your strengths. You start to wonder why revenue is down, your job satisfaction is waning, and you are busier than ever. Even worse, your clients begin to question why you are not quite the competent professional they hired as they experience lagging response times and your sour mood. The little

tasks done with good intentions have, instead of shoring up your relationship, begun to whittle away at it. This creeping normalcy has been the ruin of many fine creative and strategic thinkers.

*We partner with creative shops to help them focus on their strengths while we focus on ours.*

## Website Maintenance is Task Focused

Since 1996, I have experienced the difficulties of customer service beyond the initial project build. My paycheck was dependent on my next build and not some disruptive task. But in 2008, I discovered a different perspective. We phased out website builds, internet marketing, and application



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development. We retooled our operation and developed back office systems to power a new kind of business. By 2012, we had completely committed to providing high quality customer experiences for a new kind of service: website maintenance.

## Partner with Professionals

Parker Web is not a project shop. We're a task shop. We're uniquely designed and tuned to make those little website maintenance requests into exceptional and profitable experiences. We partner with creative shops to help them focus on their strengths while we focus on ours. And that's a good thing for everybody.

To learn more, for case studies or references, reach out to us at www.parkerweb.com



"Do you remember what our core business is?"

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