



Conversion Strategies Inc Adds Wordpress Maintenance To Its Internet Marketing Services

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Illinois based Conversion Strategies, Inc. is pleased to announce that they recently added Wordpress Maintenance Services to their website's list of internet marketing solutions for small and medium businesses throughout the United States.

"Our focus is to help local businesses get more customers from the internet. While we focus on helping them get discovered, it's important that they focus on their services and taking care of their customers," said David Mulcahy from Conversion Strategies.

Mulcahy explained that building a company website has evolved quickly since the "old days" because most modern sites are already built using Content Management Systems (CMS), like WordPress, Wix, Squarespace, or something similar. He said that although a CMS makes it easier for business owners or employees to learn how to make basic edits to their company's website, there is a lot more to website management than making simple text and formatting adjustments.

"Firstly, website crashes can be very complicated and frustrating. Since one of the most important

advertising tools that you have is your website, monitoring your server for potential crashes, and then knowing where and how to fix it is very beneficial," Mulcahy said. He further explained that having a professional website manager can help business owners update, maintain, and protect their websites. The service provides peace of mind that their website is in good hands and frees them up to focus on other matters in their business.

Next, Mulcahy highlighted the importance of having a backup in case a website crashes or gets hacked. He explained that in cases like these, a website manager can help business owners establish a good website maintenance plan which includes routine website backups and off-site storage solutions to ensure data recovery is possible when something unexpected happens.

"Your website's CMS needs to be updated regularly. In addition, all other software built on top of it also needs to be at their latest versions at all times. Themes, plugins, and applications control important parts of the design and functionality of your website; that's why it is very important to update them regularly," he said. As noted on the company's website at <https://conversionstrategies.net>, outdated software not only affects the performance of a website but also creates serious security risks and can cause major site crashes. "Fortunately, a professional website manager can help you monitor all the components of your website and do troubleshooting when software updates are unsuccessful or corrupted," he said.

Furthermore, Mulcahy stated that a website manager can help prevent hackers from stealing sensitive and confidential information from a business's website. In addition to using a great hosting provider and updating the website's security features regularly, a professional website manager is the first line of defense, who will actively secure the website and monitor any possible security issues.

Those looking for a professional website manager may consider reaching out to Conversion Strategies, Inc. They are considered one of the top digital marketing agencies in Lombard and the surrounding areas based on a number of positive reviews and recommendations received online.

Ken B, in a Google review, said, "I've been working with Conversion Strategies for nearly a year now, and the company never fails to impress me. They are more than just web managers and designers. Their team is actively engaged with the success of my company and is constantly working to fine tune its overall marketing strategy. The lead generation site that they have implemented for us has literally changed the way we do business. I can't say enough good things about them for helping us to simplify our marketing efforts, yet attracting a lot of customers to our business. I highly recommend them."

More information regarding Conversion Strategies' services can be found on the company's website. Aside from offering affordable website management plans, they also provide local businesses with a wide range of professional online marketing solutions including local SEO services, internet reputation management, web

design and management, and more. Additionally, interested parties may connect with them through their official social media pages on Facebook, Twitter, and Instagram to stay up to date with their latest news and important announcements.

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For more information about Conversion Strategies, contact the company here: Conversion Strategies Dave Mulcahy 8473063081 info@conversionstrategies.com 7431 E. State St #132 Rockford, IL 61108

Conversion Strategies

Conversion Strategies helps local businesses get more customers from the internet. If you're ready to dominate your local market, our local internet marketing strategies, services, and specialists can help.

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