responsival

Website FAQs

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What Is the Client Success Team?

Resposival's Client Success Team is made up of the people who will help you once your site has launched. **You will be assigned a Client Success Manager that will be your primary point of contact for any questions or updates you may have.** They will work alongside the design, development, and copy teams to ensure that what you need is completed correctly and efficiently.

Their goal is to **keep your site top-notch** no matter how long it has been since it was built and to look for opportunities to make sure your site is still serving you and your customers as well as it can. **Don't be afraid to periodically reach out to them** to ask if they have recommendations on how to keep your site competitive.

How to Submit a Request

We have a fancy new ticketing system! This will help to streamline the process of asking for updates, additions, or any other kind of help.

To submit a request, click the yellow **"Support" button** at the bottom of our homepage or **visit responsival.com/help**. It wouldn't hurt to bookmark the page so you have it on hand!

This will **get your request to our team as quickly as possible**. It also gets you in touch with our help desk account – **success@responsival.com** – which is what we do all communication through, no matter who you want to talk to. This way, you don't have to worry about which team member to send your email to! Pretty cool, right?

Request Details

Please review the information you're sending us to make sure it is complete, accurate, and free of any errors. For files, please make sure you are sending things the way you want them displayed on the site. This will make sure that our team can get the update taken care of as quickly as possible for you. This will help us to avoid extra rounds of revisions that could hurt your timeline and prevent inaccurate information from being posted on your site.

Request Discovery

For some updates, **your Client Success Manager may want to schedule a discovery call with you to get some more information** about what you need. They want to make sure that they get your request right the first time. This is especially true for requests that require us to build something new. **These calls are typically around 30 minutes long**, but may be shorter depending on how simple the task is.

Request Priority

Each request is unique and will take more or less time depending on the complexity or amount of work. It also depends on **how many other requests we have** coming in - and sometimes things get really busy!

To better serve your and our other clients, **we have a field on our service ticket form asking you when the request needs to be done** - and we'll follow that! This helps us prioritize urgent work. If something is going to take longer or if you select "mini project", we will be in touch to let you know when things will be completed.

Note: Out of respect for our team and the rest of our Responsival Family, **please only use the urgent option when something is truly urgent** so our team can focus on requests that are extremely time-sensitive (e.g. anything that impacts your business). We know you want all of your requests to be done quickly, and we will work to make sure every request is done as efficiently as possible.

Pricing Big Updates

Good news - your monthly plan covers a lot of the updates you'll need! Take a moment to celebrate your smart investment there.

What your monthly plan doesn't cover are big updates, redesigns, and new pages. This is why we talk about CMS collections so much – they can help save you a lot of money down the line.

If you have a request like that, submit your ticket like you normally would through our support page and **someone from our team will reach out to you to scope the project and give you a quote**. We'll ask for details that will help us understand exactly what you need, so please be prepared with as much information as you can! This will make sure we're giving you an accurate quote and trust me, we don't want to have to charge you more than we first quoted either. **Updating your request after the project starts could impact what you ultimately pay.**

Your quote will be based on the type of update you're asking for and how long it will take to complete. We like to get these quotes to you as quickly as possible, but since we need to schedule a call with you, it might be a day or two after you submit your request. We will get to work once you approve the quote, so **please allow for a few extra days on these projects when you're planning them.**

Providing Files and Content

For some updates, you may need to send us files to get the job done. **Any time text is involved – whether it's code or a blog you want us to post – please send it in a Word document of Google Doc** so we can easily transfer the information.

If you need to send a lot of files, please send a **zipped file or a link to a folder** with the files using a file hosting service (e.g. Google Drive).

Response Time

Please note that our business hours are **Monday through Friday 8-6**. We do not work on weekends unless a very urgent situation arises (e.g. responding to a crisis or emergency event). **We will respond to your ticket within 24-48 hours of receipt**. Tickets submitted through the support page are added directly to our system, allowing a faster response time than those emailed to a Responsival team member. **Tickets submitted after 1pm on Thursday may not be addressed until Monday.**

If you feel you may need to make updates faster than that, please contact success@responsival.com to discuss giving yourself Editor access to your site – this is included in your plan!

Giving Feedback

When we are working on updates for you, **we will send you a preview link to review** the changes before publishing. This gives you the opportunity to provide feedback on the work we have done. This is a chance for us to have a meaningful discussion about what you do and don't like, so please **be as specific as possible** when explaining what you would like to see change. Some people like to send screenshots where they circle what needs to be changed. Other people like to send samples of what they want the update to look like. Giving specific feedback helps us help you!

Making Decisions

For some updates, you may have to make a decision on how you would like it to be done. R**esponsival is always happy to provide their expert opinion on what the best option is, but ultimately, it is up to you.** We understand that sometimes, what we view as the best choice is perhaps too expensive or too involved for some clients and we respect your decisions. However, **if you choose another solution, it may not be as functional or long lasting**. In some cases, choosing something other than the "best" solution may actually cost you more down the road. **Sometimes, paying more upfront actually saves you more as time goes on.**

Editor Access

Want to make certain updates on your own? Editor access can help you do that!

Every Webflow site can have **up to 3 editors added for free**. Many of our clients add a shared team account so whoever needs to make the update can do so.

Editor lets you update what you need to without risking changing important design features. You can change text, add a blog post, change photos, and more. This is perfect for clients who have urgent or frequent small updates.

Want to add editor access for your site? **Fill out a service ticket form and we can add it** for you – just let us know what email address you want to use!

Using Editor

So you have editor access…what now? You'll definitely want to **watch this [webflow tutorial]** on how to use it!

Updating CMS Collections

We use CMS collections on many of our sites. They are **used to organize and maintain groups of content.** Your site might have collections for staff, products, news, job postings, or services. Many clients have one to manage their blog.

To make an update to a CMS collection, open the Webflow Editor. Click on the collections tab on the bottom menu and select the collection you need to update. To edit an existing item, click on the title of the item and it will open the form for you. If you need to add an item, click the green button at the top right.

Keep in mind a few important items your form may have:

- **Order** – make sure that all new and existing items in your collection are numbered in the order you want them to appear. Make sure you update existing items when you add something new!

- **Tags** – please make sure you are filling out all tag related sections on your form. This may impact if/how an item appears on your site.
- **Switches/Buttons** – If your form has a field with an on/off switch, be sure to click it if appropriate. If your tab is for featured content or something that should apply to only 1 item, be sure to update the existing item if you're making something new.
- **Information** – Don't have all of the information you need to fill out the form? That's okay. You can update it at any time, but this may impact how the item appears on your site and it's best to fill out as many fields as possible.

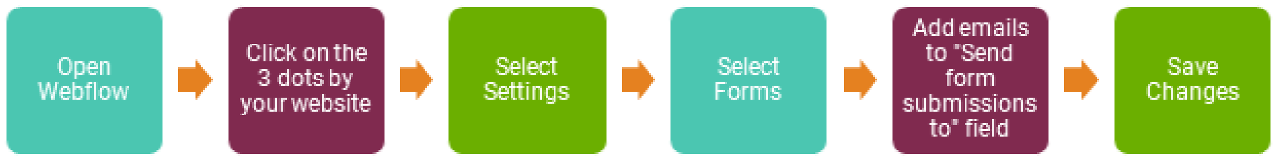
More of a visual learner? **Check out our video tutorial.**

CMS Tips

- When linking to a page on your website, always use the **page link button** instead of the external link button. Instead of using a URL, it will ask you to select the page directly from a list.
- External links should always open in a **new tab**.
- Adding photos and videos to blogs is highly recommended. **Click on the "+" icon** in the main content section to do this.
- Fill out **as many fields as you can**.
- To schedule a post, save the entry as a draft, reopen it, and then hit the **schedule button**.
- If you need to get rid of an entry (e.g. someone leaves the company, a service is no longer offered), click on the entry, scroll to the bottom, and hit **archive.**

Form Submission Recipients

Do you need to adjust who receives form submissions from your website? To do this, you'll need to:



You can use this same process to remove an email as well.

IMPORTANT NOTE: Please **do not unsubscribe from your submissions** if you are receiving spam forms. Instead, please let us know about the issue and we can **add a CAPTCHA feature** to your forms – this is free and should address the issue!

Monthly Reports

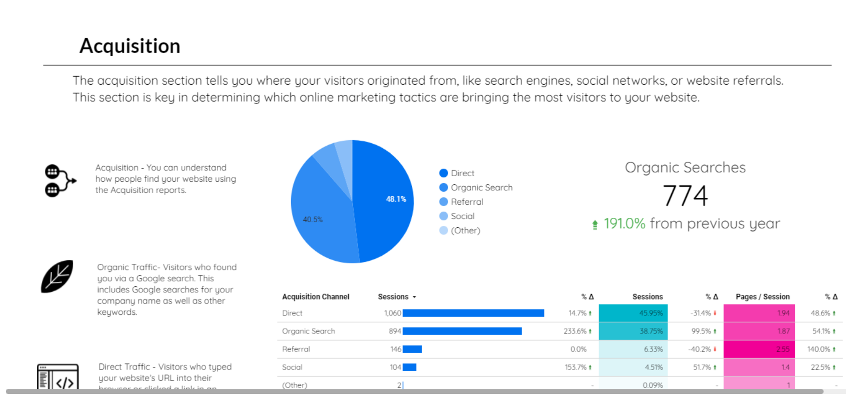
Depending on the plan you have, you **may get monthly reports** from us about your website. Awesome move being invested in your company's growth!

If these aren't included in your plan, **you can always update it or simply buy one whenever you feel a need for some fresh data.**

But what is this report? In short, it's a nice way to **keep a pulse on how your website is doing and how your customers interact with it.** It will be sent to you automatically once a month. We organized it into an **easily digestible format** with a lot of charts and explanations of what the data is. There's even a word cloud. Who doesn't love a word cloud?

Why is it important? **This information can help you make sure your site is the best it can be.** Maybe you notice that most of your users are coming from Idaho. That's not what you expected at all! You can decide whether you want to update your site to really appeal to those Idahoans or you can make adjustments to reach people in the area you want.

We like to say that a site is never truly done because the internet is always changing. **These reports will help you see how that impacts your site and what you can do to stay competitive.**



If something on your report inspires you to make an update or ask a question, **please fill out a service ticket** and we'll make it happen!

Recommendations and Additional Reporting

So now that you have your report, what do you do? If you aren't sure what your next step should be, you are welcome to **schedule a meeting with us** and receive recommendations from one of our team members. They will look at the data with you and use it to **give you actionable options** for how to improve your site.

Feel like you need additional reporting like **keyword audits** or **competitive analysis**? We can do that, too!

We can do this for you periodically for free, but you can also add regular calls to your monthly plan! This is great if you anticipate large, continuous changes to your site. Reach out to learn more!

Responsival's Capabilities

Whatever it is, let's do it. We are constantly expanding our capabilities. If you want something for your website, don't be afraid to ask. Need a super-functional popup? We can do that. Need a fancy high-tech form? Got it. Need us to get you started in e-commerce? No sweat.

We do more than just build sites, we build solutions. All you have to do is ask - we love a challenge. Whether it's custom code or just a really clever work around, we'll make it happen.

Looking to improve your **digital marketing** beyond your website? We do that, too! When you get us working on your website, social media, content marketing, and ads all at the same time, you have a **fully integrated, success-building machine** on your side.

Why does that matter? Well, it basically makes us a data collecting, idea-having, action-driven powerhouse. **Adding digital marketing options to your plan gives us the tools and access we need to implement strategies that will take your business to the next level.** Doing your digital marketing through Responsival streamlines all of your online efforts and makes your presence as strong as it can be.

To discuss adding services to your plan, please send us a ticket and someone will be in touch to discuss what will be best for your company.

When to Reach Out

So we built your website a while ago and you haven't really needed to make any changes, but you're wondering if it might be time? The site is working just fine, though, why cause all of this fuss for an update? Well, because updating your site periodically is key to making sure it is the best it can be. **Checking in with us now and again to see if there are any ways we can optimize or update your site to improve its performance is critical.**

The internet is always changing, and so are the tools and techniques that we use. We might have a better way of doing something now than we did when we built your site, or we might have a cool new solution we can incorporate. No matter what, it is good to keep in touch with us at least **twice a year** to make sure your site is up to date.

Remember: A website is never truly finished.

Important Things to Look For

Even if we don't need to make adjustments, it's good to take a **look at your website every few months to make sure the information is up-to-date.** Are all of the people on the staff page still working there? Do they need new photos? Are there links that don't work? Have you changed the price of a product? Did you get a new phone number? Making sure the information on your website is current and accurate is very important.

Keeping Us Updated

Businesses are always evolving, and we're here to help you through that. **Any time there is a significant change to your business, please reach out** to us to see if there is anything we need to change on your site or if there is anything we can do to help adjust it to meet your new needs. Remember: **business changes can impact**

the goal of your website, who you want to reach, or what information your customers need.

New Information

Some information that you change periodically may be critical to us being able to serve you as well as we would like to. **When you update passwords for logins relevant to your site (e.g. your registrar), please let us know so we can update our record.** Not having the correct information on file can cause delays to time-sensitive updates.

New Primary Contact

If you are changing who will be your primary contact with us, please update us as soon as possible so we can introduce ourselves, add their information to our log, and share anything they may need to know. This is especially important for billing purposes or if you receive monthly reports.

Relationship Dynamic

If your site needs an update or if you're concerned that something on your site might be out of date, please contact us - **we do not make updates unless they are requested by the client.** This is why we recommend reaching out periodically throughout the year to see if there is anything you might not know about that is worth updating. We are happy to brainstorm solutions with you, but the expectation is that **you will reach out to us to initiate.**

Redesigns

It is important to keep in mind that, **the longer it has been since your site was built, the more likely it is that you could benefit from a redesign.** With how quickly the internet is changing and growing, it is often cheaper to do a redesign than to try to work with the existing site. No matter how well a site is designed the first time, within a few years, it will need an overhaul to keep up with the trends. **Periodically redesigning your site keeps your business competitive and current.**

You also may want to **consider a redesign if there has been a major change to your company** such as branding or products/services that you offer. This will make sure your site is in line with the current state of your company.

Ending Your Contract

Not to be a downer, but there may come a day when you need to end your contract with us. No matter the reason, we are happy to help you through the process so all loose ends are taken care of.

If you need to end or adjust your contract with us for any reason, please contact your Client Success Manager as soon as possible to discuss next steps.

This includes if you decide to have your site redesigned with another company. If this happens, you need to reach out to us so we can end your billing, make sure your domain is ready to be passed off to them, and get any files that they may need. **If you don't reach out to us, we will not know that you need to end your billing and you will continue to be charged** – nobody wants that!

Some things to consider if you need to end your services with us include:

- How long does the site need to stay up?
- Do we need to make an announcement on the website (for company closures)
- Are there any other changes we need to make to the site to reflect this closure/transition (e.g. no more gift card sales)
- Do we need any files from the site?

- Do we need any login information from Responsival?
- What timeline do we need to follow to make sure the website doesn't go down as we transfer companies?

While we'll be sad to see you go, we're here to help you with the transition. **Keeping open communication with us through this process will make it as smooth as possible.**