For years, most of my client relationships followed the same pattern: something breaks, or you have an idea, and you call me. I fix it, build it, and move on until the next call. That model works — but it leaves your website in reactive mode, always one step behind.

I'm changing that. Liquid Purple is evolving from a contractor you call when something goes wrong into a proactive digital operations partner that keeps your website healthy, optimized, and improving — continuously.

The Problem With "Call Me When You Need Me"

Reactive website management means problems pile up silently. Security patches go unapplied. Performance degrades. SEO rankings drift. Broken forms go unnoticed. By the time you call, the damage has compounded — and the fix costs more than prevention would have.

It's the difference between waiting for your car to break down on the highway and getting regular maintenance. Both keep you driving. Only one keeps you confident.

What Active Website Management Looks Like

Instead of waiting for your call, we:

Technical Operations

Conduct a full technical audit
Comprehensive analysis of your site's performance, security posture, code quality, and infrastructure health.

Fix existing issues first
We resolve outstanding problems before adding new features — a clean foundation before new construction.

Upgrade the platform
Keep your CMS, PHP, database, and server stack current. No more running years behind on critical updates.

Monitor proactively
Performance, uptime, security, and SEO health — watched continuously, not just when something feels off.

Identify issues before they become problems
Outdated software, slow pages, broken links, security vulnerabilities — caught early, fixed fast.

Phoca PDF

Growth & Strategy

Add new functionality
Extend your site with carefully selected extensions and custom features that serve real business needs.

Optimized content strategy
Every page built around researched keywords — content that ranks, not just content that exists.

Keyword rank tracking
Monitor your search positions over time. Know what's climbing, what's slipping, and where to focus next.

Advertising & marketing plan
Strategic guidance on promoting your site — organic search, paid campaigns, and content marketing aligned with your goals.

Consistent cadence with clear reporting
Scheduled, regular attention — not emergency bursts. You see what was done, what improved, and what's next.

Think of it as having a Director of Web Operations on retainer — someone who owns the health and growth of your web presence without the cost of a full-time hire.

Our Infrastructure Has Evolved

This isn't just a change in philosophy — we've built the systems to back it up. Every managed client benefits from professional-grade infrastructure that most small agencies simply don't offer:

Scheduled Monthly Reports
Automated, detailed reports delivered on a predictable cadence — no chasing, no guessing.

Executive Reports
High-level summaries built for decision-makers — what changed, what matters, and what's recommended.

Professional Invoicing

Phoca PDF

Clear, itemized billing with full transparency on time and deliverables.

Version Control for Live Sites
Every change tracked, reversible, and documented. No more “what changed?” mysteries when something breaks.

Project Management
Tasks tracked, prioritized, and delivered using professional project management — nothing falls through the cracks.

Support Ticket System
Submit requests, track status, and reference history — a proper support workflow, not scattered emails.

AI Integration
We leverage AI to accelerate content creation, automate SEO analysis, generate technical audits, enhance accessibility reviews, and identify optimization opportunities that manual processes miss.

Emergency Service
When something critical breaks, you’re not waiting in a queue. Priority response for managed clients.

We cover the full onboarding process in detail in our companion article — from discovery and access through infrastructure setup, analysis, and active management. *This is a mature, structured operation.*

What This Means for Existing Clients

If we’ve worked together before, you know the quality of work. This isn’t a change in who does the work or how it gets done — it’s a shift in *when* and *why*.

Phoca PDF

Instead of calling when something breaks, you get a partner who’s already watching. Issues get caught early. Improvements happen proactively. Your website becomes an asset that’s actively managed, not passively maintained.

What This Means for New Clients

If you’re considering professional website management for the first time, this is the right moment. You’re not hiring someone to build a page — you’re engaging a digital operations partner who will:

- Audit your current site thoroughly
- Identify what’s working and what’s silently costing you
- Build an action plan based on priorities, not guesswork
- Execute improvements on a regular cadence
- Keep you informed with clear, honest reporting

Exclusive Offer for Existing Clients

Request a coupon code to **lock in special pricing** — which is significantly lower than our new advertised rates. This coupon is valid for **90 days from the date of issue**. Register for active management services within that window to keep the discounted rate for as long as you remain a client.

You already trust the work. Now let’s make it consistent.

Try Our Free SEO Analysis Tool

Not sure where your website stands? Start with our **free SEO analysis tool**. It evaluates your site across performance, accessibility, SEO, best practices, and security — and gives you a clear, scored report.

No sales pitch. No commitment. Just data.

Run Your Free SEO Analysis Now ?

Phoca PDF

Why This Matters

Websites are infrastructure. Like any infrastructure, they perform best with ongoing oversight — not emergency interventions. The businesses that invest in proactive management see better performance, fewer surprises, and stronger returns from their web presence.

This isn’t about selling more hours. It’s about delivering better outcomes.

If you’re ready to stop reacting and start building momentum, ?let’s talk.

Phoca PDF