



Website Insurance 101

What it is & How it happens

What To Know

Ownership: Reclaim your website, UserID's and passwords removing a web master's avenue of extortion.

Turn-around: Once UControl reconfigures your site services, count on site updates within 24 hours, not days.

Retention: We rely on good, rapid service to avoid making a Retention Manual to keep your business!

By reading what questions you might initially ask and how to answer secondary questions, you will learn all about Website Insurance, a brand, new concept in Website Hosting and Web Master services through an already familiar business model: Insurance. Website Insurance is not heavily touted around the Internet because it drops Web Masters down a peg or two. It admits and is founded on the idea that Web Masters are blue-collar service engineers; they're not the be-all end-all that Web Masters claim to be.

More accurately, the *service* is the target of focus. If one client among many valued clients has a request to change or update their site, they shouldn't have to marvel at how wonderful the Web Master is and behold the powerful spectacle of updating a web page via FTP clients. The client should simply **see** the change to the site take place within a reasonable amount of time. Until Web Masters embrace their work as an invisible part of a client's business operation, businesses will continue to have difficult times accomplishing the simplest tasks through, what many refer to as, these megalomaniacs called Web Masters.

UControl is run and operated by happy, duty-bound and respectful computer tutors, engineers and programmers.



01. The Quote

A UControl adjuster examines your website and current services to assess what improvements can be made.

Within hours, you know precisely what all of your business website costs will be for your first six-month term.



02. Regaining Control

On approving your policy, UControl Website Insurance reorganizes your business website services.

Most Web Masters use this step to pad the billing with services paid for that are never rendered. UControl will handle all phone calls and everything technical.



03. Transparency & Policy

Once control and security is assured, you're emailed all relevant UserID's and Passwords. This cuts out a regular avenue of mistrust.

Those with the Passwords have control. Your UControl Website Insurance Policy now begins and all you had to do was relax!

What is "UControl?"

UControl is the easy name to remember for UControl Website Insurance that delivers pain-free no hassle updates and changes to your small business website. UControl is dedicated to making sure *you* do have control and access to your website and other Internet properties whenever you wish or need to have control. UControl ensures that you understand what's going on when, how and that you have all your UserID's and passwords.

What is "Website Insurance?"

You know that insurance balances the cost of repairs you need and your health needs against the premiums collected by all current policies. That keeps your costs low for auto repair and personal health care. Apply that concept to your business site. You pay for a little bit of service and receive more attention than you would otherwise! The less you use it, the less it costs.

Why pay a "premium?"

Most Web Masters demand a monthly payment just to keep your business website active and available online. When asked to make a change or address an important issue, they typically submit another invoice *on top* of the recurring charges. Lawyers do that; it's a retainer. A premium *is* the payment for work that is requested and it provides for *less* than you receive meaning you receive maximum value for minimum cost. Premiums are working well for health care and auto insurance, so why get drawn in to the model of paying for an expensive lawyer?

Where are the UControl Website Insurance hidden fees?

There are BILLIONS of websites. Every last one of them *has* to pay for certain permissions and services. It's unavoidable. More details are available at [this page on our site](#). But briefly, think of the largest site you can imagine: YouTube, Google, CNN, Flickr, Hotmail, etc. Despite their mammoth success and size and user base, their operating costs are mind-boggling because all site are *DATA*. Data **always** couple with a cost for storage of that data; it's unavoidable.

Based on the size and interactivity of your website, you will pay a storage fee. We minimize that fee. All websites have to lease their public address on the World Wide Web (websitename.com) and we minimize that fee as well. Additionally, UControl will disclose all recurring operating costs.