



Thank you for choosing Web Works. Congratulations on taking the first step towards developing your online marketing program. Outlined in this user agreement are the steps involved in the overall web site process, including: customer interaction, design, copy development, image selection, search engine optimization, domains, billing, e-mail, maintenance, FTP access, cancellation policy, and web site tips.

### **1. Customer Interaction**

Your Web Works team will be contacting you via phone **and** email. In order to provide the highest quality product possible we ask that your correspondence with our team be prompt. Please check your email often, as you will receive billing related emails along with artwork, content, and domain questions.

### **2. Design**

Prior to site build out, Web Works will provide site artwork. Artwork is provided in order to supply a preview of the look, feel, and layout of the site. The artwork will be made available as a static image, it won't be the actual web site. The site artwork is prepared using filler copy, not the actual content that will appear on the finished web site.

You will receive an email with a link to your artwork along with a build out date. You will receive a phone call notifying you that your artwork has been sent via email. If you have any questions or input regarding the design you should let your designer know within 2 days after receiving the artwork.

**The build out typically begins 5-7 business days from the submission of artwork. The designer and coordinator team may move forward with the website if all of the information is supplied to them prior to the scheduled build out date.**

### **3. Copy Development:**

You will receive a phone call from your assigned coordinator. The phone call can take anywhere from 15-30 minutes and will cover your company profile, specific keywords, geographic targets, and preliminary design and domain name information.

### **4. Image Selection:**

Clients are required to make facility, product, machine, or any other pertinent



images available to Web Works, preferably in a digital format. You can upload the images directly to your designer through [webworkscorp.projectpath.com](http://webworkscorp.projectpath.com)

Web Works designers can also select high quality stock imagery for use throughout your site. If you prefer to choose your images yourself, please let the coordinator or designer know.

## **5. Search Engine Optimization:**

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines (i.e. Google and Yahoo!) via "natural" ("organic" or "algorithmic") search results for targeted keywords and targeted geographic locations.

Web Works provides an extensive SEO program that includes optimization of meta data, production of keyword rich content, site submission to major search engines and several high quality inbound links.

## **6. Domain**

The option exists for Web Works to either register a domain on your behalf or assist you in the point or transfer of your domain from its existing registrar. There is no charge for domain maintenance/renewal. Customers will be required to provide all necessary information and assistance in the case of a domain transfer.

**In case of web site completion prior to domain transfer, your site will be set live at a temporary Web Works Folder.**

## **7. Email:**

Web Works can provide email set-up associated with the registered domain, i.e. [yourname@yourcompany.com](mailto:yourname@yourcompany.com). Email can be retrieved through web mail (similar to a Yahoo! or Gmail account) or can be run through a desktop application like Outlook. Web Works does not provide support for applications such as Microsoft Outlook or Blackberry email clients.

## **8. Maintenance:**

Site maintenance/updates are available upon request once a month. Site maintenance includes copy changes, image updates, product changes, link additions, SEO updates, and email creation. Site maintenance is limited to 1 hour per month. Updates can be sent directly to [updates@webworkscorp.com](mailto:updates@webworkscorp.com). An Updates Department team member will contact you before charging for additional time outside an hour.



## **9. FTP Access:**

FTP access is permitted only to clients that have paid in full 12 months maintenance/hosting.

## **10. Cancellations:**

Web Works has an anytime cancellation policy. Simply contact us at 888.WEB.2050 ext: 703.

**In order to receive web site files to be hosted elsewhere, the balance on 12 months hosting is due.**

## **11. How to get the most out of your web site**

**Let everyone know that your company now has a web site.**

1. Make your employees aware of the site.
2. Put the web address on your business cards, letterhead, and e-mail signature. Include the web address on any print, radio or TV advertising. Display the web address on your storefront window or work vehicles.
3. Let Customers know about the site. Especially when they call on the phone, let them know directions are available on the site, a coupon is available on the site, or a gallery of your work can be viewed at the site.  
Not only does this make your customer aware of your site, it allows the customer to show other people. Following these steps will boost your search engine rankings by increasing site traffic.

### **Links:**

One of the best ways to improve your website ranking is to have high quality in-bound links. Web Works has already requested links from the two best sources on the web, Yahoo! Local and Google Maps. You can do more on your own. Requesting links from manufacturers, BBB listings, Chambers of Commerce and Trade Associations is a great way to boost your organic search rankings!

### **Yahoo! Local and Google Maps Reviews**



Once your site is listed (it can take many weeks) in Yahoo! Local and Google Maps, it's a good idea to encourage clients to write a review for you. Simply go to:

1. yahoo.com
2. Click "Local"
3. Search your business name and zip code
4. Click "write a review"
5. Have your customers enter glowing review for your business that other potential customers can see.

For **Google Maps**, go to:

1. Google.com
2. Click "Maps"
3. Search for your business listing
4. Click "Write a Review"

User created content (reviews) are extremely valuable in terms of search engine ranking. The more unique reviews your company receives, the more exposure you will have on the web. Make sure all reviews are created using unique Yahoo! or Google accounts from unique computers.

**Thanks again for choosing Web Works!**