

# Welcome to Professional Web Services!

## More than a website...

Today, our web experts - the Professional Web Services Team® - know just what it takes to build an eye-catching, effective website that will get noticed. And into the future, we will continue to be here, to maximize your web presence. This guide provides all the information you will need to make the most of your website purchase.

*Click on a button below to get started, or use the bookmarks to the left to get right to the information you need.*

# PWS

## Quick Start Guide

## YOUR PWS WEBSITE USER'S MANUAL

Process  
Overview

Intro to  
Your  
Website

Steps  
to Get  
Started

What  
You'll  
Need to  
Know

LATER  
Maintaining  
Your Website



**JUMP IN !**  
Click on a button  
to get to the  
section you want

## If you ever feel lost, just give us a call!

Don't hesitate to pick up the phone if anything leaves you wondering.

We're here to make your website a success.

To speak with one of our courteous professionals, call:

**Professional Web Services**  
**(480) 366-3336**  
**Monday - Friday**  
**7am - 6:30pm MST/AZ**

**FEELING  
LOST?**

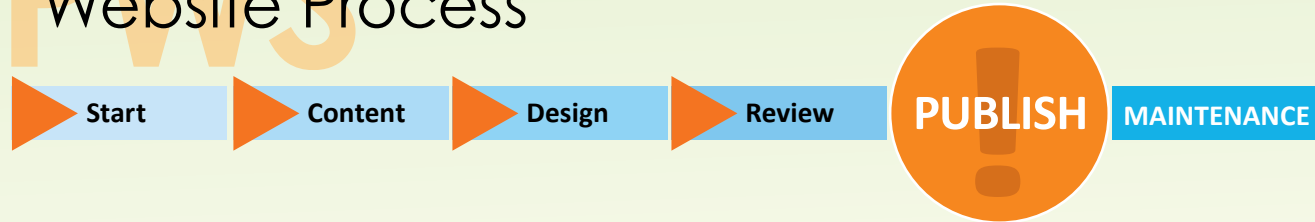
just give us a call



# Overview – The Build Process

At Professional Web Services, we've refined our methods to create eye-catching, effective websites and online stores in as little as two weeks. We developed a process that streamlines the experience - from telling us what you do, to adding new stuff to your live website.

## PWWS Website Process



### Getting Started

Our Design Manager will guide you in providing us with important details, like your business name and contact information. You'll also choose a template for the layout of text, images and other design features.

### Content

You can easily upload content, like text and images, via our Design Manager. Stuck? Our professional team can help develop content, or you might like our stock images and pre-written text.

### Design

We work efficiently to design a site based on your individual preferences. With the initial design complete, you'll preview the website hosted on a private server, so only you can see it.

### Review

To get your site absolutely right, just tell us what needs changing. Call us to go over your revisions, or send us details via our Design Manager. We'll quickly apply any revisions you might have.

### Publish

When your website is just right, we pull a golden lever that makes it live on the Internet. Well actually, it's a little more complicated. But it's still a magical experience every time we launch a new website.

### Update

Once your website is live, we continue working for you. The update minutes included in your plan entitle you to any updates or changes you need to keep your website fresh. We're with you for the long run.

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# Intro to Your Website Product

Congrats! You are setup with a Professional Web Services site! This is an exciting step, and we understand you have a lot to think about, but you can be confident in your decision to partner with us...

## WHAT did I buy?

Let's be clear from the get go, you didn't just buy a professional web design, you bought a **professional design TEAM**. We are here to help your business succeed, by creating and maintaining a Kick-Ass Site, as your partner.

## WHY did I buy it?

We get it, there are lots of options out there for creating a site but there are many reasons you decided our service fits your business needs. Here's why:

- ▶ *We are the experts, and we build kick-ass sites.*
- ▶ *Creating your site is just the beginning. Our designers are here to evolve your site alongside your business on a monthly basis.*
- ▶ *We give you the tools to be in control. Last second changes are no problem with our user friendly website building programs.*
- ▶ *Your site will be hosted on GoDaddy's world class servers, maximizing site uptime and exposure to the web.*
- ▶ *We are your Design Team and we've got your back.*

So let's get started!



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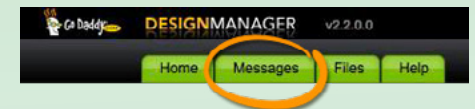
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## How To Contact Us

- ▶ **ONLINE** Log into the Design Manager (<http://dream.godaddy.com>.) Select the **Message** tab. We will respond within one business day.



- ▶ **EMAIL** Replying to one of our emails is another way to easily send us a message. Your messages, sent this way, are added directly to your project, and get a reply within one business day.
- ▶ **PHONE** With extremely time-sensitive messages, it's best to give us a call to ensure proper, timely action.

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# Your Next Steps

## Ready to get started?

As you work through the following steps, feel free to contact us if you have any questions or need assistance. Call us to speak with a real person, or send us a message. If you are having difficulty pulling content together, no problem - we can help.

## The Design Manager is where it begins

With our Design Manager, you can easily share your vision for your new website and send us all the materials we'll use to build it. This will be your home for everything design related - from the initial online interview, to messages, to files.



## 1 The Online Interview: Preparation

Information to prepare for the Online Interview:

- ▶ **Basic Business Information**  
Don't want your business info on the web? Just leave the appropriate field blank.
- ▶ **Do you have images?**  
You can easily upload your images and logo through our Design Manager. If you prefer, we can provide stock images for your convenience.
- ▶ **Do you have text?**  
Yes? Great! If not, we can help. Our content writers are able to develop text through a 20 to 30 minute phone interview.
- ▶ **Do you have a live site?**  
Have your site address handy so we can reference your current site. Note - we can only pull content from sites hosted in your account, due to copyright regulations.
- ▶ **Have you seen a site that you like?**  
Design ideas are always a plus. Refer us to some sites that visually appeal to you – any site; it doesn't have to be in your own line of business – for a better understanding of your style and color preferences.

## 2 The Online Interview: Begin

- ▶ **Log into our Design Manager** (see right)
- ▶ **Click the orange Start Button**  
Review the Online Interview Process (Steps 1-4), then select **Next**.
- ▶ **Basics Section of the Online Interview**
  - ▶ Provide your business/contact information you want your customers to see.
  - ▶ If a section does not pertain to your business, just skip the step. For example, If you don't have set business hours, select **Skip This Step** and click the **Next** button.
  - ▶ What's a tag line? A marketing slogan or business description. For example, 'Just Do It ' or 'Sports Shoes.'
- ▶ **Content Worksheet**  
If you already have written content, please download our Content Worksheet and paste your text in the document. Once finished, upload it to our Design Manager.
- ▶ **Submit**  
At the end of the interview, you will see a button that reads **Submit, I'm Done**. This tells us you have submitted your site information, and it is ready for our review.

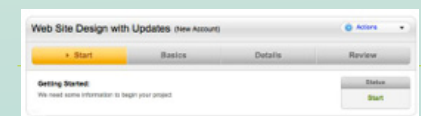
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## Logging in to the Design Manager:

- To ensure a smooth login process, please have your Account Number/ User Name and your case sensitive Password ready.
- ▶ In the address bar in your browser, enter [dream.godaddy.com](http://dream.godaddy.com) (no "www"). You'll be prompted to log in.
  - ▶ Enter your User Name or Account number, followed by your case-sensitive password.
  - ▶ Can't remember your password? Select the Password reset link to the right of the screen.



Logged in, ready to begin the Interview

**Note:** Selecting the **Next** Button during your Online Interview will **save** any information that you have entered.

## 3 Providing Additional Content



When it comes to content for your website, you have many options.

- ▶ Text ([LEARN MORE](#))
- ▶ Images ([LEARN MORE](#))
- ▶ Logos ([LEARN MORE](#))
- ▶ Links, Downloads, YouTube Videos, & PayPal Buttons ([LEARN MORE](#))

If you are unable to provide written content or if you don't have images... **no problem, we have a solution for you. Just contact us for help.**

## 4 Once the Online Interview is complete and your content is submitted...

**Relax while we put it all together!**

**NOW WE DESIGN & BUILD**



## 5 Your Site is Ready for Review

### ▶ Previewing your Site:

Each design will have its own preview staging link, which will be shared with you via email. Simply open the link in your web browser (i.e. Firefox, Internet Explorer, Chrome, Safari, etc.) and navigate through your new site.

### ▶ Previewing your Store:

Stores are built through two separate programs. Detailed instructions will be emailed to you to review your Store.

### To make sure your site is just right...

It's a good idea to take 24 hours and review the site a few different times. Please take a look at every single page to ensure:

- ▶ The design meets your business branding
- ▶ All information (like phone numbers) is correct

### Revisions

You've reviewed the site and would like some things changed? No problem! Follow these easy steps:

- ▶ Preview your site thoroughly
- ▶ Type out **ALL** necessary revisions (email or Word document preferred)
- ▶ Reply to our email with your revision list attached
- ▶ The designer will adjust your site. An updated staging link will be provided to you within 5 to 7 days, for your approval.

To efficiently make your design adjustments, we ask that you provide us with all of your changes, in one detailed list. We will make the needed revisions in one effective round of changes.

### Approved!

When everything is to your liking, let us know and we will move on to the next step – PUBLISH!

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### More About the Design Manager:

#### Need to Send Us Files?

In the Design Manager, you can:

- ▶ Upload individual or bulk files
- ▶ Including images, PDFs, Word documents, etc.
- ▶ File uploads are limited to 20MB

Look for the green "Files" Tab at the top of our Design Manager.

#### Need to Send Us a Message?

The Design Manager allows you to communicate directly through your project file for a quick individualized response. Send us a message, and re-view all the messages we have sent you.

Look for the green "Messages" Tab at the top of our Design Manager.



# Your Next Steps

## 6 Go Live... PUBLISH!

### Time to go live for the world to see.

Publishing is always our favorite part, and a cause for celebration.

### Here is how to get your site Published:

#### ► You Approve.

Reply to the email we sent you containing your Staging Link, with your written approval, or call us with your approval.

#### ► We Publish.

Under most circumstances, we can then publish. You should see your live site within 24 hours.

### Special Circumstances

#### Current Live Site:

For security purposes, we can't take down your live site without your help. We will need you to either cancel your hosting account or change the domain. Don't worry, we are here to help you with this. Just give us a ring!

#### Domain Registered Elsewhere:

If your domain is with another company, you will need to contact them to change the IP address or nameservers (these direct the domain to the website). We will provide you with this information, taking any difficulty out of this step.

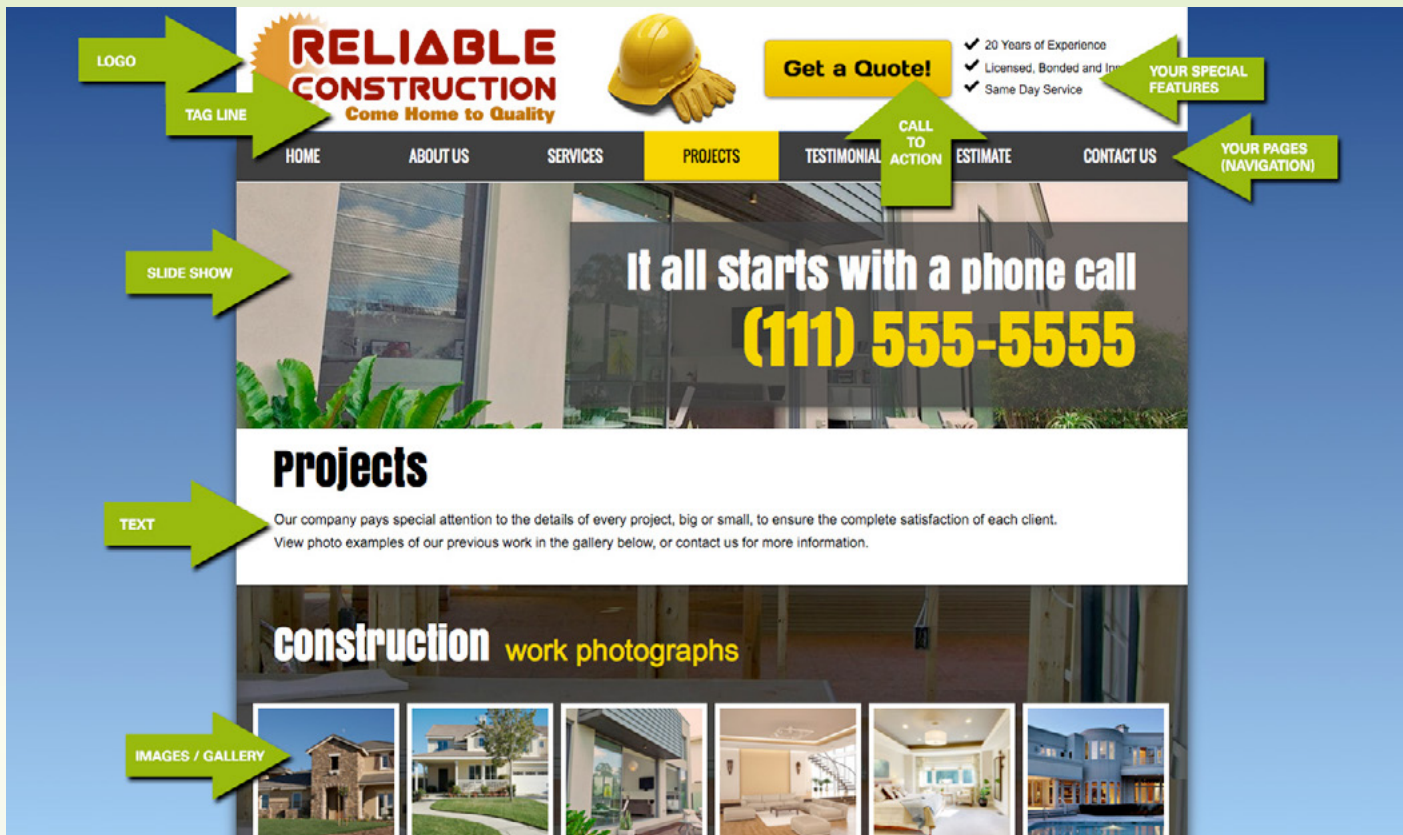
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# What You'll Need to Know



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## What's in this Section

### CONTENT

Text

Images

Logos

Links, Downloads & Other Stuff

### SEO

EXAMPLE WEBSITES

EXAMPLE TEMPLATES

## Content > Text

- ▶ A good rule of thumb is that 100 to 300 words per page can do the trick.
- ▶ Need inspiration? Try using the five W's: Who? What? When? Where? Why? Visitors to your website might become confused by too much text and leave... while too little text won't answer their questions.

### Product Information

If we're building you an online store, we need descriptions to set up your products. This includes detailed specifications, and a few promotional sentences that give your customers a little information about what they're buying and why it's cool.

- ▶ You can add up to 2,000 words per page with both Standard and Deluxe plans

- ▶ For comparison, one page in Microsoft® Word is about 500 words of single-spaced text using 12-point Arial font

### Need Help With Your Text?

If you are having difficulty polishing your content, or even coming up with content, just let us know. We'll be happy to arrange for you to talk with one of our Content Writers.

# What You'll Need to Know

## Content > Images

Images will enhance the look of your site - images of your products, your office, staff, city, or images that capture your market or theme. **Image source options include:**

- ▶ Your own images from your mobile device or digital camera
- ▶ Stock images - your plan includes access to our library of stock images and credits to redeem at fotolia.com. Both offer thousands of professional photos. If you find they aren't specific to your particular industry or location, you can still combine stock images with your own images.

▶ You can use up to 20 images with your Standard Site or up to 40 images with a Deluxe Site.

▶ We can set up 10 products for your Standard Web Store or 20 products for your Deluxe Web Store, including product images.

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Good Image



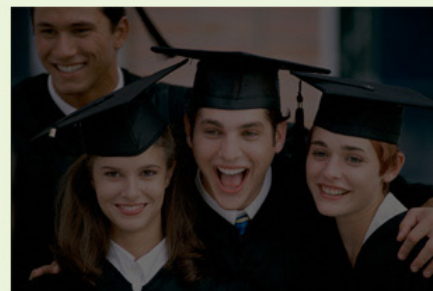
Too Small



Low Resolution



Out of Focus



Under Exposed



Over Exposed

### Image Requirements

- ▶ Make sure images submitted are of good quality:
  - ▶ Large enough to display clearly on computer monitors, which typically measure about 1,000 pixels wide by 800 pixels high.
  - ▶ High resolution (not pixelated)
  - ▶ In focus
  - ▶ Properly exposed
- ▶ We can re-size images to make them smaller, but we cannot make images larger due to loss of quality. If your image requires cropping, please provide even larger images to allow for the smaller image size which will result with cropping.
- ▶ We can use most formats, including JPEG, EPS, TIFF, PNG and GIF.



# What You'll Need to Know

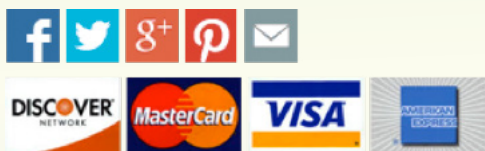
## Content > Logos

Your logo might be one of the most important things for the design of your website, and can set the tone for your brand. To provide your logo for your site, just upload it in our Design Manager.

- ▶ Don't have a logo? No problem. Our professional designers can apply a stylized text treatment to enhance the appearance of your name.
- ▶ Want us to design a new logo or professionally redraw your existing logo? We offer professional logo design services. ([LEARN MORE](#))

### Other Logos Commonly Seen on Websites

- ▶ To display a vendor or partner's logo, simply add it through our Design Manager.
- ▶ Need it to link to another website? Include the URL with the logo, and we will take care of the rest.
- ▶ At no additional cost, we can provide logos for most common credit cards and social media networks.



## Content > Links, Downloads & Other Stuff

### Downloads

Downloadable files can include brochures, patient forms, or loan or job applications. Their formats might include Microsoft® Word or PDF. Your visitors can download the documents, fill them out, and then send them to you, or use them for later reference.

### Links

Hyperlinks to other websites can be resources for visitors who are looking for more information.

### YouTube Videos, Scripts, PayPal

You'll also need to give us links or script — such as HTML or JavaScript — for third-party resources like PayPal® accounts, YouTube® videos, or any other functionality you want to feature on your website.

### Good Logo



### Too Small



### Not Original Art (scan or snapshot)



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### Requirements for Your Logo

- ▶ To best represent your company online, we need the best quality logo file you can provide. Original artwork files are best, such as:
  - ▶ Illustrator EPS files
  - ▶ High-resolution JPEGs
- ▶ Scans / photos of your logo on a business card or letterhead, and small or low resolution images are rarely of sufficient quality to look good on your website.

### More Information

- ▶ You can use up to 20 hyperlinks with your Standard plan or up to 40 hyperlinks with a Deluxe plan.
- ▶ You can use up to 10 coded buttons with your Standard plan or up to 40 coded buttons with a Deluxe plan.
- ▶ We can use third-party script to add even more functionality to your website, such as real estate searches.

# What You'll Need to Know

## Search Engine Optimization (SEO) - How Your Website Gets Found

**Search Engine Optimization...** basically, it means doing lots of little things with your website - optimization - to increase its visibility and make it show up higher in search engine results.

**Why is this important?** When customers are looking for a product or service online, most inquiries begin with a Google, Bing, or Yahoo search. The higher your site appears on the search list (higher its is ranked), the more likely you are to get their attention.

**How will we optimize your site?** Search Engine Optimization can be broken into two different sections...

### On-Site and Off-Site

#### On-Site SEO:

This tells the search engines what the site is about or *indexes* your information. We have you covered on this one since we have the ability to adjust your site.

#### What we do:

- ▶ Page Description Tags
- ▶ Browser/Title Tags
- ▶ Page Heading Tags (i.e., H1)
- ▶ Sitemap.xml Files
- ▶ Robots.Txt Files

#### What you can do:

- ▶ Keep us updated on product or service changes. Search engines like to see fresh content.

#### Off-Site SEO:

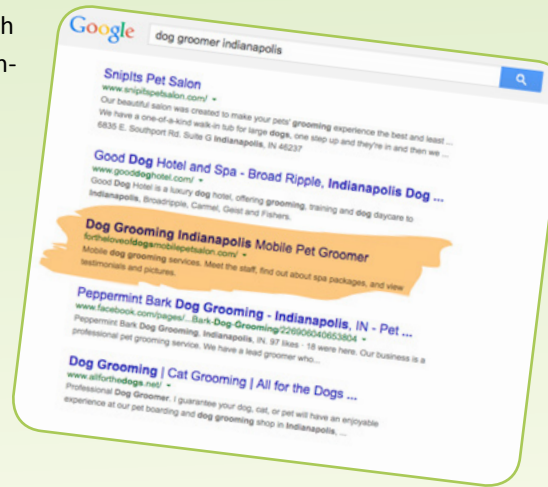
This tells Search Engines what your *ranking* will be. There are many off site factors that control this. The largest factor on your ranking will be the amount of people visiting your site. Like you, we want to get your site to the top of the list, but we need your help.

#### What we do:

- ▶ Submission to Major Search Engines
- ▶ Social Media Links and Sharing Features

#### What you can do:

- ▶ Promote your website with social media (i.e., Facebook, Twitter)
- ▶ Promote your website with email campaigns
- ▶ Start a blog and link its posts to your website
- ▶ Consider Get Found, a GoDaddy product available for less than \$2 per month



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### How long does it take?

SEO is constantly changing and so is the way your site is ranked. Here are a few things to keep in mind:

- ▶ Search engines crawl and index your site within the first 1-6 weeks.
- ▶ Keep in mind, it takes time to increase rankings and although we are here to help as much as possible, there are no guarantees for the top spot.

SEO=Indexing+Ranking

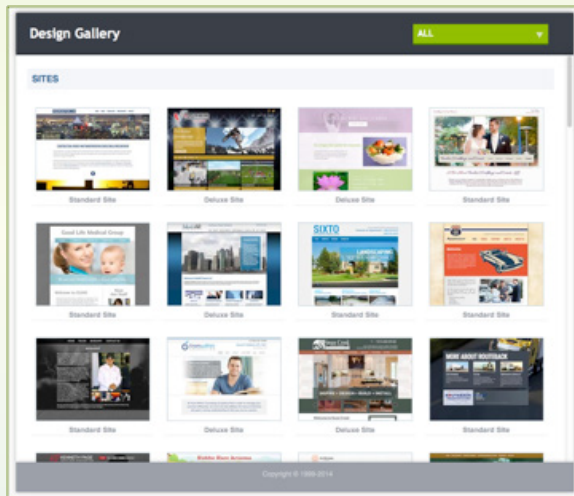
# What You'll Need to Know

## Example Websites

Our service combines template-based technology with the creative skills of experienced design professionals.

- ▶ Based on best online marketing practices and cutting edge design trends, we design a site that is most effective for you and your business.
- ▶ Whether it's bold, fun, serene, dramatic, cute, corporate, outrageous, or laid-back, we can create a style that captures who you are.

To see what we mean, please enjoy browsing our examples of real websites we've built that let their owners stand out online.



Our design examples

## Example Templates

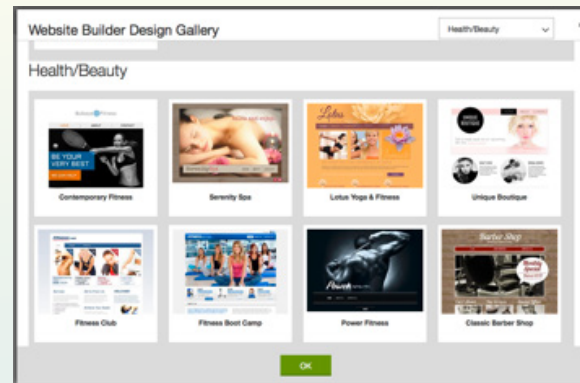
Your website starts with a template, which acts as a framework for your text, images and navigation buttons. Choose from hundreds of templates to find a layout that's just right, and then our skilled designers will:

- ▶ Use fresh fonts and colors
- ▶ Incorporate your text, logo, and images
- ▶ Custom format pages
- ▶ Modify HTML and CSS

***We tailor your site to your business.***

Starting with templates, rather than building sites from the ground up, is one of the key things that lets us build websites:

- ▶ Quickly
- ▶ Affordably
- ▶ Easily edited yourself after publish



Our template examples

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# Later... Maintaining Your Website After It's Published

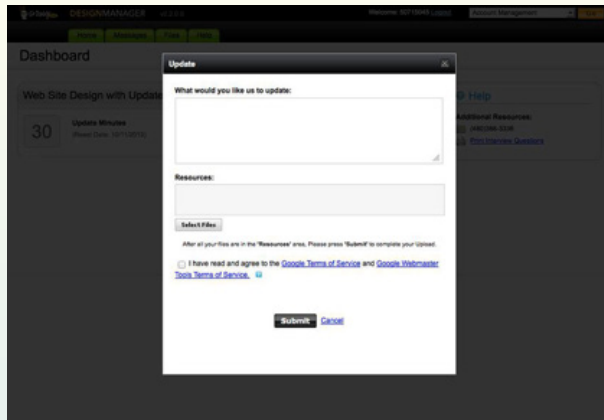
## Maintenance

We know small businesses, and we know small business owners. So we know you are always looking to grow and perfect your business. That means your website will also need to grow and change.

We provide 30 minutes of our Designer's time each month to make the process of updating your site simple and easy.

### How to Submit an Update Request:

- ▶ Login to your account through [dream.godaddy.com](http://dream.godaddy.com)
- ▶ Select the Actions button
- ▶ From the Actions drop down, select Request Update
- ▶ Here you will be able to add your written request, images, and files
- ▶ Click Submit. Updates are completed within 7 days



### Unsure how to describe your needed update?

Give us a call, our design support team can help!

## Renewals

Publishing isn't the end of the process...  
it's just the beginning.

As your partner, we are here for you, every month, to maximize your web presence. To simplify your busy life, we have incorporated all of this into one affordable monthly payment.

- ▶ **Evolve:** Through time your business will change and evolve. Your site will need to keep up. That is where we come in. Future Re-designs and restructures of the site can be created at your request along with monthly updates.
- ▶ **Expand:** Your business will grow, and with it, so will your site. Unlimited pages or products (store) can be added to continually expand your web presence.
- ▶ **Adjust:** Beyond your professionally designed updates, we equip you with the tools necessary to edit the site yourself with our proprietary Website Builder and Quick Shopping Cart programs. With this comes the assistance of our expansive library of How-To Guides and 24-7 Technical Support.
- ▶ **Host:** We will keep your site live for the world to see. With GoDaddy's award winning web hosting you will have maximum website uptime and exposure to the web.
- ▶ **Guide:** Operating with the intent to help you succeed, send your inquiries our way and we will exhaust all resources to get you where you want to be. We are just a phone call or message away.
- ▶ **Access:** We're not going anywhere and neither is our commitment to helping your online success. Our Design Support Staff is available Monday-Friday 7:00am-6:30pm MST- AZ. After hours question? Shoot us a message or call our 24-7 Technical Support (480) 505-8877.

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*Professional Web Services  
isn't just about designing  
your site, and handing it over.*

*Our objective is to continue  
to work with you, hand-in-  
hand, as your partner.*

*We are your design team,  
and we've got your back.*