



# ***Pennsylvania State Association of Boroughs Website Design Re-design Work Sheet***

042818

Dear Web Design Participant:

We would like to take this time to thank you for your continued interest in the PSAB Web Site Program. Contained within this document, you will find useful information concerning your website re-design and how PSAB can be of service. PSAB reserves the right to change the terms and conditions at anytime and for any reason.

## **Frequently Asked Questions**

### **What format do you require for materials to be posted to our web site?**

- 1) Text should be sent in an e-mail, fax or as an electronic document. We do not accept handwritten text due to readability issues.
- 2) Pictures should be in tiff, bmp, jpg or psd format. If you do not have pictures in electronic format, we can scan them for you. Any time involved in picture scanning or preparation will be charged against your contract.
- 3) Other documents and formats "may" be acceptable and you should direct any questions to [webdesign@boroughs.org](mailto:webdesign@boroughs.org).

### **How do we get our material to PSAB?**

Content for your website is to be submitted in electronic word processor form or can be extracted from an existing website. PSAB will not accept scanned or handwritten content unless the intent is to post that content, as is, in a pdf format. Time to organize content, create content, sort or adjust pictures, etc., is charged against your contract and may generate additional billings if allocated time is exhausted.

E-mail digital materials or updates to [webdesign@boroughs.org](mailto:webdesign@boroughs.org). If the documents and digital material are too large for e-mail, over 5 MB, then please use our large file transfer program located at <http://sendmyfiles.org>.

We will only accept instructions from **one** individual within your borough. This is done for your protection as well as ours. If you wish to update your primary contact information, you can do so at any time by e-mailing [webdesign@boroughs.org](mailto:webdesign@boroughs.org).

Please note that all correspondence is acknowledged to your primary contact's e-mail address. If you do not get confirmation of receipt, assume that we did not receive the material. If you are mailing us material, please confirm the send date, by e-mail, with [webdesign@boroughs.org](mailto:webdesign@boroughs.org).

### **When will my site or updates be completed?**

Website designs are generally completed within 1-3 months from receipt of your material(s). Updates to your site are usually completed within 24-48 hours from receipt of your material, depending upon the complexity of the updates and if there is a backlog. All website work and updates are scheduled and completed in the order they are received. During peak times, significant delays may occur. Remember, we confirm all communications via e-mail with your primary contact. If we did not confirm receipt of materials, we did not get them and completion of your request will be delayed.

### **How do I cancel the service?**

All fees are non-refundable and your contract will renew automatically, each year, unless there has been a change in terms or 90 days written notice of cancellation is given by either party. Notice of cancellation should be faxed to 805-243-0471.

### **Do I own my website, design and domain name?**

Absolutely. As long as you are a member in good standing, all domain names and website content and programming and any and all artwork are yours to do with as you please.

### **If I do some or all of my own designs and updates, what type of support can I expect?**

We do not support or endorse any front end or FTP software such as Contribute, Front Page, DreamWeaver, etc., although you are free to use any web design client of your choosing. If you do your own updates or design, we will provide support for a failure of our web server only. Support and training are not provided on any aspect of design, HTML, FTP, software, etc. We do provide help, support and consulting for the use of the WordPress content management system.



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## **How do I communicate with my designer?**

Our web design program is handled electronically. You can contact your web designer by using the e-mail address you are provided when you sign up. All phone calls are billed at the going rate, regardless of the purpose of the call. The only exception is if you are reporting a failure in one of our systems. We do not make on-site visits.

## **What are some of the services and options available through your web design program?**

Included:

- Domain Name
- Unlimited Email addresses at your domain name
- 7 hours of design/consulting time for the production of your web site
- Interactive content management pages within the WordPress framework
- Email forms, applications, questionnaires, surveys, etc.
- File management allowing you to add files, such as PDFs, to your site using a very easy web interface
- A discount of \$30 per hour on design time as long as you maintain your hosting on our servers
- eCommerce/Shopping carts with PayPal integration
- Website search functions
- Calendars
- Image gallery
- Blogs
- F.A.Q. boards
- Media streaming including mp3 and full video files
- Analytic reports

Add-on:

- Artist for initial design concepts
- Logo creation
- Professional search engine positioning
- Online databases
- Custom programming and much more.

Demos of some of the services mentioned above are available on our support site at <http://support-files.com>. Demos are added as available. If you would like to see a demo that is not listed, please feel free to Email us through the link on the demos page.



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## Information Required To Begin Your Website Update

### What information do you need to start our design?

Please remember that we cannot proceed with your site until you have provided us with a majority of the information as outlined above. Further, the more thought you put into the initial design, the more economical the site will be. If we create a design from what you gave us, and you change your mind, we will be more than happy to accommodate your changes, however the additional time could be billable.

Sample Site URL \_\_\_\_\_  
(This should be a site on the internet that you like that we can use for ideas concerning your layout and design)

Slogan or Tag Line: \_\_\_\_\_  
(Something that describes you in one sentence, for example: "Highway Hub of Pennsylvania")

Current Web Site: \_\_\_\_\_  
(If you have one)

Colors to use. Please use the color chart located at <http://netcolors.info> and provide the color grouping code(s) (example: P1, R2, etc.):

\_\_\_\_\_

Will you be providing us with a logo?      Yes \_\_\_\_\_ No \_\_\_\_\_

Will you be providing us with pictures?      Yes \_\_\_\_\_ No \_\_\_\_\_

Suggested or possible content that you can provide, but is not limited to:

- 1) Your Municipalities history and/or mission statement
- 2) Points of interest about your municipality
- 3) Upcoming events
- 4) Programs and services
- 5) Meeting minutes, financial statements, sales brochures, etc.

### Additional Services:

Artist for initial design \$125 (one time)      Yes \_\_\_\_\_ No \_\_\_\_\_

(Without the artist, we will use whatever graphic material you provide and place them in a template website. One mockup design is provided without the artist. Using the artist, 3 unique web design mockups are provided.)

Logo design and creation \$75 (one time)      Yes \_\_\_\_\_ No \_\_\_\_\_

(Logo will be delivered in digital format so that it can be used in print, etc.)



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## **What are the steps for a new design?**

- 1) Once we receive the above requested information it will be reviewed by PSAB to verify everything is usable for a design (resolution, clarity, etc.). If necessary, PSAB will make comments to you about the material to avoid extra costs.
- 2) If there are no major issues, we will create sample design(s) for you to choose from. This phase can take 1 – 2 weeks and will usually require from 1 – 2 hours depending on complexity.
- 3) Once you approve the design, we will complete the site with the content you provided. Or, if you are a content management participant, you may choose to populate the site yourself.
- 4) After the completed site is posted, you will need to review your site for spelling and accuracy. If you need to make corrections to a page, print it out, make the changes and fax it back to 1-805-243-0471. Changes and corrections are completed in a timely manner.

## **Terms of Service**

Please note that our pricing is based on taking full advantage of technology. Accordingly, phone calls, including the extra time needed on our end for documentation, are charged against your service contract and may generate additional billings if contract time has been exhausted. At no time will PSAB accept instructions concerning your project via phone. Absolutely all instructions must be documented, in writing, through [webdesign@boroughs.org](mailto:webdesign@boroughs.org). Support, discussions, questions, etc. submitted to [webdesign@boroughs.org](mailto:webdesign@boroughs.org), if not excessive, are included at no charge and are normally not charged against your contract time. If you are providing artwork and/or pictures, each picture should be clearly labeled and detailed instructions concerning placement must be provided. Content for your website is to be submitted in electronic word processor form or can be extracted from an existing website. PSAB will not accept scanned or handwritten content unless the intent is to post that content, as is, in a pdf format. Time to organize content, create content, sort or adjust pictures, etc., is charged against your contract and may generate additional billings if allocated time is exhausted.

PSAB reserves the right to terminate service at any time and for any reason. In the event we terminate service and your account is paid and in good standing, your domain name will be turned over to you and any monies not allocated to your contract period will be refunded. Neither PSAB or its contractors assumes any liability for the management or assignment of your passwords, emails, web content, backups or any internet related issues regardless of whether said issues were caused by you, PSAB, or a PSAB third party contractor.