



# **Pennsylvania State Association of Boroughs Website Design Work Sheet**

100615

Dear Web Design Participant:

We would like to take this time to thank you for your interest in the PSAB Website Program. Contained within this document, you will find useful information concerning your website and how PSAB can be of service. PSAB reserves the right to change the terms and conditions at anytime and for any reason. This document is intended as information for new and prospective participants. In order to participate in the Web Design Program, you must complete and return the provided disclosure. If the application form was not included with this document, please Email [webdesign@boroughs.org](mailto:webdesign@boroughs.org) to request the document.

## **Frequently Asked Questions**

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

Text should be sent in an Email, fax or as an electronic document. We do not accept handwritten text due to readability issues.

Pictures should be in tiff, bmp, jpg, pdf or psd formation. 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.

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?**

There are several ways for you to get your materials to us. You may use any one, or a combination of:

Mail your materials to: Website Design Program, c/o PA State Association of Boroughs, 2941 North Front Street, Harrisburg, PA 17110 or Fax materials to: 805-243-0471. Text to populate your website should be provided in digital format, Word, WordPerfect, etc.

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

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 Emailing [webdesign@boroughs.org](mailto:webdesign@boroughs.org).

Please note that all correspondence is acknowledged to your primary contact’s Email 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 Email, with [webdesign@boroughs.org](mailto:webdesign@boroughs.org).

### **When does my PSAB program start, end/renew?**

Your website contract will begin when we confirm receipt of your signed application. Your contract is renewable each year by paying your renewal fee. If your website is deactivated for any reason there will be a minimum re-activation fee of \$50.00.

### **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 Email 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.



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## **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.

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

Our web design program is handled electronically. You can contact your web designer by using the Email 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:

- All sites are done in WordPress
- Domain name
- email@YourDomainName.xxx
- 7 hours free design/consulting time
- Interactive content management pages
- Email forms, applications, surveys, etc.
- Built in file management
- Discount of \$30 per hour on additional time
- PayPal and payment gateway integrations
- online calendars
- image galleries
- FAQ sections
- Analytics

Add-on:

- Professional graphic design
- 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 Start and Complete Your Website**

### **How do I register my domain name?**

- 1) Please provide us with three domain name suggestions (i.e. [www.myborough.org](http://www.myborough.org)). List them below in order of interest, and we will search for availability based on this order. **(We do not register .GOV or .US extensions. There may be additional charges for extensions other than .com, .net, or .org.)** There is a tool available to help you choose your new domain name at <http://www.nameboy.com>. Please do not register the domain name if you intend to have us register and point for you. Find several that are available and list them below. If you choose to register and maintain your own domain name, you will need to contact us for the name servers and you will be responsible for all fees, points and maintenance associated with the registration. **Support is not provided for domain names that you have registered.**

i. www. \_\_\_\_\_ . com/org/net

ii. www. \_\_\_\_\_ . com/org/net

iii. www. \_\_\_\_\_ . com/org/net

### **If I already have my domain name what do I need to do?**

You can either transfer the domain to us or simply change the name servers on the domain. If you transfer to us, which we strongly recommend, all fees, maintenance, renewals, etc. will be handled by us and you will be billed an additional \$10 per year.

\_\_\_\_\_ I am going to maintain my own domain name and am hereby requesting the name servers.

\_\_\_\_\_ I would like to transfer our current domain name to the PSAB program.

My domain name is registered with \_\_\_\_\_

The Email address on the domain is \_\_\_\_\_

The domain name I wish to transfer is \_\_\_\_\_

If you have requested a transfer, we will apply for the transfer, one time. If your borough does not own the domain name or the contact of record does not respond to the transfer request, additional attempts at transfer will be deducted from your support/design time.

### **How do I set up my Email addresses?**

You will be provided with a control panel where you can add/change/remove Email addresses.

### **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 Website: \_\_\_\_\_

(If you have one)



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Colors to use. Please use the color chart located at <http://netcolors.info> and provide the actual number listed with the color (example: 66CC99):

\_\_\_\_\_

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.)

### **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**

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.