



WEBSITE REFERENCE MANUAL

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HELP CENTER: https://www.hillcountyprinting.com/help_center.php

WEB DESIGN PACKAGES:

Thank you for considering Hill County Printing for your website design! Below you will find a list of web services we offer. If you need something that's not listed here, feel free to call, email or ask us in person!

Our Website Packages:

Listed in the following section are the base website packages we offer our customers.

STATIC TEMPLATE PACKAGE

- **Description:** A static template is a pre-made, very simple .html design. This is an entry level website designed to be finished and deployed very quickly. It is a good option for those just getting started on the web or on a tight budget.

Base Template File: <https://www.hillcountyprinting.com/templates/>

- **A static template package includes the following features:**

- 1: 5 pages of content added and formatted to .html.
- 2: Add company logo to the header.
- 3: Add Company contact information to the footer.
- 4: 10 Content photos cropped or resized and added to content.
- 5: 5 email addresses the client picks.
- 6: Changing the basic colors of the layout and text per the customer's wishes.
- 7: 30 minutes of support time if the client needs help getting started with the webmail ap.

CUSTOM DESIGN PACKAGE

- **Description:** A custom designed site allows the customer to work with our designers to create a website that looks the way they wish. Additionally, a custom website is more feature rich, with upgrades

like a contact form so customers can use the site to communicate with you. These are good websites for companies desiring a professional looking site that matches their existing branding and marketing.

- A custom design package includes the following features:

- 1: 8 pages of content added and formatted to .html.
- 2: 1 custom .php Contact Form.
- 3: 1 Custom Web Page Design.
- 4: 40 Content photos cropped or resized and added to content.
- 5: 20 email addresses the client picks.
- 6: 2 hours of support time if the client needs help getting started with the webmail ap.

TEMPLATE CONTENT MANAGEMENT SYSTEM PACKAGE

- Description: A Wordpress CMS, (Content Management System), is set up, and a standard Wordpress template is used for the site layout. The customer provides some images which we apply to the header

A CMS allows a customer to make their own changes and updates to the website, and is a good option for a business looking to have a more interactive web presence while still maintaining a tight budget.

- A template CMS package includes the following features:

- 1: 5 pages of content added using the Wordpress CMS.
- 2: Add Company logo and contact information to the 2022 CMS Header.
- 3: 10 Content photos cropped or resized and added to content.
- 4: 5 email addresses the client picks.
- 5: Changing the basic colors of the layout and text per the customer's wishes.
- 6: 30 minutes of support time if the client needs help getting started with the webmail ap.
- 7: 2 hours of in-office or phone support to teach the client how to use the CMS.

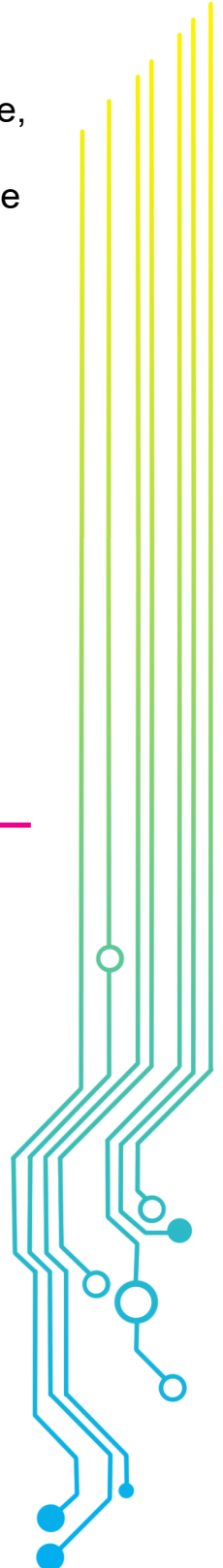
CUSTOM CONTENT MANAGEMENT SYSTEM PACKAGE

- **Description:** We install a Wordpress CMS then customize it based on a design we create with the customer's input.

This website is best for a business desiring a significant online presence, constant updates and a great deal of customer engagement. The site will have a large number of features, add-ons and plugins, as well as the ability for the client to make changes and updates as they wish.

- **A Custom CMS package includes the following features:**

- 1: 10 pages of content added using the Wordpress CMS.
- 2: 1 Custom Website Design, converted to .php.
- 3: 1 Wordpress Contact Form configuration.
- 4: 40 Content photos cropped or resized and added using the CMS.
- 5: 20 email addresses the client picks.
- 6: 2 hours of support time if the client needs help getting started with the webmail ap.
- 7: 2 hours of in-office or phone support to teach the client how to use the CMS.



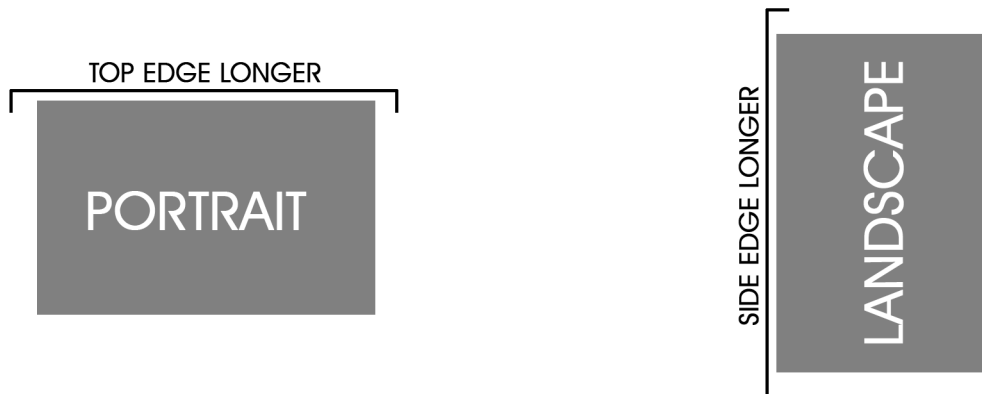
WEBSITE ADD-ONS

Below are is list of options and add-ons we can apply to any of the packages above. This allows us to meet a client's additional needs and tailor the assorted packages more to their liking.

IMAGE GALLERY

- **Description:** We build a lightbox image gallery for twenty images. When an end-user clicks on an image, it expands in size, darkens the window, and open a small navigation panel below the images.

We recommend customers stick with either landscape or portrait images for the image gallery, as this is more visually appealing.



CUSTOM CONTACT PAGE

- **Description:** We build a custom contact page for the client to receive emails from their website. This includes setting up a `contact@domain.com` email address of the client's choosing.

EXTRA EMAIL ADDRESSES

- **Description:** Add up to 20 email addresses to the client's website.

CUSTOMIZE EMAIL

- **Description:** We set up all of the customer's email signatures with a custom graphic or company logo and add whatever text they want. We then set up each email to allow the viewing and linking of external images.

EMBEDDED GOOGLE MAP

- **Description:** We add an embedded google map to their site that a user can interact with to get directions to their business.

ADDENDUM DESIGN OR PROGRAMMING WORK

- **Description:** If a client wants or needs to purchase additional design or programming time we can add to an existing contract or expand the scope of a package deal with specific extras.

EMBEDDING OR HOSTING VIDEOS

- **Description:** The client wants embedded videos on their website. We can host them on their server as .mp4 files or embed Youtube videos.

BASIC SEARCH ENGINE OPTOMIZATION

- **Description:** We perform some basic SEO, (Search Engine Optimization), on the client's site to try and improve their online visibility.

This includes:

- 1: The creation of a keyword phrase they would like to attempt to rank on.
- 2: Meta tags in their header.
- 3: Naming several graphics after the keyword phrase
- 4: Adding a keyword phrase page to the site.

- 5: Adding the keyword phrase to the H1 tags on the home page.
- 6: Adding the keyword phrase to the H1 and H2 tags on the keyword page.
- 7: Adding the keyword phrase to the home page content.

IMAGE SLIDER

- **Description:** We create an image slider for the client's website with up to five slides. An image slider is a bank of images located on the site which changes the images at timed intervals.

If the customer wishes, each image bank can link to a specific part of their website.

We can add any images a customer provides for us.

WORDPRESS PLUGIN INSTALLATION

- **Description:** Sometimes a customer client wants specific functionality on their CMS, and we can provide it by searching for an existing WordPress Plugin, installing it, and setting it up for the client to use.

Some examples of useful plugins are:

- Event Calendars
- Client Customizable Image Sliders
- Client Customizable Image Galleries
- Social Media Feeds
 - Donation Plugins
 - Booking Calendars
 - Event Tickets and Registration Plugins
 - Stripe Payment Gateways
 - Ecwid Ecommerce Shopping Carts

Please note that some plugins have additional fees that the creators charge. If there are any additional expenses, we will make you aware of them before you sign the contract.

EXTRA PAGES OF CONTENT

- **Description:** A customer wants an additional page of content added to the website. (*Beyond the pages in their package*).

A typical page contains about 500-800 words, two images, three-four links several section headers and possibly several quotes. We can create the page content for you, as an additional change. (*See copywriting below*).

SOCIAL MEDIA BUTTONS

- **Description:** We create custom buttons to run in the customer's footer and/or header that link to their company social media accounts. These will be tailored to reflect the design and colors of the rest of the website.

SITE MAP

- **Description:** We build a site map for the customer. A site map is a page that has every link on the entire site. Search-engines like site maps and it may improve the site's rankings.

COPYWRITING

- **Description:** We can write copy for the customer's website, based on a meeting and technical documentation they provide. The client is responsible for edits and guiding us in areas outside our expertise.

FLY-OUT SITE NAVIGATION

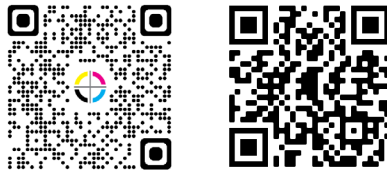
- **Description:** We set up collapsing and expanding site navigation for websites that have vast numbers of pages. When the end-user mouses over the header navigation, it expands down and/or to the

right to reveal more navigation options. This can be customized using .css and .jquery to make it match the site design.

CREATING A GOOGLE CHROME QR CODE

- **Description:** We create a google chrome QR with or without a customer's company logo. These small icons can be attached to fliers, pamphlets, posters and other promotional materials to instantly direct people to your web page when they scan the code using a smartphone.

Examples:



WEBSITE UPDATES

- **Description:** We make updates and changes to an existing website. The customer will describe the changes, and we will estimate how long they will take. This may necessitate the client sending images, linkable content or new text.

NOTE: If the customer has purchased a SEO package their updates may take more time.

ECWID E-STORE PACKAGE SETUP

- **Description:** We set up and populate the initial cart for the customer using their banking account information. They will need to provide us with their financial data to complete the Ecwid account set up, and will be in charge of management and payments once we configure it. We also provide up to an hour of support to help the client learn the administration panel and Wordpress plug-in (if used).

HOSTING PACKAGES

Below are the hosting packages we provide to our customers. We partner with InMotion, who provide reliable hosting and an extremely feature rich environment.

STATIC WEBSITE HOSTING

- **Used For:** Static Template Package, Custom Design Package
- **Description:** This is the standard hosting package used for static templates and custom web sites.

This includes:

- 1: Website domain of the client's choice - providing it is not taken.
- 2: The ability to set up e-mail addresses specific to their domain.
- 3: Basic website hosting.
- 4: DDS attack protection.

DYNAMIC WEBSITE HOSTING

- **Used For:** Template Content Management System Package, Custom Content Management System Package
- **Description:** This is the hosting package for any customer who needs a content management system.

This Includes:

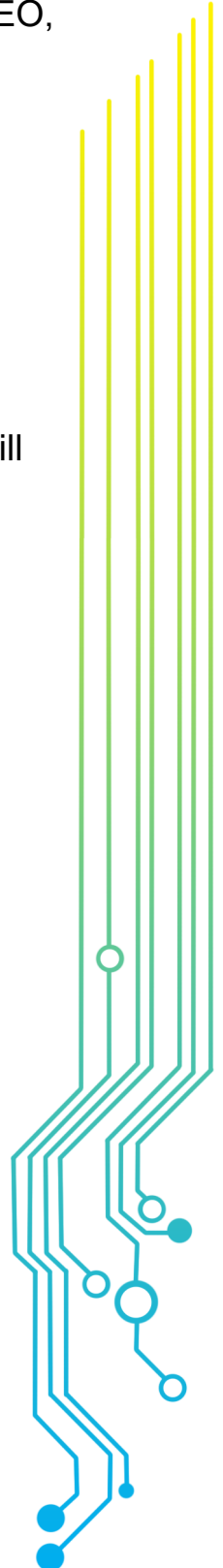
- 1: Website domain of the client's choice - providing it is not taken.
- 2: The ability to set up e-mail addresses specific to their domain.
- 3: Basic website hosting.
- 4: DDS attack protection.

OUR PROCESS:

At Hill County Printing, we want our system to be transparent and easy to understand. To facilitate this, we've created a step-by-step guide to our website design process.

- 1: Client Expresses Interest** - A customer inquires about building a website. We give them our design packet, and the customer decides if they want to use our services.
- 2: Client Contact Phase** - Client contacts us and says they'd like to proceed to an initial meeting. We schedule the session and then guide them to the Client Checklist section of the design packet. We instruct the customer to complete the listing to the best of their ability.
- 3: Initial Meeting** - We sit down with the client and discuss their needs, go through the list of options and set up the contract. They customer chooses someone in their organization to be Hill County Printing's main point of contact. We also contact Imotion Web Hosting to see if their domain name is available and set up their hosting package.
- 4: Contract & Negotiation Phase** - The customer finalizes their budget, and we provide a quote on the billable time their site will take to complete. The customer signs the Design and Hosting Contracts and makes the initial payment. Their main point of contact then takes over all communication with Hill County Printing.
- 5: Design Phase** - We design the customer's website and submit it to the main point of contact for approval. This will entail some back and forth until we get the mock-up looking the way the client wants it.
- 6: Design Approval** - The website design is approved by the client and they have signed the design approval form. From this point on, any design changes will require an addendum for extra billable hours.

- 7: Programming phase** - The website graphics are sliced out of the template and code is written for the site. Content is taken from text documents and turned into web markup. Photos are cropped, resized and optimized for use on the web pages, sliders and/or a gallery. If the client wants SEO, (*Search Engine Optomization*), will work with them to alter the provided content to improve Search Engine Keyword Density.
- 8: Final Approval** - The client approves of the website's functionality, content formatting and appearance. They sign the final approval form. From this point, any further changes to the site will require an addendum for more billable hours. The site is then transferred by FTP client to the domain.
- 9: Site Goes Live** - The Website is now live, and Hill County Printing will conduct a review of its functionality to make sure each section is functioning properly. Changes to the site would now be handled as content updates, for which we will create a standard job ticket.
- 10: Hosting Fees** - Depending on the hosting package selected, a customer will be invoiced every one, two or three years. Failure to pay hosting fees will result in the website being disabled until payment is made.



CLIENT CHECKLIST:

Thank you for choosing Hill County Printing to design your website! When we say, "If It Has Printing On It, We, Can Do It," that includes the internet! Below you will find a checklist of the things you'll need to have ready at each stage of the website development process:

WHAT YOU'LL NEED BEFORE OUR INITIAL MEETING:

1: Decide what do you want this website to accomplish.

Think about the purpose of your website. What are your objectives? Pick the top three things you'd like to accomplish and let us know.

- 1: _____
- 2: _____
- 3: _____

2: Pick five websites with designs you enjoy.

Select five different websites you like. This helps us understand your design preferences when it comes time to create your website.

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____

3: Decide who the primary point of contact will be.

Select one person in your organization we will communicate with during the design process. They will need the authority to issue approval for the design and to go live.

- Name: _____
- Phone: _____
- Email: _____
- Other: _____

4: Your project timeline.

Have in mind the timelin for your project. This way we can better manage our workflow and attempt to meet your schedule.

We are dependent on you for things like design approval, content and images, so be aware that delays in those areas will push back project deadlines.

- Desired Project Timeline: / / / /
BEGIN DATE END DATE

5: A short keyword phrase.

A keyword phrase is how websites are sorted on the internet. If you were to look for your website using a search engine - *like Bing or Google* - what three to five words would you type? Think about them, and have that short phrase ready, and we can help tailor it.

- Keyword Phrase: _____

6: What domain name would you like?

Your domain name is your website address. This is what you type into the address bar on a web browser such as Microsoft Edge or Google Chrome. (Example: *www.hillcountyprinting.com*).

Try to think of a domain name that is either your company name or a combination of the services you offer. (*Examples: www.hankstires.net, havretires.com, hi-line4x4tires.biz*).

We can't guarantee that the domain you want is available, but we can use our toolset to get close or suggest acceptable alternatives.

- Domain Name:

7: What is your budget?

Have in mind how much you can afford to spend on your website. This way, we can best recommend a package and add-ons to strike a middle ground in between affordability and functionality.

- Budget: \$

WHAT YOU NEED BEFORE WE DESIGN YOUR WEBSITE:

1: High resolution artwork of your company logos(s).

In order for us to create a visually stunning website, we'll need high-quality versions of your logos. High resolution (300dpi) raster art, (.jpg, .tif, .png), or vector art, (.eps, .ai), will be necessary. If you don't have these, we have in-house graphics designers who can create or rebuild a logo for you. You can provide these images to us using email, a CD/DVD or USB drive.

If you're not certain you have high resolution artwork, you can bring us what you have and we will try to help locate useable files. *(Or rebuild the design in-shop for a small fee).*

2: Bring along any corporate branding or style guides.

If your organization has style guide, with pantone colors, specific fonts or logo usage guidelines, please provide a copy of this we can follow. If not, then don't worry about this step!

3: Decide what content you want on each web page.

Your website package will include a number of pages you can fill with content. Try to have an idea of what you want on each page, so we can include the titles on your site's mock-up art file.



WHAT YOU NEED BEFORE WE CAN CODE YOUR WEBSITE:

1: Have your images picked out and ready for us.

If you want images on your website, need us to build an image slider or would like an image gallery, have the images ready by the Design Approval Phase.

These might be digital images or even photographs we can scan. You can email them, burn them to a CD/DVD, put them on a USB drive or drop them off for us to scan. The higher the image quality, the better your final website will look.

If you have questions regarding the images, feel free to call, email or stop by - we are happy to help get the best images possible to represent your company.

2: Have your page content written and proofread.

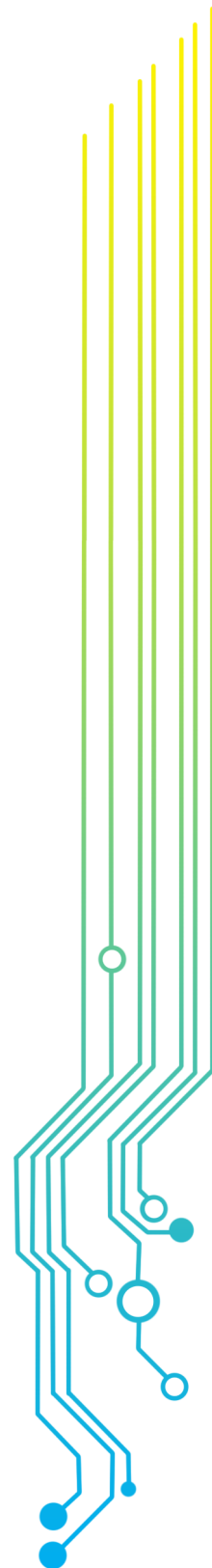
We will need final draft and fully approved page content provided to us before we can finish your website. This should be checked on your end for spelling and grammar errors.

If we need to go back after the content is formatted and make changes, this will be an additional hourly charge.

We accept Microsoft Word files, Excel Documents, PDF's, Text Documents or even emails.

1: _____	11: _____
2: _____	12: _____
3: _____	13: _____
4: _____	14: _____
5: _____	15: _____
6: _____	16: _____
7: _____	17: _____
8: _____	18: _____
9: _____	19: _____
10: _____	20: _____

(Your Website Package Lists the Number of Included Pages).



NOTES & INFORMATION

Here is a handy place to scribble notes, thoughts, contact details and other information about your website, hosting plan or our meetings.

[illegible]

IMPORNTANT WEBSITE INFORMATION

This is a place for you to keep important website information, such as passwords, hosting info or email addresses and logins.

Email: _____
Login: _____

Email: _____
Login: _____

Email: _____
Login: _____

Email: _____
Login: _____

Email: _____
Login: _____

Email: _____
Login: _____

Email: _____
Login: _____

Email: _____
Login: _____

Email: _____
Login: _____

Email: _____
Login: _____

CMS Username: _____
CMS Password: _____

Hosting Account Name: _____
Hosting Password: _____
Hosting Master Email: _____

OTHER LOGIN INFORMATION & NOTES:



PHONE: (406) 265-6322

FAX: (406) 265-7451

EMAIL: hillcountyprinting@itstriangle.com

WEBSITE: <https://www.hillcountyprinting.com>

