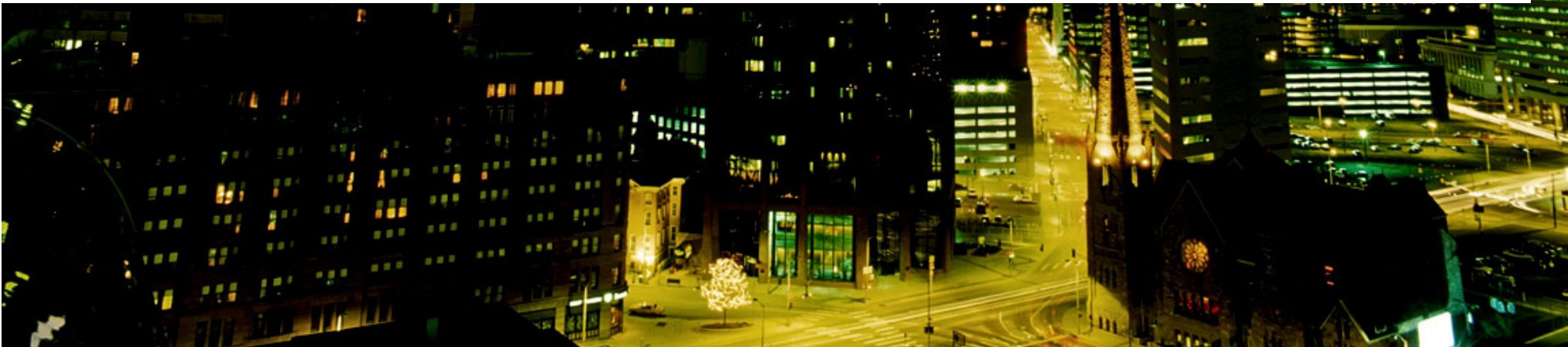




# ATLAS ADVERTISING

communications + technology for world landmarks



# Getting the Most Out of Your Website After Launch

May 2010

# Outline

- Our clients' mindset post launch
- How Atlas supports clients today
- Top ten support requests we see
- What to do after you launch
- What we heard in our 2009 Client Survey
- What is support?
- Why we're making changes
- Types of support and what support covers
- Who do I contact?
- Q&A

# Our clients' mindset after launch



What it is... “Whew, my work is done!”

What it should be for your site to  
perform... “Wow, look at the tools I  
have! Let’s publish some stuff!”

# How Atlas Supports Clients Today



- Hourly support – as needed
- Prime Support – same day response to requests
- Full Marketing Management – we make all changes and updates

# Top Ten Support Requests we get



1. How do I...(add a page, change a sidebar item, etc.)
2. Correcting user errors (“I deleted a page—can I get it back?!”)
3. Training new staff or current staff on CMS, blog, InSite, etc.
4. Adding social media icons to sites or blogs
5. Adding new tools or content, such as maps or image galleries
6. Adding new (or updating old) content or sections
7. Blog support or social media questions
8. Updates to property data
9. Creating new buttons or graphics for the site
10. Software updates

# Post-Launch Tips & Tricks

- **Periodically review your content**

<b>Frequency</b>	<b>Action</b>
Daily	Update blogs and social media
Weekly	Review and update news and events
Weekly	Update or confirm updates on property/company data
Monthly	Update or add case studies, testimonials or success stories
Bi-Annually	Review and update overall site content (add new Census Data, change demographics, workforce data, education data or map overlays as needed)

## Post-Launch Tips & Tricks

- **Keep up with technology changes**

New browsers and new technology come out every year. When you notice that something new has come out, ask yourself “how does this affect my website?”

For example: this year, smart phone sales will outpace PC sales. More users than ever will be looking at your website on a phone. What does this mean for you? It means thinking about making your website mobile-compatible.

## Post-Launch Tips & Tricks

- **Check your statistics**  
On a monthly basis, you should be checking your analytics. They will allow you to see what pages are most popular on your site, how well your site is performing overall, etc.
- **Always be learning**
  - Attend free webinars (watch for our emails—Atlas webinars are free to clients)
  - Read the Atlas blog (<http://blog.atlas-advertising.com>)
  - Sign up for additional training
    - Content 101, 201 and 301
    - Website Statistics Tracking
    - Content Management 101, 201 and 301
    - Search engine marketing 101

# Key Examples



Kansas City and Indianapolis do a great job with updating their content and enriching it with video, imagery and more.

- [thinkkc.com](http://thinkkc.com)
- [indypartnership.com](http://indypartnership.com)

The screenshot shows the ThinkKC website interface. At the top left is the 'THINK KC' logo. To its right is a 'JUMP TO' dropdown menu with the text '{ select a section }' and a search input field. Below this is a horizontal navigation bar with tabs for 'ThinkKC.com Home', 'Site Location Center' (which is highlighted in red), 'Living & Working', 'About KCADC', 'News & Events', and 'Media Center'. Underneath the navigation bar is a secondary menu with links: 'Greater KC Profile', 'Taxes & Incentives', 'Communities', 'Industries', 'Maps', 'Real Estate', 'Service Providers', 'Recruitment Snapshot', and 'Contact Us'. On the left side of the main content area, there is a vertical list of links under the heading 'In this section', including 'National Ratings', 'Population Characteristics', 'Education', 'Workforce Characteristics', 'Business & Industry' (which is highlighted in red), 'Transportation', 'Utilities', 'Telecommunications', 'Cost of Living', 'Recreation & Culture', 'Local Government', 'Climate & Environment', and 'Customized Report'. The main content area features the heading 'GREATER KANSAS CITY PROFILE' and 'Business & Industry'. To the right of this heading is a red 'EXCEL' icon and a link to 'Business Spreadsheet'. Below this is the section 'Selected Major Employers' with a paragraph of text: 'Numerous Fortune 1,000 companies have located operations in the area. Those headquartered in the Kansas City area include AMC Entertainment, Aquila, DST Systems, Great Plains Energy (KCPL), Hallmark, H&R Block, Interstate Bakeries, Payless ShoeSource, Seaboard, Sprint, Westar Energy, and YRC Worldwide.' At the bottom of the screenshot is a table titled 'Employing 5,000 and Over' with two columns: 'EMPLOYER' and 'TYPE OF OPERATION'. The table lists several employers and their respective operations.

EMPLOYER	TYPE OF OPERATION
Embarq	Telecommunications (Hdq.)
Federal Government	Government
Fort Leavenworth	Military
HCA, Midwest Division	Health services
Saint Luke's Health System	Health services
Shawnee Mission School District	Public education
Sprint	Telecommunications (Operational Hdq.)

# What is Atlas Support?



The word “support,” according to Dictionary.com means:

1. To bear or hold up, serve as a foundation for.
2. To maintain and advocate.
3. A person or thing that gives aid and assistance.

At Atlas, support means giving you the assistance that you need to have an effective brand and marketing strategy. This can encompass a number of things—from website enhancements to trainings and beyond. But through all of those enhancements, trainings, etc., the goal of Atlas is to serve as a foundation for your marketing and brand, to help maintain and advocate your site, GIS and other tools and to assist you as you need it.

# Why we're making changes



- **Because you asked us to:** respond faster, be a partner, not a vendor and improve or deepen our content offerings, including social media.
- **Efficiency:** so that your needs are met as quickly as possible.
- **Consistency:** so that we're all on the same page and every client has the opportunity to take full advantage of support.
- **Clarity:** so that you understand what support is, what plans are available and what your plan covers.

## Summary of what we heard in our client survey 2009:



1. 2009 was a year of belt tightening, and 2010 and beyond will continue to mean doing more with less
2. Keep it up: we like the partnership and the information/expertise Atlas brings to a project
3. You are satisfied with Atlas, but want us to improve in a few areas:
  - More thorough, organized project management
  - Faster response times
  - Be a partner, not a vendor – recommend new ideas and work together
  - Improved or deeper content offerings, including social media
4. You've got some new ideas for us

# Support plans available at Atlas: ATLAS ADVERTISING

## Hourly Support on-request

### **Hourly Support**

This plan allows you to request support and maintenance at normal hourly rates. Support requests include phone and email requests for training (formal or informally via phone/email), support, file transfers, instructions and consultations. Support for this plan is billed monthly and based on the hours you used that month.

With Hourly Support, you will not be charged for a code issue, server outage or other issue caused by Atlas. You will be billed for all user-generated problems, trainings and consultations.

# Support plans available at Atlas: Prime Support 5-hour



## Prime Support

This plan offers up to 5 hours of support each month for only \$500. This is an average savings of 25% on our normal rates. Hours exceeding the monthly allotment will be billed at the discounted rate of \$100 per hour for regular support and \$150 for InSite support.

Your Prime Support plan also offers you **VIP support service**: we will respond to Prime Support requests within one business day and will begin work on any required projects in five business days or less, depending on the size of the project.

With Prime Support, you will not be charged for time spent addressing a code issue, server outage or other issue caused by Atlas. You will be billed for all user-generated problems, trainings and consultations.

Your Prime Support plan lasts through DATE HERE, at which time you will have the option to re-sign or choose another support plan.

# Support plans available at Atlas: Prime Support 10-hour



## Prime Support

This plan offers up to 10 hours of support each month for only \$900. This is an average savings of more than 25% on our normal rates. Hours exceeding the monthly allotment will be billed at the discounted rate of \$90 per hour for regular website support and \$140 for InSite support.

Your Prime Support plan also offers you **VIP support service**: we will respond to Prime Support requests within one business day and will begin work on any required projects in five business days or less, depending on the size of the project.

With Prime Support, you will not be charged for time spent addressing a code issue, server outage or other issue caused by Atlas. You will be billed for all user-generated problems, trainings and consultations.

Your Prime Support plan lasts through DATE HERE, at which time you will have the option to re-sign or choose another support plan.

# Support plans available at Atlas: ATLAS ADVERTISING

## Full Marketing Management

### **Full Marketing Management**

This plan takes the weight and responsibility of updating your website, GIS and/or social media tools off your shoulders. Full Support plans are customized to your needs and can cover websites, GIS tools, blogs, social media tools and more.

Full Marketing Management through Atlas can put your mind at ease and enable your organization to save thousands of dollars time from on contractors or employees tasked with maintaining the website.

### **Included in all of our Full Support plans, you'll find:**

- Strategic recommendations: we will provide a yearly strategic marketing plan and then determine on a monthly basis how to best use your budget to enhance your website or other tools in line with your strategic plan
- Statistics tracking: we will review your statistics monthly and provide recommendations and strategic direction based on that data
- Content updates: we will edit, write or upload as needed to keep your dynamic website content areas (such as News and Events or Data) fresh
- Budget management and project evaluation: we will help you determine priorities for your marketing budget, as well as evaluate supplementary work

# Prime Support Case Study: Hoosier Energy



Each month, Hoosier used their support contract to keep their website fresh, enhance user experience and add new, useful tools for their team and audience.

The screenshot displays the Hoosier Energy website interface. At the top left is the 'HOOSIER ENERGY POWER NETWORK Economic Development' header with five circular icons representing different regions. A navigation bar below it contains links for Home, Site Selection, Data Center, Company Search, Live & Work, About Us, News & Media, and Our Partners. The main content area features a 'Hoosier Energy Economic Development' section with a descriptive paragraph and a bulleted list of links: Search Indiana Properties, Site Selection Services, Hoosier Energy Economic Development News, and Contact Us. To the right is a 'HOOSIERInSite' section with a map of the Hoosier Energy service territory and text describing GIS-based maps for property, company, and demographic data. Below these are three estimator tools: 'TAX ABATEMENT ESTIMATOR' (with a calculator icon), 'WORKERS COMPENSATION ESTIMATOR' (with a person icon), and 'ELECTRIC USAGE COST ESTIMATOR' (with a lightning bolt icon). Each estimator has a brief description and a 'Click here to begin' link.

**HOOSIER ENERGY**  
POWER NETWORK  
Economic Development

Home Site Selection Data Center Company Search Live & Work About Us News & Media Our Partners

**Hoosier Energy Economic Development**

Power your Indiana business expansion or relocation with Hoosier Energy's economic development resources: from searchable property data to shovel-ready site listings, Hoosier Energy offers both online and personal assistance for site selectors and business owners. At Hoosier Energy, we have the power to meet your electrical requirements and jumpstart your business success. Start your Indiana business expansion or relocation by visiting the links below:

- Search Indiana Properties
- Site Selection Services
- Hoosier Energy Economic Development News
- Contact Us

**HOOSIERInSite**

Browse our GIS-based maps for the property, company and demographic data that make this region truly unique. Look for the symbol throughout the site for pages powered with InSite technology.

**Hoosier InSite**

- Search Indiana Properties
- Map Local Companies
- Locate Hospitals, Airports & More
- View & Download Demographic Data

**TAX ABATEMENT ESTIMATOR**

Quick and easy to use, Hoosier Energy's Tax Abatement Estimator provides estimated values of real and personal property tax abatement. By providing a few critical pieces of information, you can instantly estimate community tax abatement opportunities for your Indiana business investment. [Click here to begin.](#)

**WORKERS COMPENSATION ESTIMATOR**

Estimate workers compensation anywhere in the Hoosier Energy service territory with this unique, new tool. With only three simple fields to fill out, it's easy to obtain an estimate for your Indiana business. [Click here to begin.](#)

**ELECTRIC USAGE COST ESTIMATOR**

Designed for industrial and large commercial projects proposed or planned for the Hoosier Energy service territory, the Electric Cost Estimator provides estimates of electric usage and costs. To begin your estimate, simply enter your specifications into our simple form and press submit. [Click here to begin.](#)

# What does support cover?

## **Billed to Your Support Plan:**

- Troubleshooting and solving user-generated errors
- Providing additional training (including CMS training)
- Providing additional written instructions
- Consulting services (social media, search engine marketing, etc.)
- Adding new features, graphics, etc. to your website, blog or GIS

## **Not Billed to Your Support Plan:**

- Server outages or time spent troubleshooting server issues
- CMS or GIS errors created by us
- Billing questions

## **Projects Not Covered By Support:**

- Large projects, such as website refreshes, adding new tools (such as InSite) to a site, etc. will have to be separate work authorizations and projects.
- A good rule-of-thumb is to assume that any single project over 10 hours in length will likely be a separate project/separate authorization.

# Who do I contact?

## **Your Account Executive**

You should contact your AE if...

- You want a new feature added to your website or InSite
- You would like to brainstorm about strategy
- You have a billing or budget question

## **Your Support Team:**

You should contact your Support Team if...

- You have a question about how your website, InSite, blog or other tools work
- Something is not functioning as expected
- You would like additional training

## **The Emergency Line:**

Only contact your Emergency Line if...

- Your website is down or stops functioning during non-working hours



# How do I contact them?

## **Your Account Executive**

If you do not have contact info for your AE, please email [gigig@atlas-advertising.com](mailto:gigig@atlas-advertising.com).

## **Your Support Team:**

Your support team can be reached by emailing [support@atlas-advertising.com](mailto:support@atlas-advertising.com). If you need to reach someone immediately by phone, contact Gigi Griffis at 303.292.3300 x223.

**Whenever you email a request to support or emergency, please cc: your Account Executive.**

## **The Emergency Line:**

Your Emergency Line can be reached by emailing [emergency@atlas-advertising.com](mailto:emergency@atlas-advertising.com). Sending an email to this account will notify a 24-hour support team member of your emergency and a support team member will respond the same day.

PLEASE NOTE: If the emergency is due to a code issue, server outage or is otherwise not user-generated, you will not be billed. If your emergency is user-generated, you will be billed at a rate of \$250 per hour. Prime Support clients are billed at a 25% discounted rate for all emergency requests..

# Sending an email to support

## **If you are reporting an error:**

Describe what you were trying to do

Describe the error and what you did right before it happened.

Tell us what browser (e.g. Firefox, Internet Explorer 7, etc.) you were using.

Paste the URL of the page you were working with.

Attach a screenshot of any error messages that may have popped up.

## **If you are asking a question:**

Describe your question, dilemma and/or what you were trying to do in the system.

Paste the URL of the page you were working with.

## **How to Take a Screenshot (on a PC):**

Make sure you can see the error/website on your screen

Hold down the control key

Click on Print Screen at the top of your keyboard

Hold down the control key and hit the C button to copy your screenshot

Open the email you want to send to our team and click in the body of the email

Hold down the control key and press V to paste your screenshot



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Q&A



## Contact information:

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