

The logo features the word "sensis" in a lowercase, sans-serif font, enclosed within a blue circular arc that is open on the right side. To the right of this arc, the word "WebWorks" is written in a larger, bold, uppercase sans-serif font, with a small "TM" trademark symbol at the end.

(sensis) WebWorks™

Website Content Collection Booklet

A step-by-step guide to obtaining a website and securing your presence on the Internet.

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For assistance please call 1800 034 430





Welcome to Sensis WebWorks™

Sensis WebWorks™ is an end to end solution that includes everything you need to get your business online. In two easy steps you can be on the way to having a professional website, e-mail and hosting service set up for you. Importantly, these will be easy for you to maintain.

What do I do next?

STEP
1

Provide us with your Company Details.

STEP
2

Compile your website by completing the content collection pages in this booklet and return it to us.

It's that simple – we'll do the rest!

What do I get with Sensis WebWorks™?

Registration of a Domain Name

A dedicated address for your website
Make it easy for your business to be found online

Building of a professional Website

Professional image
Details to enable customers to contact you
Feature products and services you offer
Highlight events happening within your company
E-mail forms delivered straight to you

Secure and stable hosting

With a reliable and trustworthy host
Your website will be consistently and quickly 'served'

A professional e-mail service

Including 5 e-mail addresses linked to your Domain Name
Making it easy for customers to contact you

Access to the tools to edit and maintain your website

A simple and easy to use tool
to keep your site up to date

Ongoing support

E-mail and telephone support to help your package work for you

Website statistics and monitoring

Monitor your website and adjust your marketing accordingly

STEP
1

Provide your Company Details

Full Legal Name of Company or Person (as it appears on legal documents):

Trading or Business Name:

Business Number: ABN ACN

Other – specify type*

(*Other business number types permitted are: Registered Business No., Association No., Financial Institution Code, Fund No.).

Physical Address:

State:

Postcode:

Postal Address:

State:

Postcode:

Contact:

Position:

(The contact person will be the designated website administrator).

Phone:

Fax:

E-mail:

(Current e-mail address where we can notify you that your website has been built).

New *Sensis WebWorks*TM E-mail: _____ @ insertyourdomainname.com.au

(E-mail address for your website administrator (primary contact) – 3-9 characters including letters, numbers, underscore).

Security

Sensis is committed to ensuring the security of your information. There are two security measures that need to be completed.

Password

You are required to nominate a password that will need to be entered every time you log on to *Sensis WebWorks*TM. Please write your password below and keep this information in a secure place for future reference.

Customer Password:

(Please note: Sensis will request your password if you call us requesting a modification to your website).

Challenge Phrase

A challenge phrase is a simple question that you will be asked in the event that you forget your password. Please select a challenge phrase below and write the answer next to the question.

Childhood Best Friend _____

Mothers Maiden Name _____

Place of Birth _____

Sensis WebWorks™ Guidelines

Supplying Text

Text should be suitable for both existing customers and first time visitors to your website. The text you supply will usually be reproduced exactly as it is written. Please ensure that the information is correct, and that your writing is legible. You may attach a typewritten sheet if you prefer.

Within this booklet you will find indicators of how many text characters can be entered for each section. These limits have been put in place to ensure your website provides enough information yet makes it easy for people to read. It is important to adhere to these limits.

Supplying Images

Images are an important part of your website, they help to make it different from other websites and stand out. Using good quality relevant images ensures that people select your business rather than someone else's. So take the time to think about how best to visually represent your business and what visitors will want to see, for example, your premises, products, or examples of your work.

You can supply logos, graphics and photographs in printed form or on disk. All images must be large, clear, high quality pictures. Retouching of images is not provided as part of the service. Please label hard copies on the reverse side (e.g. Home Page image1) and attach a hard copy of all images supplied on disk for reference.

✓ ACCEPTABLE IMAGE FORMATS	✗ UNACCEPTABLE IMAGE FORMATS
Photographs or Bromides Brochures Letterheads/Business Cards Magazines/glossy Full colour laser or digital prints	Newspaper/Photocopies/Faxed images Slides/Transparencies/Negatives Printed material with gold or silver as base Images less than 4cm x 4cm Unauthorised Images
Disk file formats: jpg, jpeg, gif Size less than 30kb	Disk file formats other than those listed opposite.

Select your Sensis WebWorks™ Pages

Website Options

The *Sensis WebWorks™* package, (as covered in the setup fee) includes the building of a website with up to seven pages. The package can be made up of the following components:

2 Mandatory Pages (templated layout)

- Home Page (with up to 3 images)
- Contact Us Page

Choose up to five additional templated or custom pages from below;

- **0-5 Templated pages:** with a fixed layout and one image per page (except Help Page).
Select from:
 - Products Page
 - Services Page
 - Events Page
 - News Page
 - Help Page
- **0-5 Custom pages:** with a flexible layout and up to three images per page (additional images can be purchased)

Please tick the boxes below to indicate which pages you would like to include in your website. Then select a website style from the following pages and complete the content for the pages you have chosen.

WEBSITE PAGE	PAGE NUMBER	TICK TO INCLUDE PAGE
Home	See Page 12	✓ (Mandatory)
Contact Us	Completed in Website Identity	✓ (Mandatory)
Events	See Page 13	
News	See Page 16	
Products	See Page 19	
Services	See Page 22	
Help	See Page 25	
Custom Page One	See Page 26	
Custom Page Two	See Page 27	
Custom Page Three	Photocopy & attach Page 27	
Custom Page Four	Photocopy & attach Page 27	
Custom Page Five	Photocopy & attach Page 27	

***Sensis Webworks™* websites can contain up to 12 pages** - a maximum of 7 fixed template pages and 5 custom pages. However, additional costs will apply for us to build more than the 7 pages covered by the initial setup fee.

STEP
2

Compile your Website

Instructions:

To compile your website, please complete the relevant sections on the following pages, including Your Website Identity; Your Search Engine Registration; Select a Website Style; and the seven content collection pages you have chosen.

The Home and Contact Us pages are mandatory and must be included. However, the choice of the remaining five pages is yours. Indicate your selection by ticking the box at the top of each page.

Your Website Identity

Website Name:

(This is the name that will appear at the top of each website page).

Website Slogan:

(This will appear underneath your website name on each page).

Logo Image Name:

(Your logo will appear on every page of your website. Where it appears may differ depending on the website style you select).

As part of *Sensis WebWorks™*, there is a Contact Us page. All you need to do is to provide an e-mail address for all e-forms to be sent to. You may use one of your 5 *Sensis WebWorks™* email accounts for this purpose.

Contact Us e-mail address*:

Details for Search Engines

Some search engines use information that is embedded in your website to index it. The information you provide below is for this purpose. You will usually find links on the home pages of search engines that tell you how to submit your website with them. Note, *Sensis Webworks™* does not submit your website to search engines.

When users search using a search engine, they type in keywords to help them find what they are looking for. Once the keywords have been entered, a results page is produced listing the websites that may contain the information being searched. That results page contains a list of the websites and a brief description of each. The description conveys what someone would expect to find when linking to that website.

Keywords (up to 10 keywords, 60 characters):

Search Engine Description (up to 30 words, 200 characters):

May we adjust the text to be more suitable for Search Engines? Yes No

Choose a Website Style

Tick the box of the style you would like for your website.



Antarctic



Aqua



Autumn Men



Beach



Blue Squares



Blue X-Ray



Burgundy



Cardio



Classic



Colour Cycle



Confident



Consultation

Choose a Website Style (continued)



Cool Abstract



Corn



Cosmetic



Dignity



Dusty Blue



Equipment



Evaluate



Extreme



Fire



Friendship



Future



Gavel

Choose a Website Style (continued)



Geometric



Gold Map



Green Bubbles



Green



Grey Industrial



Indigo Flash



Innovate



Integrate



Justice



Khaki Deal



Leverage



Mandarin

Choose a Website Style (continued)



Masculine



Metal



Olive



Optimism



Orange



Planes Trains



Professional



Purple Wave



Reflection



Retro



Rust



Scenic

Choose a Website Style (continued)



Strawberry



Striped



Summer



Sunset



Sweet



Teal Abstract



Theatre



Traffic



Velocity



Violet Flare



Visionary



Yellow Sand

Events Page (continued)

Additional events for promotion on your Events Page.

	Event 3 Date _____ / _____ / 20_____
	Event 3 Heading _____
	Event 3 Description (max 255 characters) _____ _____ _____ _____
	Event 4 Date _____ / _____ / 20_____
	Event 4 Heading _____
	Event 4 Description (max 255 characters) _____ _____ _____ _____
	Event 5 Date _____ / _____ / 20_____
	Event 5 Heading _____
	Event 5 Description (max 255 characters) _____ _____ _____ _____
	Event 6 Date _____ / _____ / 20_____
	Event 6 Heading _____
	Event 6 Description (max 255 characters) _____ _____ _____ _____

Events Page (continued)

Additional events for promotion on your Events Page.

Event 7 Date / / 20

Event 7 Heading

Event 7 Description (max 255 characters)

Event 8 Date / / 20

Event 8 Heading

Event 8 Description (max 255 characters)

Event 9 Date / / 20

Event 9 Heading

Event 9 Description (max 255 characters)

Event 10 Date / / 20

Event 10 Heading

Event 10 Description (max 255 characters)

This page is for you to communicate the latest news about your business. You may mention new services or products, awards your staff win or introduce new staff. You may display up to 10 items.

NEWS	
YOUR COMPANY LOGO	YOUR NEWS PAGE FEATURE IMAGE
HOME	Feature News Date / / 20
EVENTS	Feature News Heading
NEWS	Feature News Description (max 255 characters)
PRODUCTS	_____
SERVICES	_____
CONTACT US	_____
HELP	_____
	News 2 Date / / 20
	News 2 Heading
	News 2 Description (max 255 characters)

IMAGES: You can add a photograph or graphic for your feature news item if you wish.

Feature Image Name (e.g. News image) _____

News Page (continued)

Additional news items for promotion on your News Page.

News 3 Date / / 20

News 3 Heading

News 3 Description (max 255 characters)

News 4 Date / / 20

News 4 Heading

News 4 Description (max 255 characters)

News 5 Date / / 20

News 5 Heading

News 5 Description (max 255 characters)

News 6 Date / / 20

News 6 Heading

News 6 Description (max 255 characters)

News Page (continued)

Additional news items for promotion on your News Page.

News 7 Date / / 20

News 7 Heading

News 7 Description (max 255 characters)

News 8 Date / / 20

News 8 Heading

News 8 Description (max 255 characters)

News 9 Date / / 20

News 9 Heading

News 9 Description (max 255 characters)

News 10 Date / / 20

News 10 Heading

News 10 Description (max 255 characters)

This page is for you to display up to 10 of your products. You may use this page to feature recently released or new products, promotions or your most popular products.

PRODUCTS	
YOUR COMPANY LOGO	YOUR PRODUCTS PAGE FEATURE IMAGE
HOME	Feature Product Name _____
EVENTS	Feature Product Description (max 255 characters) _____
NEWS	_____
PRODUCTS	_____
SERVICES	_____
CONTACT US	_____
HELP	_____
	Product 2 Name _____
	Product 2 Description (max 255 characters) _____

IMAGES: You can add a photograph or graphic for your feature product if you wish.

Feature Image Name (e.g. Product image) _____

Products Page (continued)

Additional products for promotion on your Products Page.

Product 3 Name

Product 3 Description (max 255 characters)

Product 4 Name

Product 4 Description (max 255 characters)

Product 5 Name

Product 5 Description (max 255 characters)

Product 6 Name

Product 6 Description (max 255 characters)

Products Page (continued)

Additional products for promotion on your Products Page.

Product 7 Name

Product 7 Description (max 255 characters)

Product 8 Name

Product 8 Description (max 255 characters)

Product 9 Name

Product 9 Description (max 255 characters)

Product 10 Name

Product 10 Description (max 255 characters)

This page is for you to promote the services that your business offers. It allows you to advertise up to 10 of your services.

**YOUR
COMPANY
LOGO**

HOME

EVENTS

NEWS

PRODUCTS

SERVICES

CONTACT US

HELP

SERVICES

**YOUR
SERVICES PAGE
FEATURE IMAGE**

Feature Service Name _____

Feature Service Description (max 255 characters) _____

Service 2 Name _____

Service 2 Description (max 255 characters) _____

IMAGES: You can add a photograph or graphic for your feature service if you wish.

Feature Image Name (e.g. Service image) _____

Services Page (continued)

Additional services for promotion on your Services Page.

Service 3 Name

Service 3 Description (max 255 characters)

Service 4 Name

Service 4 Description (max 255 characters)

Service 5 Name

Service 5 Description (max 255 characters)

Service 6 Name

Service 6 Description (max 255 characters)

Services Page (continued)

Additional services for promotion on your Services Page.

Service 7 Name

Service 7 Description (max 255 characters)

Service 8 Name

Service 8 Description (max 255 characters)

Service 9 Name

Service 9 Description (max 255 characters)

Service 10 Name

Service 10 Description (max 255 characters)

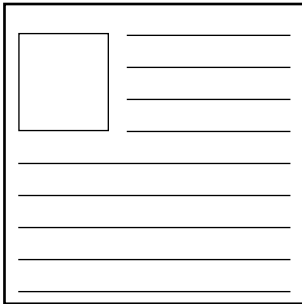
Custom Page 2

Include this Page (please tick)

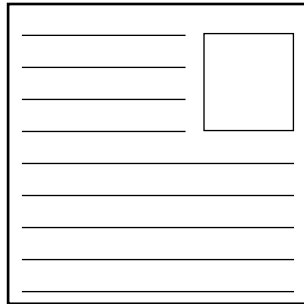
This page can be used for an About Us page or as a page showing features that are unique to your business. You can have up to three images and 300 words of text.

Below are examples of how your custom page may appear. Please tick to indicate your choice.

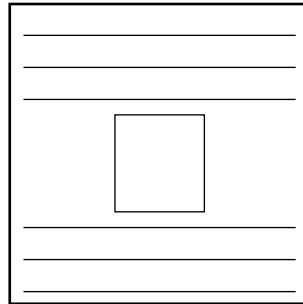
Option 1



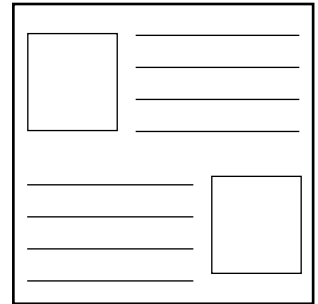
Option 2



Option 3



Option 4



Page Name

Image Names (if required)

Text

Additional Custom Pages

If you would like additional Custom Pages, please attach a separate page.

Promoting/Marketing your Website

Promoting your website is crucial if you want it to work for your business. Once you have received confirmation of your Domain Name registration we suggest you include your website address on:

- All your stationery, letterheads, fax cover sheets and business cards
- Any brochures or advertising materials
- Your autosignature on e-mails
- Store signage and vehicles

Search Engines

To help drive additional traffic to your website, you may like to submit your details directly with some search engines. Usually, you will find a link on the home page of each search engine that outlines how to do this.

Yellow Pages® OnLine

A Yellow Pages® OnLine Solution is another great way to attract customers to your business and to drive traffic to your website. Yellow Pages® OnLine is one of Australia's most successful websites with a large number of hits to prove it.

- Over 900,000 unique visitors each month*
- Around 4 million searches every month**
- Consistently rated as one of the top 10 most visited Australian websites*

Updating your Website

From time to time you will need to update the information on your website to allow for changes in your business e.g. your business develops a new product or service, moves to a new location, or your contact details need updating. There are two ways to update your website:

Either Use the *Sensis WebWorks*™ software to update your website

Or Contact us and obtain a quote for us to update your website for you.

* Red Sheriff Survey, monthly average over 3 months from March 2001 to May 2001

** yellowpages.com.au server logs, monthly average over 3 months from March 2001 to May 2001

