

Empoweren Set Up Questionnaire

In order to run your website on Empoweren, we will need the following information to help you set up your site.

Administrative & Common Element Set Up

1. Who will be our primary contacts during the buildout of this website? Will we be working with outside vendors...ad agency, PR firm, copywriters, graphic designers, web developers?
2. Please list the primary domain name for your site. If you do not, do you need help selecting and purchasing a new domain?
3. Do you have someone on staff who knows how to point the DNS settings to our servers?
4. If this project is a site re-build, can we get FTP access to the current site to pull content, imagery, and videos?
5. What is the target launch date for this site and does this date correspond to any other activity (industry trade show, new product launch, etc...)
6. Do you have any feel for your hosting storage and bandwidth needs?



7. Will you require email hosting in addition to site hosting?

8. Will any other domains need to be pointed to this site once it is published? (301 Server Side Redirects)

9. What Client name should be posted in the Admin Area? (This is typically the name of your company or organization, but may also be the name of a division, product line, etc...)

10. Do you want a common Title Tag element populated throughout all pages of its site? (For instance "Empoweren" with a "|" after it are elements placed in every Page Title field on the Empoweren site.)

11. Do you want common keywords included in every Meta Keywords field on the site?

12. Do Google or Yahoo Analytics need to be integrated into the site? If so, please provide the account ID?

Google _____

Yahoo _____

13. Do you want a Site Search feature incorporated into the site? This is typically only relevant for larger sites (100+ pages).

14. Please list the email addresses of all people who will have administrative access to your website along with the areas of the site that these people will have access to.

Name: _____ Email Address: _____

Access: Full Site | Following Areas Only:

Name: _____ Email Address: _____

Access: Full Site | Following Areas Only:


Name: _____ Email Address: _____

Access: Full Site | Following Areas Only:

Name: _____ Email Address: _____

Access: Full Site | Following Areas Only:

15. Upon logging into the system for the first time, news users will be prompted to download the XStandard WYSIWYG editor. Simply click on **Download Link** or go to <http://www.empoweren.com/xstandard.exe>.



XStandard is not installed on your computer.

Please download and install the XStandard editor to log into your site. Please close your browser completely before installing.

[Download Link](#)



Standard Module Selection and Configuration

1. The following standard modules are included in your set up and configuration. Please cross out any modules that you do not want configured.
 - a. Calendar Manager
 - b. Careers Manager
 - c. Photo Gallery
 - d. News Manager
 - e. Publicist (Please note that monthly email charges may apply to this module if it is used.)
 - f. Video Manager (Please note that extensive video delivery may affect your bandwidth needs)
 - g. Forms Manager

2. Will any of your inquiry forms require eCommerce functionality?

If so, we need the following:

- a. You will need to choose a payment gateway. Empoweren currently integrates with the following:
 - i. Authorize.Net
 - ii. Cybersource
 - iii. Virtual Merchant
 - iv. First Data
 - v. Other Payment Gateways can be integrated, but custom programming costs will apply.

- b. After choosing a Payment Gateway, we will need:
 - i. Cards accepted
 - ii. Login ID's to Payment Gateway

- c. An SSL Certificate – An Empoweren implementation specialist can assist you with this.



3. Publicist Module - If you wish to use the Publicist press release and email administration module, you should review the legal agreement and costs and then we will need the information requested in "c".
 - a. Legal agreement related to email marketing and Can Spam compliance.
 - b. Related costs for email server usage.
 - c. Client Information for Email
 - i. Contact Name for outgoing email correspondence.
 - ii. Email for Contact listed above.
 - iii. Company Name, Address, and Phone Number to use on Email Disclaimer

Optional Module Selection

4. Blog Module – If you wish to have the Blog Module set up, we typically need the design and marketing teams to create the skin for the blog, set up the categories, and outline the functionality of the blog. This typically takes anywhere from a few hours for a simple design to many days if there is an extensive amount of customization. Please let us know if you wish to utilize the Blog module as part of the initial site.

5. Document Manager – In this module, we create an editable document with customized graphical headers (and footers). As such, the work to set this up typically has to be quoted on a custom basis. Please let us know if you wish to discuss the use of the Document Manager module.

6. Sponsors – For full functionality, we must integrate the Flash application into the home or some other page design. Please let us know if you wish to discuss the use of the Sponsors Manager module.

7. Members Manager – There may be work to integrate sign ups and such into Analytics, but otherwise, this module can be implemented with very little customization. Please let us know if you plan on using the Members Manager module.

8. Menu Manager – Primarily applicable to restaurants and caterers. Please let us know if you wish to use of the Menu Manager module.



Design Integration

If you plan on having Empoweren's design team provide the artistic design for your new site, please refer to our Strategy and Design Questionnaire.

If we are copying an existing site for which you own the copyright, please provide the domain name and, if possible, secure FTP access.

If we will be using a standard template, please advise us prior to purchasing so that we can ensure it will work in our System and is aligned with your overall goals.

If your own designers will be providing artwork files, please send the layered Photoshop (.psd) file(s) along with all fonts used in the design. Other formats can be applied, but please call your account manager to discuss.

WYSIWYG Editor Configuration

If you have corporate Style Guidelines that you wish us to apply to the WYSIWIG Editor, please send these to us. If not, please refer to our Design & Style Guideline Questionnaire.

Site Architecture

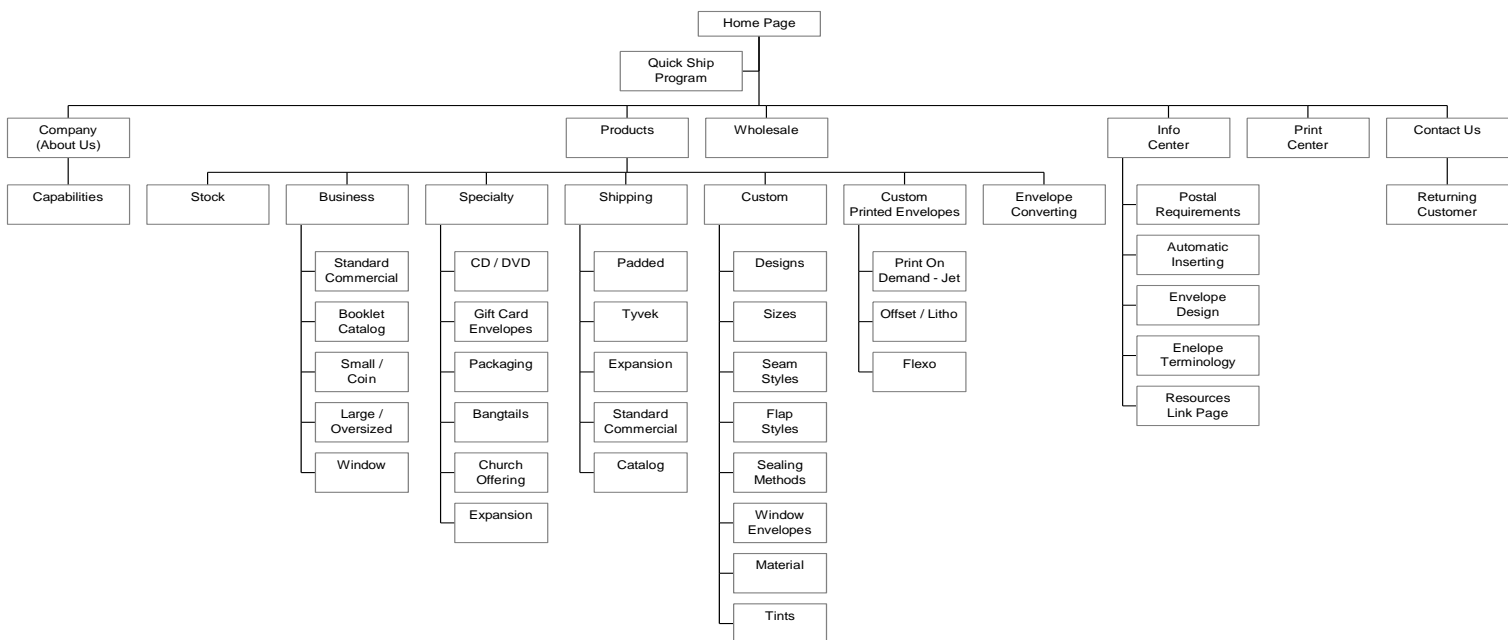
In order to set up your site architecture, we will need to know the primary sections in your site. Typical content areas include:

- Company Information
- Product or Service Information
- Market Information
- Technical Information
- Case Studies/Portfolio/Applications
- News/Press Area
- Calendar/Events
- Contact/Customer Service
- Careers
- Login

You may also want to think about the most common questions that your customer service department receives? Asking your sales or customer service department for their feedback can often provide insight into your content needs.

If there are manuals, brochures, videos, interactive drawings, calculators or other collateral materials that need to be published on the site, please let us know?

If possible, please provide a basic structure of your content and how will it be organized? If you need help with this, our SEO specialists are trained in user interface design and can help in this area. Ultimately, we want to create an organization chart or site map like the one below.



If you know the file names, page titles, and navigation names, we include this information in the initial site architecture. All of this content can be moved, updated, or deleted in the future.