

## WHAT'S YOUR WEBSITE SAYING ABOUT YOUR ORGANIZATION?

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You put in long hours to see that your organizational message gets out in an accurate and understandable manner. Your Board of Directors wants to extend your message to the world to increase participation, raise funds, or just get your word out.

Your staff doesn't have the time, software or skills to maintain, your website. Your staff has their own jobs, and need to spend their time in pursuits related to your organizational focus.

You hire professionals to advise you on everything from accounting to investment opportunities. Yet when it comes to your public face -- your website -- well, dedicated IT consultants and staff are costly.

If only you could find an economical answer to keep your Board happy, your staff focused on their jobs, and provide a presence on the web that didn't conflict with other marketing efforts and offers the up-to-date services needed by your members or customers. Then you should consider Dutch Valley Network.

## CLIENTS:

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Inquiline Properties – Petta's Restaurant  
International Center of the Capital Region  
Albany Tula Alliance - Stockade Walkabout  
Stockade Association - Villagers Art Show  
Downtown Schenectady Improvement Corp.  
City of Schenectady - Stockade Garden Group  
Schenectady County Community College  
Sterling Optical - NASW-NYS  
Rob Gavel Companies - Inquestra  
Morehouse Lakeland Museum  
Schenectady County Historical Society  
Information Management Group  
State of New York OMRDD  
State of New York DOH OMM  
Autotask

## COMMENTS:

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"Excellent guidance... and please proceed as you suggest". –  
President, International Center of the Capital Region.

"Alliance leaders met with a new volunteer this noon, and she was very laudatory about the Web - it prepared her quite well for the meeting and inspired her to work with us...We're on the right track!" Peter Thomas – Albany-Tula Alliance

"Thanks... for the great work you have done on the website"  
- Diane Reiner local photographer and member of the International Center of the Capital region on their website.



**DUTCH VALLEY NETWORK**

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## DUTCH VALLEY NETWORK

Shouldn't everything be this simple?

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## WEB SOLUTIONS



*Shouldn't everything be this simple?*

## YOUR WEBSITE:

Before your organization develops a Website, define specific objectives by answering these questions:

1. What are your organizational goals?
2. Who is your target market or end user?
3. What look, feel and name are right?
4. What's your budget?
5. What is involved?
6. What else can we do with our web?
7. Who will maintain it once finished?

## GOALS THAT ALLOW YOU TO COMMUNICATE

Even if you have a current website, we will meet with your designated representatives and walk through a formal questionnaire to determine the goals of your organization and what services and features are practical for your website.

## END USERS:

We will walk you through identifying who you need to reach, and what material you need your users to receive through the web. And then help you identify keywords to guide placement in search engines.

## COHESIVE MARKETING

A look and feel will be designed that makes use of established logos, color

schemes, graphics, tag lines, and domain name(s) used in your contemporary marketing efforts, or we can help you define a marketing effort to present a new organizational identity.

## WHAT CAN WE AFFORD?

Dutch Valley Network offers a number of packages in a wide range of costs customized to meet your identified needs and will guide you through a number of different programs to assist in defraying costs, if needed.

## WHAT DO WE HAVE TO DO?

Dutch Valley Network, depending on the package purchased, will design, construct, maintain, register or transfer domains, host, provide search engine placement, and identify special features. You only need to identify a spokesperson, who takes point on providing content, and data if needed. Dutch Valley Network will do all the work.

## CAN WE?

A number of optional features can be identified in the initial interview which may be covered in the scope of your package or offered for an additional charge. In short, you can do practically anything legal with your website that you desire.

## IS YOUR CONTENT STALE?

Dutch Valley Network has been building a wide range of web and data products since 1997 and will make every effort to update your website within 24 hours of authorization of materials from your point person.

## PACKAGES:

All the below packages are on an annual basis. Payment is 50% day of contract, balance net 30 days.

## BASIC WEB PRESENCE:

- Domain Registration or Transfer\*
- Basic design and layout (10 pages)\*
- Hosting and maintenance\*
- Navigation structure\*
- Search engine placement\*
- Monthly updates

No commercial content or e-commerce.  
No data services. No specialized scripting.  
No Domain Emails

## NON-PROFIT WEB:

\* Includes all these basic services plus:

- 3 meetings of the minds
- Credits on renewal for referrals
- One data service such as membership or calendar and data load and maintenance.
- Unlimited updates within reason
- 25 Domain Emails with web-mail.
- Second year renewal reduction.
- Unlimited pages of content up to 2 Gigabytes
- Credit card processing through Paypal is an option

No commercial content.

## E-COMMERCE WEB:

Includes all features above plus defined data, shopping cart, catalog, and payment services – will bid on request.