# Timber Frame Websites

Exclusively for Timber Frame Business Council members who would like to upgrade their current website or create a new one, TFBC has teamed up with Polaris, Inc., a full service marketing company that specializes in the construction industry and understands the specialized needs of timber framers. Together with Polaris, we are happy to offer a website package designed for the timber frame industry.

This website package leverages a powerful content management system (CMS) that provides you the option of creating and managing your own content. The site is customized to contain your company's content and branding. Affordable, without up-front costs, the TFBC Website package is all-inclusive (including tech support) and includes no monthly costs beyond what is listed. Designed specifically for the needs of our TFBC members, there is no other website package like this in the industry.
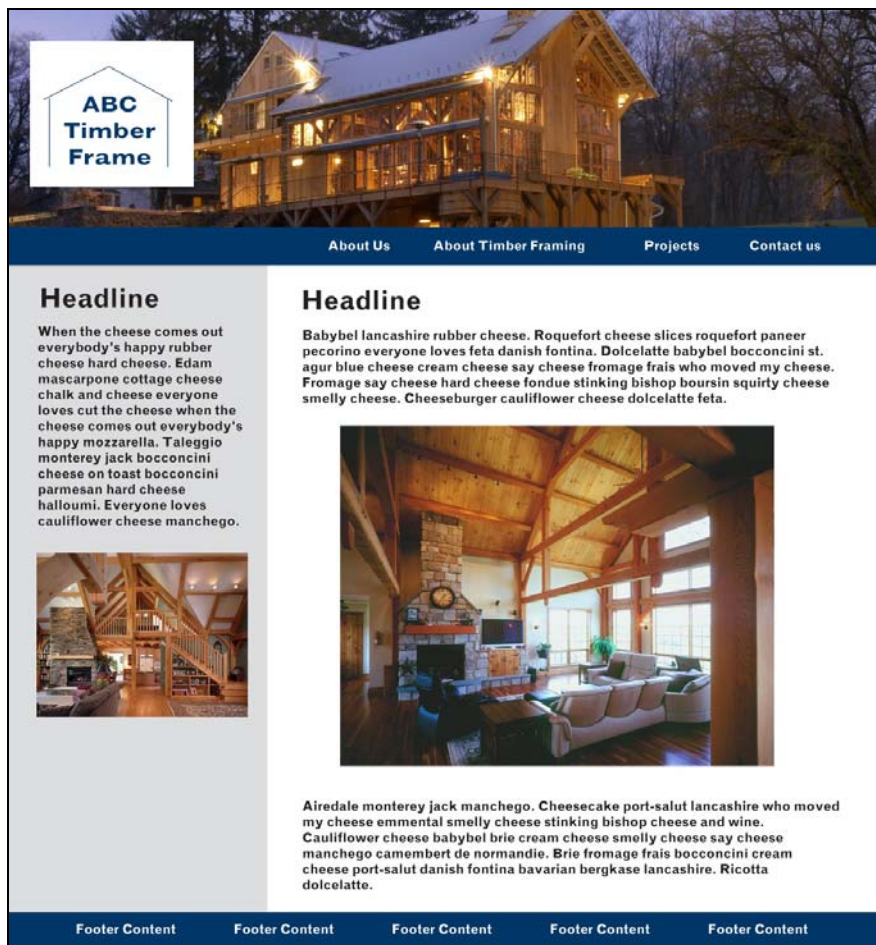
Example Site

Standard Features:

The description of the website package is as follows:

- It is assumed that the client is a paying and participating TFBC customer.
- User-friendly admin capabilities. See the basic sitemap notes below for more detail.
- The website will be designed within the basic physical structure illustrated by the wireframe included later in this document. Polaris will customize the look, feel, colors and branding to match the company style and present visual designs for approval, revising as necessary.
- The type and number of pages are assumed to be as shown on the sitemap (see below). Page names and basic content can change, as long as the number of pages remains the same.
- Additional content (pages, features, etc.) is considered outside the scope of the basic package. Costs for these features are listed. Additional features can be quoted.
- Annual website and email hosting is included at no additional cost.
- Images will be provided by the client. Stock or other photography that Polaris is asked to provide shall be considered outside the scope, but can be quoted as an additional cost.
- Polaris will gather product/manufacturer logos if requested.
- The client will provide rough copy (text) for the pages indicated on the sitemap. Polaris will edit and present final copy for feedback, then revise as needed.
- Email hosting services (mailboxes and/or forwards) are included in this package. Integrating with Google Apps is also an option, which is also free for up to 10 users. If Google Apps is used and there are more than 10 users, the client will pay Google.
- Basic best practice SEO principles will be followed, such as set up with Google Analytics, proper page naming, meta descriptions, etc.
- Typical timeline = 6 to 8 weeks.

# Options:

The following are optional features (and costs):

- Custom content, artwork, slideshows, stock photography, additional pages, technology consulting, marketing support, etc. will be billed at $110/hour, and quoted in advance.
- If the client wants to use Google Apps, they could then manage all the email addresses themselves, have access to Google calendars, docs, etc. Polaris can set this up and the client would pay Google. There would be no additional cost from TFBC or Polaris.
- If, in the future, the client no longer wants to be a paying customer of TFBC, we would transfer the site to Polaris. The client would then have the option of becoming a Polaris customer, paying market-rate hosting costs and programming rates or transfer the site to the host/agency of their choice.

Costs:

Description	Costs
Setup	$0.00
Monthly Fee (Year 1)[1]	$450.00
Monthly Fee (Years 2, 3, etc.)	$45.00
Ongoing Customer and Technical Support (includes content changes to existing pages).	$0.00
Option: Email services, hosted by Polaris, up to 50 mailboxes.	$0.00
Option: Email services setup with Google Apps (Google fees, if any, are paid directly).	Fees paid to Google.
Custom or Optional Features/Scope.	Quoted

1. Requires minimum 12-month commitment.

Basic Sitemap
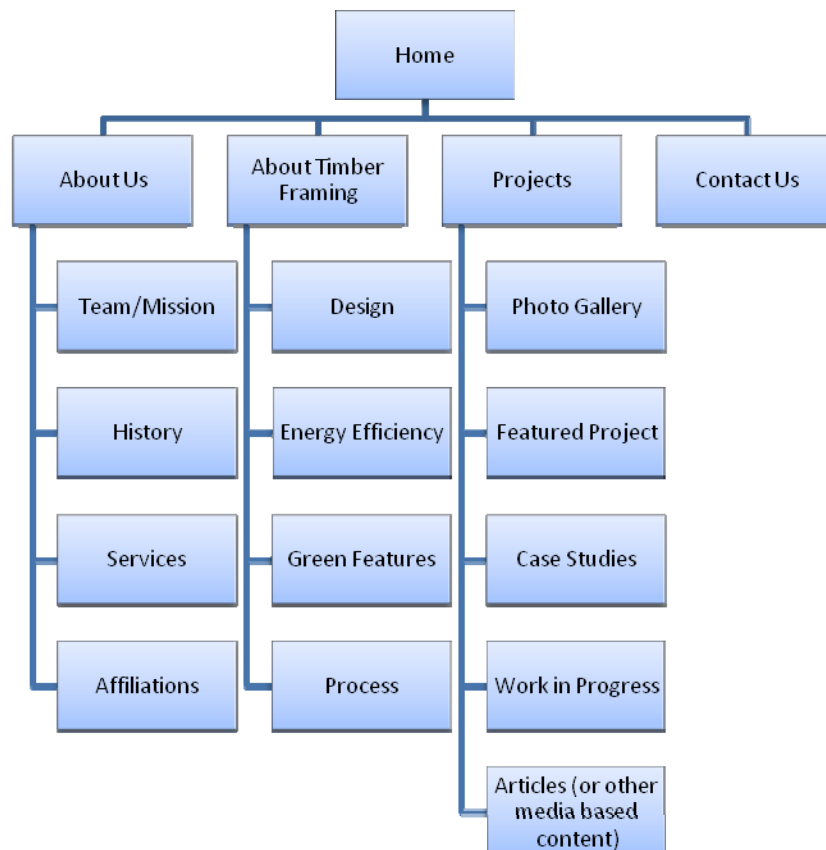
Notes:

1. The above shows a basic structure. Page content can vary depending on the services offered.
2. Admin controls of the pull-down menus make expansion of the site simple (no redesign for new pages).
3. New pages can be easily created within the template.
4. Two areas of content (body and sidebar) allow for creating a rich environment. Images, diagrams, linked media (YouTube, FaceBook, etc.) and other links can be easily incorporated.
5. Flexible, dynamic site structure based on this framework allows staff to easily update and maintain the site.

About Polaris, Inc.

Polaris, Inc. is an independently owned, full-service marketing firm specializing in the development and execution of comprehensive marketing programs. Comprised of a full staff of designers, writers, publicists, project managers and consultants, Polaris has a strong history of successful logo design, website creation, PR campaigns, and other marketing projects for their clients. Over the years, Polaris has developed an expertise that specifically helps clients succeed in the construction/building industries, with a strong stable of clients in the trades as proof. More information is available on their website at www.Polaris-Inc.com.