

## Web Site Standards Guide

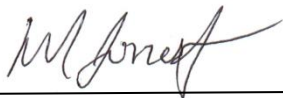
### WEBSITE

The website is the focal point of your on-line web marketing program. Not everyone observes the same principals when it comes to building and commissioning a website. Most sales people cannot even tell you if these things are considered in their website production. Here are ours:

1. **You own your website.** Upon payment the website and the URL or address of the website are yours. We turn over to you the access codes to your property. You can then download all the website files or have your new website person work with them.
2. **We do the work on your website in-house.** In the rare event that we feel it necessary to employ outside vendors for part of the work we only allow them to work on areas that we thoroughly understand and can bring back in-house in the event of any problems.
3. **When we build a website we include all the basic SEO elements that should be in there to help it get found.** You may not know about these things but we include them in our coding of the website. We use proper information that will do your business the most good. For example the title tag of your home page will not be 'home page' but will be something like [your business name]-daycare . In case you are interested these are included because we know the search engines pay attention to them.
  - Heading tags
  - Title tags
  - Description tag (written for potential customers)
  - Google Analytics installed on every page and analytics account set up
4. **We install a Google sitemap and sitemap module** so the sitemap will be continually and automatically updated as new information is added to the website. The search engines use the site map to insure all the web pages get scanned regularly.
5. **We make sure your website is coded properly** and is readily accessible by Google and others by setting up a Google Webmaster account. The webmaster account provides us with feedback on the quality and accessibility of your website.
6. We make sure that the address of each web page (URL) is set up with a simple word that will help it get found for the information on it.

7. We will spend up to an hour with you showing you how you can make website changes yourself if you want.
8. **We test your website** on the latest editions of the following web browsers; Google Chrome, Mozilla Firefox, Microsoft Internet Explorer, Apple Safari
9. **We put in a 301 redirect** so that Google will not perceive the www version and the none-www version of your website to be two different sites with duplicate information. Duplicate information is not as valuable on the web as unique information. Google will not send much traffic to a website that has information that is available in other websites.
10. **We will never copy images or articles from someone else's website.** When we furnish images, either we have created them or we have purchased a non-exclusive license to use them. When we furnish you with web copy, it is original information written for you.
11. **We properly compress the images and files used in your website** so that the site load speed is at or below that for websites loading in North America. We test this on site completion. Websites that load slowly are at a disadvantage with those that load quickly. Google does not want to send search traffic to websites that load slowly.
12. **On website completion** we run the website through a malware and virus checking software to certify that it is clean. We check the website for known malware, blacklisting status, website errors, and out-of-date software. Sucuri™

As the owner of Archmore Business Web, I certify that we faithfully follow these principals.



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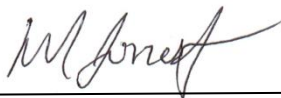
Michael Forrest  
President

### **Search Engine Optimization (SEO)**

The art and science of getting a website listed in a search results. We follow Google's guidelines for this service. We do not try to take advantage of loopholes that may get the website listed early in searches temporarily. We do this by:

- Adding real information to the website
- Adding information to other important websites
- Adding listings on directory sites
- Setting up and adding information on appropriate social media sites

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Michael Forrest  
President