

ISM Best Western Centralized Advertising Website Program

Overview Of The Website Creation Process

The purpose of this document is to outline how your new Best Western styled website will be created and launched from beginning to end. For many subscribers to our program the entire process of setting up a website (any website) is a complete mystery. We are constantly asked questions on the subject that requires many levels of explanation. This document and its companion document, *ISM Best Western Centralized Advertising Website Program: Submission Guidelines*, should provide a better understanding of how this all comes together to provide you with a robust marketing tool for the continued success of your property.

Authorization

During this phase the following events occur:

- The Standard ISM Authorization form is completed by the property owner or authorized subscriber and faxed back to ISM's webmaster.
- The Authorization form is processed and an invoice for the yearly subscription is generated.
- A Welcome Kit is sent back to the property along with your invoice. This includes:
 - *A Welcome Letter*
 - *Overview Of The Website Creation Process*
 - *Submission Guidelines*
 - *A brochure of other services the Best Western Centralized Advertising Website Program offers*
 - *A sample of the monthly performance reports of your website*
 - *A printout of Search Engine Optimization Tips*
 - *An article on E-Commerce*
 - *Your invoice*
 - *A complimentary gift*

Setup

During this phase ISM and our technology partner sets up the temporary construction pre-launch site (a non-live website that acts as the framework for the ultimately launched website) usually under the URL (or web address): *propertyname.magnaquest.net*

Also during this phase the property remits payment for the invoice sent to them, and begins sending content to the ISM webmaster to be included in the construction site under the aforementioned *Submission Guidelines*.

Site Building

During this phase the ISM webmaster works closely with the property owner and any other designated marketing/design representative to build-out the content of this site. This part of the phase usually takes several weeks to accomplish. Also, the property members are trained in using the Remote Authoring Tool to help them continue to update and enhance their website even after it is launched.

Evaluation

This is final pre-launch site building phase that simply involves a final approval of all site content uploaded and formatted for the website that is determined to be enough to launch it. This approval is made by the property owner or designated representative. **Note: changes can still be made to the website even after it goes live.**

Launching Website

This phase involves the following steps:

Domain Name Selection

For properties that have never had a website before, or are looking to use a new domain name for their new Best Western styled website, this step applies them. A domain name is simply a website name such as: Apple.com©, Microsoft.com©, BestWestern.com©, or *yourproperty.com* [no copyright symbol]. ISM's webmaster will help you to choose and register an available name for your property.

For properties that already have a domain name and would like to apply it to their new website the process of redirecting the Domain Name Service (DNS) to the new website usually takes between 24 and 48 hours after the changes have been made. The reason for this is that this redirection information has to propagate throughout the Internet—among the millions of servers out there. The ISM webmaster will walk you through this process.

Email Redirection

Before the previous step can be implemented, websites that have existing web-based services such as email must be dealt with ahead of time before the DNS is redirected. The reason for this is that if a property is receiving email from some Internet Service Provider (ISP), changing the DNS can disrupt email from being delivered to the property members. Arrangements must be made ahead of time to ensure that this service will not be affected by the DNS change. This may involve subscribing to our additional Communications Package, continuing to subscribe to your ISP for email services only (which will involve coordinating with ISM's webmaster), or subscribing to another ISP who can deliver "custom domain name" email service (again involving coordinating with ISM's webmaster).

Post-Launch

Once this website is live and its related services are up and running, you can rest assured that ISM's webmaster and the Best Western Centralized Advertising Website Program representatives will continue to provide you with complimentary service and support for the entire life of your subscription. That is our Quality Of Service Guarantee!

FAQ's (Frequently Asked Questions)

How long does it usually take for my site to be up and running once I authorize it?

Typically we can have your new Best Western styled website up and running within thirty days. Under certain circumstances it may take a little longer. These may involve: unforeseen technical issues, delays in receiving website content, and any delays in receiving remittance for invoices sent.

What is the Remote Authoring Tool?

The Remote Authoring Tool (RAT), is our crown jewel application that sets our service apart from other website content management providers. The RAT comes complete with intuitive tools that allow even the novice web designer to quickly and easily make changes to their website without the need for programming experience. ISM's webmaster will instruct you on how to get the most out of this robust tool.

Who owns my website?

This can be a complicated question. Ownership of the content remains with the property owner or the original developer of the content (see the *Submission Guidelines* for what constitutes website content). Ownership of the website "page for page" as built in the ISM's Best Western Centralized Advertising Website Program's site builder application belongs to ISM and our technology partner, MagnaQuest. Ownership of the domain name, such as: *yourproperty.com*, only belongs to the person or organization that registered it. If the property decided to allow ISM to register the domain name, then ISM would own it. If the property wanted to solely register it (under ISM's guidance), then the property would own it. Ultimately, these decisions are made ahead of time to avoid any potential administrative issues.

How can I effectively market my website?

ISM will help you to effectively market your website through Search Engine Optimization, Internet & E-Commerce advertising tips, and site enhancement suggestions constantly provided to you as a complimentary service for your subscription to our program. Once your site goes live, it is already registered with *Google.com*.

Can I have more than one property represented in my website?

Yes, as long as they are **Best Western** properties.