



School Webmasters is happy to respond to your school website developer questionnaire. If you have any questions or need additional information, please contact us at 888.750.4556 or e-mail us at info@schoolwebmasters.com.

The Business

1. How long have you been in business? **We've been in business since 2003.**
2. Are you based in the U.S. or overseas? **We are based in the U.S., and our main office is in Mesa, Arizona. The address is: School Webmasters, LLC., 2846 E. Nora Street, Mesa, AZ 85213.**
3. What size company are you? **We employ 50+ contractors and employees. All of our staff work from home offices around the U.S. (in order to be able to serve our schools in a variety of time zones and to be able to offer more affordable rates to our school clients).**
4. How would you describe your business model? **We believe it is not about the product; it is about the experience. We provide full website management to our school clients, giving them the control they need, using experts in the fields of website best practices, copywriting, graphic design, social media, and public relations. Our fees are affordable because our business model is to hire highly-qualified women and men who have left their full-time professions to raise their children but who still desire to keep their hands in the game without compromising work/life balance. They can work for us on a part-time basis, and we pass on these savings to our schools.**

Experience & Reputation

1. How long has your firm been building websites for schools? **We've been serving U.S. and International schools since 2003.**
2. How many online solutions have you developed? **We have designed, developed, and managed more than 800 school and teacher websites.**
3. Have you worked with schools or districts similar in size and type to ours? **Yes. We have served schools as small as 14 students to districts with more than 20,000 students.**
4. What are your company's core competencies? **We are most proud of our hands-on customer service. We have teams with expertise in website best practices (updates for both content and graphics), project management, copywriting, graphic design, hosting security, social media, public relations, storytelling, ADA compliance, quality control, and much more.**
5. Where can I see samples of your work for other schools? **Visit our portfolio pages at www.SchoolWebmasters.com (under View Our Work).**
6. What are your company's strengths and weaknesses? **Our strengths involve keeping our school sites informative, inviting, and accurate. By using real people, who have the skills to see a need and fill it, our schools receive much more than a simple CMS system could ever provide. We can do this for far less than a school could complete these services using their in-house staff. The School Webmasters' staff provides expertise that is not typically found among K-12 personnel. Our weakness is actually a benefit to our customers because our business model doesn't allow for high profit margins to shareholders. While this family-owned, woman-run business doesn't have the generous margins that other software-only companies enjoy, it is a win-win for our schools and our staff.**
7. Can you provide school client references? **Please see our quote proposal for references similar to your**



school's type and size.

Development Process

1. Describe the process you use for your website development projects. Our project coordinators meet with the decision makers at your district/school to discuss your goals and expectations for your website. Then they assign the designer and copywriter who will do the best job for you. After sending in your pertinent information (staff handbook, staff lists, etc.), you just sit back and relax while we create a website that will be friendly and useful and one you will be proud of.
2. What is your estimated timeline to build my site? This depends on the size and style of your school's site. On average, design and development (which includes copywriting, site map development, graphic design, layout, etc.) will take between 5 and 8 weeks.
3. Will I have a dedicated project manager for my design project? Yes. We believe this is vital to the success of your website project, and your project manager will become familiar with the unique needs of your school, make recommendations, and put the right people on the project to assure that your website dreams are achieved for the lowest possible costs.
4. Who will be assigned to my project team, and what are their skillsets? Besides your personal project coordinator, who is a master organizer, motivator, and communications specialist, your development team will include professional designers, copywriters, user interface specialists, and content and graphic updaters.
5. What do we (the school) need to do/provide? We need current information, such as student handbooks, staff lists, your graphic logo, staff and student photos, special programs information, current calendar, and any other information you want to be sure we include in your website. Just send us the information, and we'll make sure it gets onto your site and that it's easy to find.
6. Will I own the content and design assets for my completed site? Yes, you will own the images and all content on your website. The proprietary software we use to host and manage your site will not transfer, but you are welcome to take your content and images if you should choose to transfer to another provider or platform.
7. Can you make my site responsive (for mobile and tablet devices)? Absolutely! We wouldn't have it any other way.

The Cost

1. What are the design costs? Please see your quote proposal for specifics (as this varies with each development project).
2. What are the ongoing hosting/maintenance costs? Please see your quote proposal for specifics, as these vary depending on your needs.
3. What payment structure is available for your services? We will accept monthly, bi-annual (preferred), or annual payments. We can also offer to spread the one-time design costs over a 3-year period if you choose to go with a 3-year contract. We accept Purchase Orders, Credit Cards, and Checks.
4. Will training be offered/included if necessary? ADA Training (for those who might create documents that are attachments on your website) is available for free. No other training for your staff will be needed, as our staff will take care of website updates (no need to learn a CMS software). We also manage the ADA



compliance for the sites, so no training for W3C 2.0 compliance standards are required..

5. What contract term/length do you require? We don't require any term agreements, and you are only obligated on a month-to-month basis. We do require 30-days notice before termination. Most of our schools sign-up for a 1–3 year contract.

Creative and Hosting Platforms

1. For which browsers do you design and test your sites? We test in IE, Chrome, and Firefox. If the sites display properly in these three, they will typically be correct in other lesser used browsers as well.
2. Do you build your sites to be search engine friendly? Yes, we follow proper W3C standards which is recommended for search engine optimization.
3. What web-application development environment and servers do you use? Our proprietary software is based on ColdFusion and .Net. Our servers use AWS Cloud servers and you can get specific details by visiting our [hosting page](#) on our corporate site.
4. Please describe, in detail, the security and stability measures utilized for your hosting platform. We use AWS Clouds servers, co-locations in various parts of the country, Cloudfront, SSL, and many other security and stability efforts. For more information, visit our [hosting services page](#).
5. Do you handle my domain name registration or transfer? Is there a charge for this? Yes, we can manage your domains for you if desired. We don't charge for domain registration or transfer.
6. Do I own the domain name used for my site? If your school has an existing domain name, we will require you to point at our servers in order to take your new website live. If you do not have a domain name, we will purchase one for you and if you would like to transfer it into your name and a registry of your choice, we will do that. If not, we will pay the annual fee and manage the domain for you unless you request a transfer.
7. What is guaranteed uptime for your hosting service? We achieve 99.9% uptime.
8. If I need to add an e-commerce solution, with what shopping cart(s) do you have integration experience? Most of our clients use a gateway like Authorize Net and many use a shopping cart like FoxyCart. We will work with you to integrate whatever platform you prefer.
9. What is the backup procedure for my school's website? We conduct backups for your websites on a daily basis.
10. Are your websites ADA compliant? Yes, all of our responsive websites are designed and maintained with website accessibility in mind.

Management & Support

1. Do you offer any management services (ongoing content and graphic updates, copywriting, quality control, editing, graphic design, etc.)? Our staff acts as your staff, managing all updates, encouraging content submission to keep the site current and informative, making recommendations to improve quality and communications, correcting grammar and spelling, and completing quality control reviews.
2. If you provide daily management for website updates, what is the turnaround time for completed site updates? We promise to complete updates within two business days, but most updates are completed the same day (unless the request is a more complex graphic update and then we will request additional time).

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3. What other services are available with your company? (SEO, hosting, social media, logo/mascot design, domain names, copywriting, print design services, public relations support, etc.) All of the services mentioned above are available through School Webmasters. For more details visit the following pages: [social media](#), [print design services](#), [logo & mascot services](#), [public relations support](#), [ADA website accessibility](#), and copywriting, domains, and hosting are all included in our website management services.
4. Who manages issues that can come up like server outages, hacks, site malfunctions? Our server engineers manage our servers, commit updates, and monitor servers in addition to the services provided by Amazon Web Services support.
5. What are your support hours? Office hours are 8 am until 5 pm MDT Monday through Friday. E-mail and customer service portal support is available for extended hours and checked on weekends as well.
6. Is there a limit on the update requests we can submit per month? There are no limits on update requests, but we evaluate usage every six months and if usage exceeds average monthly costs, we will contact those with high usage to review and revise if needed.
7. Will your staff make recommendations on ways to improve our submitted update requests in order to maintain professionalism and best practices? Yes, if we can see a way to improve your communications and help you achieve your goals, our staff are happy to make recommendations.
8. Is proofing and editing a part of the review process when update requests are submitted? Yes. Staff will review your submissions for spelling and grammar and if we have questions, we will contact the individual who submitted the request. We use the Chicago Manual of Style as our styleguide.
9. What other review and quality control services are included as part of your customer support services (if applicable)? We have a Quality Control (QC) team that reviews each school website on a regular schedule to make sure your site will maintain top quality.