

PAS SOFTWARE
web design and development

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PAS e-Newsletter

Providing the best
services on the
internet for the best
possible price

Website Update 50% off Promotion

In order to help you keep your web site fresh, PAS Software will be offering a 50% off special for updates from now until the December 31, 2008. Our hourly update rate will be **\$25.00/hour** with an expected turn-around of 3 business days for changes. This will allow you to add your seasonal messages and complete business updates as you make changes. This does not include new graphic designs or rush requests. So get started with your plans to make changes for back-to-school and the winter holidays.

50% Off

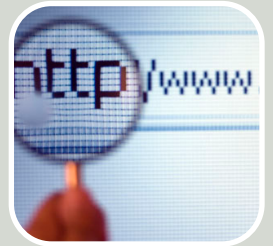
Website updates should be sent to support@passoftware.com and you will get an acknowledgement that we have gotten your request. We will review your request and proceed with updates based upon a **1 hour minimum charge** per email request and if we anticipate the project taking more than 2 hours, we will confirm with you that you want to proceed with the project. It will be most cost effective for you to complete a single request with all of your web changes!

As of September 1, 2008, all clients will be able to take advantage of the monthly hosting fee of \$27.45/month. We will be discontinuing the \$49/month unlimited plan to enhance our efficiency and allow us to maintain the most competitive price in the market.

For clients currently on the unlimited plan, you will be billed \$49 for the month of September which will include your hosting fee, as well as an hour of website update work. You may use your 1 hour of website update credit to complete any work you need to have done on your site and it must be used by December 31, 2008. Your billing in the month of October will move to \$27.45.

Check Your Contact Forms

One of the things you should check is your contact forms – these are critical to your business and we want to be sure they are working properly for you. Contact forms will be exempted from the update changes mentioned, as long as you complete your email request to support@passoftware.com by November 30, 2008. Please send a specific email request for any contact forms that are not working properly. It would be helpful for our processes if you would use the subject line of: Contact Form Update Needed. This will allow us to expedite these changes as well as provide them to you **FREE!**



Best Practices for Website Updates

We have gotten several questions and suggestions from clients on the most effective way to request website updates. We wanted to share with you our Top 5 best practices:

- 1) **Proof your work and do spell check** – We post what you send us! So it is important that you are pleased with the copy. Spell check does not catch all errors so we would suggest that you have at least two people read the copy before sending it to us.

Best Practices Continued

- 2) **For photos, use descriptive file names** - As an example, we work with many design firms so files named “bedroombefore” and “bedroomafter” make it easy for us to properly place your pictures on the web site.
- 3) **Provide details on the changes that you want** - The more information you provide, the better chance of success we will have! An example of easy to understand instructions are: *Revise the copy on the “My Products” page with this updated information and add the image of file named “widget”. We would like to highlight this new product with a red starburst on the top right corner of the page that says “New”.*
- 4) **Provide routine updates** – You should expect your web site to evolve as your business evolves. Some of our most successful clients look to make at least monthly changes to keep their sites fresh. If you do not have a new product, consider adding a season message or a customer testimonial.
- 5) **Group Your Requests** – It will be most cost effective for you and time efficient for us if you place 3 to 4 changes in one email request. We suggest you complete a site review monthly. Also remember one change in copy may impact several different pages on your site.

We look forward to helping you with your updates. If it would be helpful for you to have a discussion with us, we would be glad to do that!

Ask about
Search Engine
Optimization!

To make sure we are all on the same page remember:

- All update requests should be sent to support@passoftware.com
- We program and optimize sites for Internet Explorer, Firefox and Safari
- Remember that it often takes 12 – 24 hours for server updates and for cookies to clear

Coming To Your Email Box Soon!

At PAS Software, we are committed to enhancing customer satisfaction. With our limited marketing budget, we think that **you** are our best Sales force! In order to better understand where we are exceeding your expectations and what we can do to improve, we are looking to implement an on-line survey process that will allow you to provide your feedback on a quarterly basis. Our leadership team will be reviewing the feedback and take action to make improvements. Thanks in advance for taking time complete the survey; we promise it will be short and sweet!



MORE TO COME!

We are currently working on some new and exciting services, read more in upcoming newsletters!

Love to hear from Ya'

If you have any questions, concerns, or comments, we would love to hear your input! Please let us know what we are doing right, and what you don't like! It all helps us better serve you. Please send us an email at support@passoftware.com

Want a new look?

- Outdated?
- Want a new customer base?
- New brand identity?
- Or any just ready for change?

It's time to redesign!

Call in to go over all your options on getting a brand new look and feel for your website!

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questions, comments or concerns?
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