

This document describes our Standard, Premium and Enhanced services. While all listed services are available, you may not need them all. Based on your subscription rights, our digital support team will provide the necessary services as needed. If you require additional support, our Enhanced service team can assist.

TECHNICAL SETUP & ONBOARDING

Our digital support team will lay the technical foundation needed to setup and configure your custom branded microsite and CMS settings. This starts with collecting all the necessary information needed to optimize your W3 Branded Microsite (hereinafter referred to as the 'website').

This includes:

Standard Services

- **W3 Account Setup**
Our digital support team will capture your business information — location, URL, credentials, etc.— to build your website profile.
- **Cname / Subdomain Setup**
Our digital support team will work with you to setup and configure your Cname / Subdomain to host your website using your new URL property (Ex: store.yoursite.com).
- **SSL Certificate Setup**
Our digital support team will work with you to setup, maintain and assign your new website subdomain with an SSL certificate.
- **XML / API Supplier Connection Setup**
Our digital support team will work with you to setup and connect your website with your preferred suppliers.
- **Email Technical Setup**
Our digital support team will work with you to setup and configure your website email settings using your SMTP credentials.

WEBSITE CONTENT

The most successful websites are the ones that keep visitors coming back due to great content. To accomplish this, we've completed an extensive website build that's updated and maintained regularly to ensure your content efforts are always current and up to date.

Standard Services

- **Vendor Branded Content**
Included with your website, you will inherit:
 - ✓ Desktop & mobile friendly content
 - ✓ SEO optimized webpages
 - ✓ Navigational menu
 - ✓ Solution & industry specific webpages
 - ✓ Product catalog with rich content
 - ✓ Product images
 - ✓ Product search
 - ✓ Banner images
 - ✓ Resource collateral

- ✓ Social media icon connectors
- ✓ Request for quote (RFQ)
- ✓ High converting landing pages
- ✓ Lead capture system
- ✓ About Us webpage
- ✓ Terms and conditions
- ✓ Privacy policy
- ✓ GDPR compliant

Premium Services

- **Website Health Audit**
Our digital support team will assess and configure your website to ensure your website is focused on the selected activities of your business.

Enhanced Services

- **Custom Content Creation**
All content can be customized and edited to meet the exact requirements of your business.

CONTENT MANAGEMENT SYSTEM (CMS)

To simplify your CMS responsibilities, our digital support team has built an extensive vendor branded content management system that contains everything needed to update, maintain and add new vendor branded content as it becomes available.

Standard Services

- **Content Synchronization**
Our digital support team will maintain and synchronize your website with your vendor branded subscription.

This includes:

- ✓ Product catalog
- ✓ Vendor branded webpages
- ✓ Content banners & images
- ✓ High converting landing pages
- ✓ Call-to-actions (CTA's)
- ✓ Email campaigns
- ✓ Ready-to-copy social media ads for
 - LinkedIn
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
- ✓ Vendor branded website resources (when available)
 - Infographics
 - eBooks
 - Presentations
 - Videos

- White Papers
- Data Sheets
- Case Studies
- Research Reports
- Solution Guides and others
(html, pdf, ppt, xls, videos and more)

Enhanced Services

- Custom Content Maintenance
All content can be customized and edited to meet the exact requirements of your business.

CUSTOM CONTENT

Our digital support team can create, edit or add custom content as needed. Speak with your representative to learn more.

Enhanced Services

- Everything can be modified, added or removed.

CUSTOM LOOK-&FEEL

Enhanced Services

Having a professionally designed and matching business presence may be an important feature that you require. If so, speak to our digital support team about optimizing the look-&-feel of your website.

ONGOING CONSULTATION

Our team of highly trained digital specialists are here to help scale your business quickly, easily and cost effectively. Based on your requirements, our digital support team can custom create a content strategy that meets your goals and objectives.

Premium Services

Access to our team of digital specialists include:

- Digital Content Strategy
Our digital support team will work with you to create a custom content strategy that meets your goals and objectives.

Enhanced Services

Access to our team of digital specialists include:

- On-call customer service
Our digital support team is available by phone, email, online chat and via our support ticketing system.

DASHBOARD

Our digital support team will provide you with access to your CMS content via the W3 Back Office Portal.

Standard Services

- Technology dashboard (Login & Password to be provided)
You will receive access to the W3 Back Office Dashboard where you can manage and monitor your CMS content.

TRAINING & SUPPORT

Based on your service subscription, training and support services are provided by your W3 Authorized Agency Partner as follows:

Standard Services

- W3 Back Office Support Ticketing System
Via your W3 Back Office, you'll have access to open, manage and submit support tickets 24/7.

Premium Services

- W3 Authorized Agency Partner
Included with your subscription, your W3 authorized agency partner will provide an adequate level of training and support based on your subscription level.

Enhanced Services

- W3 Authorized Agency Partner
As a fully customizable solution and service partner, your W3 Authorized Agency Partner can provide a suitable training and support package to meet your needs.