

The eJobber program sponsored by:



Web site development provided by:



## PWA Offers Web Site Program to Retail Members

**The Performance Warehouse Association** is proud to announce a new program that provides an opportunity for Retailers who do not have a web site or who need a replacement web site to participate in the PWA eJobber Web Site program. PWA has entered into an agreement with eTool Developers to allow PWA members and other retailers listed in FindFastPartsFast.com (also known as PARlocator.com) to create a public web site. This new program allows you to build a web site that is not only informative but also very economical.

eTool Developers will provide support and training to assist you each step along the way in designing, setting up and maintaining your web site. In this program, you will have your own web site with your own web site address. If you have not already registered a domain address, eTool Developers can obtain a domain name for you. Hosting for the web sites will also be provided by eTool Developers.

To create and maintain your web site, you will be given your own administration area on your web site that you can access at any time with your own user name and password. This administration area allows you to easily set up your web site by entering text, graphics, photos and anything else you want, such as customer coupons, news from the track, schedules of upcoming events, new product introductions, etc. You can return at any time 24 hours a day/7 days a week to update your information simply by connecting to the internet and logging on to your web site.

This administration area will allow you activate or deactivate entire web pages or any other features on the web site. You can revise and update content whenever you like. Importantly, you can update web site text using the keywords and phrases that web site visitors use when conducting a search for your products or services. This is extremely beneficial for placement in search engine rankings on the internet.

eJobber now offers an optional shopping cart module that will allow sales from your web site. See the 'Add a Shopping Cart' section below for more details.

## Contents of Your New Site

The following pages and features are available for use in your web site. You can put your information into these pages using your administration web site to access your web site. You can turn any of these pages 'on' or 'off' at any time.

### Home Page

The home page will have a header containing your logo and a tag line; you can also choose a color scheme for the site. The home page will display areas for:

- A description of services/sales activity
- A list of featured products or services
- A list of featured brands
- Featured News/blog items

### About Us/Contact Us page

- will display areas for:
- Description of your company
  - Company location and contact information
    - Link to Google maps
    - Link to allow the site visitor to send an email to you
  - List of testimonials

### Brands Carried

- List of brands you selected in PWA Dealer Locator
- Links to brands' sites, as available in PWA Dealer Locator

### Product/Service Descriptions

- List of products or services that you offer, including titles, images, and descriptions

### News

You can have a list of news items, including title, Image, and description. You will be able to keep this list current by editing these items in your administration web site

### Mail list subscription

- Form to request addition to your mailing list
- Optional use of ConstantContact.com

### Library of Documents

- You can offer downloadable documents and files.
- Each item will have a Title, Image, Description and button for the site visitor to download the file.
- The list of documents can be organized by category.

### FAQ

You can have a list of Frequently Asked Questions and Answers and add new items to the list at any time. This is a good way to provide information to your site visitor.

### Policies and Terms

- Provide a description of the policies and terms used for your customers.

### Links of Interest:

- This is a list of links to other web sites that you consider to be relevant.
- Each item in the list can have a Title, Description and Link.

### The Site Footer

- has the following items:
- Your company name and Copyright notice
  - Site provided by: (PWA logo) (eTool Developers logo)

**An optional shopping cart** is available. You will have the option of adding this cart to your site. See the "Add a Shopping Cart" section for details.

The web sites will have a width suitable for viewing at a screen width of 1024 pixels. Browser compatibility will be with the latest versions of Internet Explorer and Fire Fox.

## **Add a Shopping Cart**

An optional shopping cart module for the PWA eJobber Web Package is available. This shopping cart will provide you with the ability to display and sell your products online.

You will be given an administration area on the web site to manage your shopping cart and your orders. You can use the administration area to enter your product information or you can use a standard import process that will be provided to enter product information. Custom data integration or import processes are available at extra cost.

If your shopping cart is going to allow customers to pay by credit card, you will need a security certificate. This certificate will be obtained for you. If you are going to have real time processing of credit cards by your shopping cart, you will need to supply an Authorize.Net compatible merchant account.

## **eJobber Web Site Hosting**

The hosting fee for your eJobber web site includes:

- Hosting services for your web site and domain name
- 10 email addresses and access to your email accounts
- 5 GB of monthly traffic (10MB if you have a shopping cart)
- 250 MB of drive space for the contents of your site (500MB if you have a shopping cart)
- Access to a web based 'virtual' support desk to help you to maintain and enhance your site
- Please review the Hosting Services Agreement at <http://www.etoolddevelopers.com/HostingServiceAgreement>

## **eJobber Web Site Setup Support**

As mentioned, eTool Developers will provide support and training to assist you with designing, setting up and maintaining your web site. The following levels of hours of eTool staff time are available to you to assist with your web site. Additional hours are available at standard eTool rates.

- Standard eJobber web site without shopping cart: 10 hours
- Commerce eJobber web site with shopping cart: 15 hours

# Registration Form

## PWA eJobber Web Site Program Registration Form

Are you ready to get started? All you need to do is fill out this request form, fax it to us and we'll contact you to provide payment information and to begin development of your web site. We will also provide you with instructions and assistance on how to prepare the content for your new eJobber web site.

Please select:

\_\_\_\_\_ PWA eJobber Web Site Package (web site without shopping cart): \$1,500  
Monthly hosting fee is \$29.95 per month

\_\_\_\_\_ PWA eJobber Commerce Web Site Package (web site with shopping cart): \$2,950  
Monthly hosting fee is \$39.95 per month

\_\_\_\_\_ My shopping cart will allow customers to pay by Credit Card. I will need an SSL security Certificate. SSL fee is \$49.00 per year

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** (Do you currently have a domain name registered? If so, what is the name?)  
\_\_\_\_\_

**Signature:** \_\_\_\_\_

***Please Fax or Mail to:***

### **eTool Developers, LLC**

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