

# Product/Service Description

**This list describes the products and services included with 50 Below**

## 1) Basic Online Presence and Branding

### a) Web Site

- i) Any number of digital pages, hosted on a server and interlinked through navigation, which can be accessed by users via the Internet.

### b) Domain Name

- i) The Web site address.

### c) Email

- i) 5 Internet-based mail accounts hosted at the Domain Name of the associated Web site.

### d) Map(s)

- i) A dynamically generated representation of a geographic area, typically used as a navigational aid.

### e) Custom Skin

- i) A unique Web site design, typically created as a graphics file (such as .jpg, .png or .gif) that is sliced to work properly with the existing architecture of 50 Below's Web system. The skin is applied to every page of the associated Web site.

## 2) Online Business Enhancement

### a) Additional Pages

- i) Pages that are not considered part of the default set of pages within a particular Web site package. These pages, when added, are automatically included in the navigation of the Web site for browsing.

### b) Structured Content (Events, Hours, Coupons, Gallery, Links)

- i) Web Site assets that can be turned on and manipulated to suit a business' needs.
  - (1) Events Page: A Web page designed to show events a business may be participating in or promoting.
  - (2) Links Page: A Web page designed to show links to other Web sites of interest or relevance.
  - (3) Gallery Page: A Web page configured to host multiple photos and descriptions, as well as a pop-up enlarged view of each photo.
  - (4) Coupon page: A Web page configured to show specials and offers in coupon format, where a user can click for details and print offers from a pop-up window.
  - (5) Hours of Operation: A module inserted on the Web site pre-formatted for store hour display.

### **3) Dealer Support**

#### **a) Lead System**

- i) Through numerous available forms within a Web site customers can submit information and requests to your business. The Endeavor Command Center stores and organizes this information for easy access.

#### **b) Marketing Package**

- i) 4 quarterly Marketing Calls – Discuss basic marketing essentials are provided to help promote a businesses success online.
- ii) Search Engine Optimization: Basic Search Engine Optimization includes customized home page content writing, automated page titles & descriptions and submission of the Web site to the major search engines to increase the chances of the Web site ranking well for searches containing the company name, city & state.

#### **c) SurfWatcher (Website Statistics)**

- i) A proprietary Web stat reporting tool, SurfWatcher, delivers powerful metrics to give dealers the ability to track the success and user behaviors generated online.

### **4) Multi-Brand Ecommerce Catalogs**

#### **a) Ecommerce**

- i) The ability to showcase and sell products over the Internet.

#### **b) Product Catalogs - Pre-loaded**

- i) An online directory of a manufacturer's product line, typically added to dealer Web sites and ecommerce carts. Items can be priced to sell or dealer has option to only display and get online quotes or leads.

### **5) Maintenance**

#### **a) Maintenance Pack 1**

- i) 50 Below provides free Web site updates through our Maintenance Packs. These changes include minor modifications to content, copy, and code but do not include major redesigns or alterations to the structure. This Maintenance Package includes 1 hour per month of service.

#### **b) Customer Support**

- i) You can contact us for support via toll-free phone/fax/email customer support 7 AM – 7 PM CST, Monday – Friday.
- ii) You can make changes to your Web site via our Online editor 24 hours/day, 7 days/week.

#### **c) Hosting**

- i) Hosting on a secure server, 24-hour manned security with back-up power, full redundancy, and daily back-up of entire Web site.



