

Benefits of the Ed.it™ Content Management System in the Revenue Positive Model for Chamber Web Site Administration

Frequently Asked Questions

1. What is Ed.it™?
 - a. Ed.it™ is a browser-based content management system developed to simplify management of a Web site, including pages, databases and other utilities required to assure a positive Web experience for the visitor.
 - b. Browser-based means that you can access the administrative management section of your Web site from any Internet browser (i.e. Internet Explorer, Mozilla, etc.) and from anywhere in the world.
2. Can I try it for myself?
 - a. Yes. Our online demo permits access Ed.it™. Here, you can make changes and see the results for yourself immediately. We recommend that you read through the FAQs first.
3. Is browser-based access secure?
 - a. Yes. Access is password protected. Ed.it™ also permits multiple levels of access, with restrictions for site management or content contributor.
4. Who developed Ed.it™ and why?
 - a. Offenberger & White, Inc. (OffWhite) is a 21 year old integrated marketing firm headquartered in Marietta, Ohio. Since our establishment in 1985, we have refined an “information mapping” approach to marketing that was turbocharged in the late 1990s by the advent of the Internet.
 - b. Improvements in broadband, new development tools and innovative languages such as php and other open market software paved the way for us to integrate proven tools into an easy-to-use process for people who are not Web developers or computer savvy operators.
 - c. Our experience with clients who own stranded Web sites due to lack of support, improperly deployed architecture, or orphaned Web sites because the content cannot be updated without paying someone and waiting for results has led us to a more responsible approach to this powerful marketing tool.
 - d. Ed.it™ is comprised of several open source programs that we have knitted together into a back-end control panel. The entire concept is simple, widely supported and free of proprietary restraints.
 - e. Additionally, Ed.it™ supports a powerful banner placement system that permits Chamber managers to seek and justify underwriting support from fellow members who (a) appreciate the value in peer-to-peer marketing and (b) understand the mutual benefits of a high-visibility, content-rich Web site.
5. We have members who are Web developers. How can we justify working with a non-member firm from out of our area?
 - a. Membership in our client Chambers is our first order of business. We believe a Web site is not a computer project. Web sites are marketing tools and must be deployed in support of member services first and foremost. Your Web site is an expression of your Chamber operations model, and it must be configured to do heavy lifting, both externally and internally. Web site developers aren't necessarily good marketers; marketing firms and advertising agencies are not presumed to have the internal capability to build the solution.
 - b. OffWhite offers a proven content management system, easily demonstrated, and ready to place into new or existing Web sites.
 - c. Our business model encourages involvement from local developers or experts in support of your Chamber once the site is completed and launched.
 - d. Our services are usually not required for site maintenance, although we are available to assist anytime.
6. How much does the Ed.it™ Web site cost?
 - a. The OffWhite Ed.it™ system is a combination of time and intellectual property. We evaluate each Web site, whether it is a new site or a retrofit, primarily on its existing or required arrangement of relational databases and site utilities.
 - b. Depending on the condition of your current site, the viability of your databases and the extent of other required utility functions such as forms and online services extended to the membership, your OffWhite Ed.it™ Chamber site can be delivered and launched for as little as \$15,000.
 - c. Likewise, depending on your ability to engage key members in supporting your site through banner underwriting and enhanced membership listings, your return on investment can be resolved in a matter of days or weeks, with long-term revenue yours to keep.

7. Who owns the site?
 - a. You own the site and all content.
 - b. The back-end coding protocol comprising the Ed.it™ operating system (which does not require access to perform any functions) remains the intellectual property of OffWhite.
8. What software do we need to run Ed.it™?
 - a. None. All you need is Internet access (broadband preferred; dial-up is much too slow for today's Web site management demands) and a browser. Ed.it™ sites are tested for multiple browsers and multiple platforms.
9. What hardware do we need?
 - a. None. Just your computer.
10. How does the underwriting program work?
 - a. Your Chamber of Commerce remains the single most popular "first place to look" for community and tourist information, local business news, economic development resources, business start-up assistance and business resources.
 - b. If you and your staff can maintain this information yourselves, or empower others to provide content for you to review and simply submit to your own Web site, it's proven that more people will visit it, assured that the information is timely and accurate.
 - c. As the site increases in value, the underwriting value increases as well. Ed.it™ includes powerful metrics reporting on site activity, unique user sessions, page views and even banner view and click-thrus that help you validate the promise of underwriter banner exposure to a highly qualified audience.
 - d. You select where the banner goes, how the rotation works, how long it stays, where it links, and how the non-sponsored pages pull from the default queue.
 - e. Banners can be easily designed by your underwriting members, local graphic designers or even your own staff.
11. Who sets the underwriting rates?
 - a. You do.
12. Who keeps the money?
 - a. You do. According to Chamber executives who have viewed the system, the Ed.it™ underwriting program is one of the most mutually beneficial revenue models a Chamber can offer.
 - b. Once the site is developed, maintenance is easy, banner management is under your control, and the power of your Web site is back on your desk where it belongs.
 - c. All monies generated through your Web site go directly to your bottom line.
13. What are the downstream costs?
 - a. Although OffWhite continues to improve Ed.it™, it will function as delivered without updates.
 - b. Update subscriptions and maintenance agreements are available upon request.
14. If we already have a Web site, can Ed.it™ work for us?
 - a. Yes. Ed.it™ can be retrofit into most existing Web sites.
15. Can we add new pages to our Web site?
 - a. Yes. You can add new pages, move pages, suspend pages without deleting, delete pages, establish multiple content sections on pages, create your own Meta tags for search engine optimization, and more.
16. If I add a page, do I have to revise the site navigation and dropdown menus?
 - a. No. Ed.it™ automatically revises all navigation when you add a new page, move an existing page, or suspend or delete a page no longer required.
 - b. All sub-pages travel with a dominant page, automatically.
 - c. And if you attempt to delete a page with sub-pages, Ed.it™ will list all sub-pages that may be deleted with it, and give you an opportunity to cancel the action or move the pages before you proceed.
17. Can we manage content on the Web pages?
 - a. Yes. Once you add a page, you can manage its content. The WYSIWYG editor is as easy to use as a Microsoft Word® program, with powerful features as well.
18. Can we use photos and other graphics?
 - a. Of course. Ed.it™ accommodates an online library of photos, graphics and even PDF files that put your entire library of information on the Web site in the public space or on your intranet. You can easily integrate these with your text, adjust photo size, add captions, link to other pages within the site or offsite, include e-mail hyperlinks and more.
19. Can we use videos or other files?
 - a. Yes. Ed.it™ permits nesting of any type of file within the central site library.



- b. Once in the library, all files reside on the Web site only one place, one time, but can be used on any page, anywhere on the site.
20. Can we link to other sites?
 - a. The more links you add, the more popular your Web site, and the more traffic you will offer to your underwriters.
 - b. Ed.it™ permits you to create a powerful community resource by building a portal of links to existing Web sites built and maintained by others.
 - c. The OffWhite philosophy of integrated marketing suggests that “the more, the merrier”, when it comes to links to others in and around your community, your state or elsewhere.
 - d. Portals are easily created, categorized, arranged and cross-referenced within minutes.
21. What training do we need to manage the Web site?
 - a. Very little. Ed.it™ includes an online tutorial and help section. Here, you and your staff can learn how simple it is to operate Ed.it™ from any browser, anywhere in the world.
 - b. Our distance training using the beta site prior to launch is proven and successful.
 - c. To add, edit, suspend or remove database records, pages or content, Ed.it™ presents an online form which is completed and submitted to the system; changes are automatic and instantaneous.
22. How do we know if people are visiting our Web site?
 - a. The Ed.it™ control panel accesses the Web log files that every Web server maintains. Unprocessed, these log files are cumbersome and meaningless.
 - b. Although there are many open-source programs that provide clear, easy-to-ready reports, OffWhite uses Urchin analytics, now aligned with Google, to process your log files automatically, each day.
 - c. Additionally, our php-based underwriting banner software gives you an array of reports on sponsor banners, view and click-thru activity that helps you prove the value of their investment.
23. How do we control site management access?
 - a. You determine who is authorized to access the Ed.it™ content management system.
 - b. You establish their level of management, from site administrator to manager to content editor.
 - c. You establish passwords and permissions.
24. Do we have to use OffWhite for changes we cannot manage ourselves?
 - a. No, but we’re available if you need us.
 - b. If you have an in-house IT person, or perhaps a trusted and reputable Chamber member who deals in Web site development, we can “bring them up the curve” and turn the keys to the Web site over to whomever you designate.
 - c. By using a buffet of open source, highly supported programs, chances are your local experts will be familiar with the tools we use.
25. What type of documentation do I receive with Ed.it™?
 - a. OffWhite provides a desktop manual for the Ed.it™-based Web sites we develop. This manual includes the original site map, administrative and technical contact information related to your URL, site hosting information and more.
 - b. It is your responsibility (and a good idea) to keep this manual current with respect to site changes. By managing the site as an integrated marketing tool, you can assure your Board and Chamber staff of continuity in Web presence, independent of individual expertise.
 - c. It is important to view your Web site as “system” dependent, not “person” dependent, so that a strong Web presence is always there for your Chamber.
26. Should we host our Web site ourselves, or delegate it to others.
 - a. Web site hosting is best left to professionals. We prefer to see Web sites hosted by hosting companies such as Verio because hosting fees are minimal, memory and bandwidth continues to move into commodity pricing, and professional hosting companies such as Verio always maintain the latest in server utilities and security framework.
 - b. OffWhite hosts dozens of Web sites, all placed on our virtual platform with Verio.
 - c. Uptime for our sites is greater than 99.99%, plus all sites are mirrored in duplicate locations and backed-up.
 - d. Additionally, Verio offers excellent technical service to us, which can be extended to your local IT or Web professional should you choose to work with a local Chamber member once the site is launched.
 - e. There are few advantages of hosting your own Web site if you are not in the business of hosting Web sites.



27. How does the online member directory work?
 - a. OffWhite Ed.it™ sites typically parse data from your in-house member management software and perform a one-way upload to the Web site, automatically, so that you do not have to maintain two member directories.
 - b. The process is completed in the secure framework of whatever computer your membership database resides. Parsing is simply a bridge program that requests a “report” of selected member database fields (not all fields, just those you want a visitor to see.) This report is batched to a middleware program such as Excel (again, on your computer) and then uploaded to the Web site host server each day, usually in the wee hours of the morning, local time.
 - c. You can also “push” a replication if you add or edit a member and you want to display the online results immediately.
28. How does the online search work?
 - a. The search function is based on static content, keywords and Meta tags. Because the search is confined to the site, it is extremely fast and efficient, and delivers results in a clear, easy-to-read index that’s convenient for the visitor or peer member.
29. What is an enhanced member listing?
 - a. Member categories cannot possibly reveal all that a member has to offer. Besides, visitors to the site do not typically know what categories to look for.
 - b. An online search is much more useful.
 - c. By offering keywords within your member database, your members can add relevant language to their non-published listings; these keywords trigger results on a site search.
 - i. When you add a new member, or renew an existing member, you can up-sell the member an enhanced listing.
 - ii. For example, an appliance store can list all name brands they offer without encumbering the public description of their business. If a visitor searched for “Kenmore”, and the brand was in the keyword field, the member listing would pop up on the search report.
 - iii. Restaurants can list menu specialties (buffalo); professional services can list keywords (mutual funds; teeth whitening; patent law). The possibilities are endless, and the revenue potential through the enhanced listing (not underwriting) is significant.
 1. If a Chamber with 1200 members up sells just HALF of the annual membership with an enhanced member listing for \$250 (less than \$21 per month), the net revenue to the Chamber bottom line would be \$150,000.
30. Can we place underwriting banners where we want them on the site?
 - a. Yes. Wherever there is a page, there are one or more underwriting opportunities.
 - b. Depending on how you structure your underwriting program, you can limit a page banner rotation to 4 or 5 members (Realtors®, for example) who are first come, first served.
 - c. Depending on your market, such a banner could easily sell for \$600 or more per year, only \$50 per month.
 - d. Home page banners can be sold to angel or charter underwriters for a premium price, and limited to 6 or fewer members. We have seen small Chambers sell four to six rotating Home Page banners for \$2,500 per year.
31. What are site utilities?
 - a. Site utilities are common to all pages on the site, either in terms of content or function. These include such things as the Search bar, Online Registration, Library, Subscription Form, Site Map and more.
32. What are page utilities?
 - a. Page utilities are functions that you can switch On or Off when you add or edit a page. These include common functions such as Show Print Ready and Email to a Colleague.
33. Who develops content for our Web site?
 - a. Chances are, most of your site content is done, either on your current site, squirreled away in various forms, booklets and publications, or easily acquired through your members.
 - b. Content for dynamic content sections which is generated by database records typically includes News, Events, Calendar and anything else that can be standardized into a collective of fields.
34. What is the purpose of the online Library?
 - a. Your Library is the central repository for information. The more robust your online library, the more traffic you will see, the more value you will yield to your members, and the more value you will extend to your underwriters.

35. Can our members register for events online?
 - a. Yes. Administrative management of online registration forms usually includes loading your event into a table, saving it to the site, and then using the dropdown table as an event selector.
 - b. It's fast, easy, and flexible. Events can be turned On or Off as required.
36. Shouldn't we work with firms who specialize in Chamber businesses?
 - a. The business of any Chamber is business. Since 1985, OffWhite has completed more than 8,000 projects for businesses through North America, Europe and Asia.
 - b. In addition to Chambers of Commerce, our consultative partnerships include banks, hospitals, professional service firms, manufacturing companies, universities, high-tech R&D initiatives, biotechnology, life science and non-profit institutions.
 - c. Our value to your Chamber is that we do *not* specialize in Chambers of Commerce. We developed the Ed.it™ content management system in support of a large biomedical instrumentation firm, and later refined and upgraded to the valuable tool is today.
 - d. As members of the American Chamber of Commerce Executives Association, as well as multiple Chambers of Commerce throughout Southeastern Ohio, we understand the role a Chamber of Commerce plays in member services, economic development, and peer communications.
 - e. The lessons we learn in one market or in one industry usually apply to others.
 - f. As members, we identify with your members.
37. Can we change the "look" of our site?
 - a. Once a site is launched, Ed.it™ permits changes in the top-level graphic expression managed by Cascading Style Sheets (CSS).
 - b. If your Chamber requires a new "look" at a later date, your local IT or Web development professional can simply build a new set of style sheets and integrate them into the system.
 - c. Changing the "look" of a Web site is usually done by professionals and is beyond the scope of most Chamber content managers who usually do not require such access.
38. Will my site look like other sites?
 - a. Each OffWhite Web site is unique. No two sites are the same and we do not modify standard templates to deliver a "cookie cutter" result.
 - b. The nature of Web sites, however, suggests that many functions the public has come to expect are expressed in a common language.
 - c. Graphically and architecturally, your Web site will look unique because it is unique.
39. Who designs my site or amends the current design?
 - a. We can do it, or we can work with a qualified member of your Chamber, at your expense, on site design, but only when we have an approved site map and Functional Performance Document; this is the "specification" for the site and tells everyone working on the site what it is expected to do and how.
40. How do search engines find my site?
 - a. Search engines locate and rank sites by using sophisticated methods and algorithms to crawling for keywords, links, Meta tags and other emerging techniques.
 - b. Ed.it™ prompts you to enter keywords when pages are added or edited.
41. What involvement does OffWhite have after our site is launched?
 - a. None, unless you need or want us. Our beta testing process is extensive, with auto-directed bug reports and constant communications between our team and yours.
 - b. Once completed and launched, however, it is unlikely that you'll have any problems. If so, we can resolve them by phone.
 - c. If you have a structural change with site architecture, or unforeseen changes required beyond the range of the Ed.it™ system, we can assist, or you can delegate this to a local Chamber member qualified to access your site.
42. How do I market my Web site?
 - a. A highly functional Web site has a multiplicity of target markets. These include, first and foremost, your own members. In addition to the public at-large within and beyond your borders, you should market your site to alliance partners, vendors, prospective members and anyone else who can benefit from the information you manage.
 - b. Once launched, your Web site should become central or "webcentric" to your entire member services and marketing plan.
 - c. OffWhite can assist in writing a Web site launch, underwriting and marketing plan to meet your needs.



43. Will my Web site pose an added burden on my staff?
- Chances are you're already doing the same kind of work it will take to manage your Web site; you're simply doing it in conventional ways that are not as immediate, sharable or flexible.
 - In our experience, existing burdens will shift, while the benefits of better communications with your membership will increase.
 - At OffWhite, we've learned that Ed.it™ powered Web sites produce a phenomenon of "content shock". Pages, content sections and database records are so easy to add that the Web site becomes a hungry animal in need of fresh information. Once you make an impression on your membership, and once your underwriters catch on to the value you bring to the community, you're committed.
 - That's why we have an Ed.it™ access level called "Contributor". Here, non-Chamber staff or member experts in such areas as economic development, energy and utilities, transportation, education, business development, capital and finance options, government and tourism can be empowered to contribute content to the site. As the site manager, content submissions trigger e-mails, wherein you access the site, view the pending content, edit or approve as required, and publish at the push of a button.
44. How do we get started with OffWhite?
- Call 800-OFFWHITE, or e-mail edit@offwhite.com.
 - We'll learn more about your particular situation such as new site, existing retrofit, viability of databases, needs and desires, and more.
 - To go forth, we will establish an agreement that authorizes our firm to work with you and your team for a fee to be paid to our firm.
 - If necessary, we will propose an intermediate step, an Aud.it™ process, which is independent of the Web site. During an Aud.it™, you pay us an agreed upon fee to examine your Chamber processes as they relate to a Web-enabled marketing tool. We look at your Chamber materials, where they are and what shape they're in, forms and documents you use, what type of member management system you have and how it reports to middleware such as Excel. We map your current site and, at the conclusion of the Aud.it™, deliver a report for your review which includes a new site map, the required databases, technical specifications and a recommended path forward to implement the Web site.
 - You are free to use our firm to develop the site with Ed.it™, or you can choose your own path.
45. How do we pay?
- We'll establish an escrow account at a bank in your area of your choosing. Funds will be released to us in three stages on your authorization, according to terms of the project engagement contract. This is how we guarantee your satisfaction.
46. Where can I try Ed.it™ for myself?
- We have restricted the functionality of our online demo, but it will give you an idea of how easy it is to use Ed.it™.
 - We have disabled the metrics and the banner management modules because they are server based and rely on log files that are meaningless in a demo mode.
 - You can view Ed.it™ as a manager or a contributing editor. Try both to see the difference.
 - Go to <http://chamber.offwhite.com>
 - To log-in as a site manager use login <manager> and password <manager>
 - To log-in as a content editor only, use log in <editor> and password <editor>.
 - Your changes and additions to the site will be viewable immediately.
 - Because this site is used as a demo for others to access, we have programmed the server to re-set the site every few hours. Your changes will be lost.

Our FAQs are updated regularly at www.offwhite.com/chamber.