



Getting Started

To insure that we have all the necessary information for your site I have attached a Word document called Content Gathering Worksheet Client. Wherever you see a blank, I will need you to complete that information.

The most common area that people have difficulty with on this document is the Meta Tag information. It is really quite simple though! In the area that asks for your company description, this is the statement that would appear on a search engine result page where your site is listed. Here is an example:

CruiseCenter.com offers the best discount cruise and affordable cruise vacations online. Offering the lowest affordable discounted cruises and affordable...

The general rule of thumb is about 100 characters otherwise you get the "...". The Description should summarize your company and grab the consumer's attention!

Finally the page title. This is the title that appears up in the very top corner of your computer screen browser window. Commonly you would name the web page with your company name and then what the page is: i.e. ABCTravel.com Home Page, ABCTravel.com About Us, etc.

It is important to show your address and phone numbers on the Contact Us page. Please make sure that we have this information!

Your DNS info is your Domain Name Server or where your URL is told to point to a hosting company. If you are not sure who that is to get the User Name and Password go to <http://www.networksolutions.com> and look for the WHO IS. Type in your URL and that information will be provided to you. Contact the company that has control of your DNS and provide that company name, user name and password to us. If you need assistance, please contact me.

Images: We require all clients to purchase their own images and have an excellent and affordable company to refer you to for high quality travel and business web site photos. The average cost is about \$1.25 per image! Please go to <http://www.iStockPhoto.com> to begin your search. Areas where you will need images: Home page in the masthead (the top of the home page). This can be a collage of images or just one large or billboard image. You can select 3-6 images for a collage, 1 for a billboard (make sure that the image is panoramic!). You can also add images to your About Us page. Some clients want a different masthead on their Land and Cruise pages. If this is the case for you, then we will also need images as described above. Contact me with any questions that you might have! You can also use images taken by your staff during their travels as long as they are in high resolution. Please contact me for additional instructions.



Contact your Project Manager, Barbara Maag, if you have any questions. Barbara@ADVAIA.com



Thank you for choosing ADVAIA for your Signature Travel Network web site and hosting needs! We are glad to add your agency to the growing number of Signature clients.

As we begin putting your new web site together, here is a checklist of items that are needed in order to make this process a smooth one and to get your new web site launched. Please send your responses and requested attachments to Barbara Maag at Barbara@ADVAIA.com at your earliest convenience. You can also fax this (if it is more convenient) to the number below.

It is very important that we receive this Content Gathering Worksheet in order to begin your development project. ADVAIA cannot begin a new project until this completed for is received! Where indicated, items have already been received. Please insure that this information is accurate and complete. Make changes where changes are needed.

These are the most important items that are needed to begin your project which are part of this Content Gathering Worksheet:

Your URL for your new web site

1. Your Content Gathering Worksheet - please make sure that this is complete.
2. Your Signature ID. See Page 2
3. Your Welcome and About Us text - See Page 7
4. Your signed Service Agreement - See Page 8
5. The Plan Design that you (if this is a Silver Template) - See Page 2
6. Your site images (you can use your own images or purchase licensed images from <http://www.istock.com>) Contact me for additional instructions and which images are needed for the template that you chose. See Page 3
7. Your logo in a JPG, GIF or EPS format. Please send as attachment. See Page 2
8. Your DNS information. See Page 2

Projects cannot begin without the complete information.

Item	Response
	The Platform that you are ordering. If Silver indicate the template design 1-4. Enter your response here: I want design
	Email us your company logo. File formats can be .jpg, .gif. Please make sure that the logo is in the highest resolution possible so that it will be clear on your new website. We prefer working with an EPS version if that is available.



Logo's should be emailed to steve.trebon@advai.com	
Please give a description of your company that will appear in your Meta Tag and in search results on the search engines.	
Please indicate the title of the pages. This could be something like ABC Travel (followed by the name of the page i.e. About Us)	
Please give us a list of keywords that best describe your business. You can use http://www.linkedin.com to determine what Keywords are applicable to your business.	
Please provide us with your Signature ID #.	
Please provide us with your Seller of Travel Number	
Please provide us with your CLIA number	10-520860
Please provide us with your IATA number	10-520860
So that we can perform your DNS change (Domain Name Server), please give us the name of the registrar and the User Name and Password. This could be like Network Solutions, Register or GoDaddy.	<p>What is your Domain Name?</p> <p>Current DNS company:</p>



<p>If you will be maintaining your own DNS, we will need to have the IP address and the regular path to your mail server.</p>	<p>User Name –</p> <p>Password -</p>	
<p>Please provide us with the following phone numbers that will appear on your site:</p>	<p>Local Number</p>	
	<p>Fax Number</p>	
	<p>Toll Free Number</p>	
<p>Hours of Operation:</p>		
<p>What is the business address that you would like to have shown on your web site?</p>		
<p>Please indicate the URL's for any Social Media that you would like to have linked on the site. Please indicate the type; i.e. FaceBook, Twitter, YouTube, etc.</p>		
<p>Please indicate any 3rd Party Consumer Sites, Booking Sites or Cobranded sites that you have with suppliers. Example: Funjet, Silversea, etc. Indicate the name of the provider and the complete URL. These will be added to your web site.</p>		



<p>If you have ordered Videos from Spoon Drawer Marketing, please indicate YES to the right. Advaia will contact them for the coding.</p>	
<p>If you have coding for Google Analytics, LinkedIn, etc. that needs to be added to the coding on the site please indicate YES to the right and then email the complete coding and who it is from to steve.trebon@advaia.com</p>	
<p>Images are required for your new web site based on the template that you have chosen. Once you notify ADVAIA of the template that you choose a list of images needed will be provided by email. We suggest that you purchase licensed images through http://www.iStock.com. They have a great and affordable library of licensed images. NOTE: the only images provided on your site are those licensed by Signature Travel Network or those supplied by you.</p>	<p>Instructions: Enter the image number text to the item below:</p> <p>Top Image(s) Mexico Hawaii Alaska</p> <p>Enter the image numbers for the header or side panel depending on the template, if you are ordering the Silver Plan that you are choosing.</p>
<p>Are any of the images to be animated in FLASH? If so, please indicate instructions to the right.</p>	

From the Tour and Cruise Preferred Providers below, please indicate which supplier logo's you would like to appear on your home page, if applicable. Erase those that you do not want, leave all that you want if you are editing this document. **NOTE. This is optional but included in some of ADVAIA's Silver templates. Do not complete if this is not your plan but indicate N/A below.**

Include the following 6-9 Land and Cruise suppliers on the home page:

Cruise Line	Vacation Suppliers
Cruise Supplier Listing By Name. Please place a	Tour, FIT, Theater and Show Supplier Listing By



check-mark next to the suppliers that you want to feature on the home page. Limit to 6-9		Name Limit to 6-9	
ID	Supplier Name	ID	Supplier Name Search by Property Name
3026	AmaWaterways	43	Abercrombie & Kent
2326	Azamara Club CruisesSM	2098	Adventures by Disney
160	Carnival Cruise Lines	1099	African Travel
26	Celebrity Cruises	1218	Alpine Adventures - Ski & Mountain Vacations
27	Crystal Cruises	45	Apple Vacations
28	Cunard Line®	2378	Austin-Lehman Adventures LLC
29	Disney Cruise Line®	46	Brendan
30	Holland America Line	47	Brewster Vacations Canada
38	Lindblad Expeditions	4204	Butterfield & Robinson
586	Norwegian Cruise Line®	52	City Escape Holidays
1021	Oceania Cruises	3031	Classic Vacations
3723	Paul Gauguin Cruises	55	Club Med
33	Princess Cruises®	2150	Contiki Holidays
152	Princess Tours®	3507	Cox & Kings
34	Regent Seven Seas Cruises	3470	Escapade Vacations, an Isramworld Company
36	Royal Caribbean International	3557	EuropeToo, an Isramworld Company
145	Seabourn	1938	Exeter International
792	SeaDream Yacht Club	4205	Grand Canyon Railway
37	Silversea Cruises	60	Hawaii World Distinguished Resorts
2176	Star Clippers Americas	61	Insight Vacations
943	Uniwold Boutique River Cruise Collection	1192	Island Destinations
3719	Voyages to Antiquity	62	ISRAMWORLD
40	Windstar Cruises	2065	JDB Fine Hotels & Resorts
		3473	Latour, an Isramworld Company
		4291	Leisure Connect
		4290	Luggage Free
		1087	Micato Safaris
		3474	Orient Flexi-Pax Tours, an Isramworld Company
		1475	Orient-Express Hotels, Trains & Cruises
		69	Pleasant Holidays - Hawaii, Caribbean, Costa Rica, USA
		70	Pleasant Holidays - Mexico



	64 Pleasant Holidays - Tahiti, Fiji and Cook Islands 3333 Roadtrips, Inc. 3506 RocketShip Tours, Inc. 1281 Rocky Mountaineer 73 Tahiti Legends 74 Tauck World Discovery 2531 Trafalgar 76 Travcoa 77 Travel Bound 3505 Travel Impressions 67 Travel2 (Formerly Newmans Vacations) 1103 Walt Disney Travel Co., Inc - California 78 Walt Disney Travel Co., Inc - Florida
Please indicate any SPECIAL INSTRUCTIONS to the right.	
Please provide us with your HOME page Welcome Copy if applicable. Use space below if necessary.	
Please provide us with your ABOUT US Copy. Use space below if necessary.	

TIMELINE:

From receipt of this completed document we will create a working template that will be used to engineer all content pages and for all the results and functionality for the Signature content. A unique IP Address will be provided to you so that you can see the progress of your new web site as we build it. Hosting cost begin at this time.

The entire process will take approximately one-two weeks. In some cases, this time frame may be shorter. Or longer depending on sign-offs changes, etc. You will be contacted with a projected date for launch following receipt of this document. Changes made to the site after approvals will incur client change costs.



LAUNCHING THE NEW SITE:

Once the entire web site has been engineered we will perform a quality control with you. This is to make sure that we have not left anything out in the process and that all links and functions are working as they should. Once we have completed this process and you inform us that everything is accepted by you, we will begin the DNS (Domain Name Server) process to move your domain name to the working IP address so that your email and your new site are available on the Worldwide Web!

As a rule, we never start this process close to a weekend as the entire DNS process can take up to 72 hours and cannot be monitored over the weekend. A launch (DNS change) will begin on Monday, Tuesday or Wednesday. During the DNS change, your old site and the new site will be available on the web until the process is completed. After 72 hours you will need to contact your current hosting company and have them close your account and stop any services that you have secured through them. PLEASE NOTE! ADVAIA is not responsible for canceling your existing hosting and service plan!

TECHNICAL SUPPORT:

All technical support issues need to be in writing! Once your site has been completed we will provide you with a Technical Support User Name and Password to access our support system at; <http://www.ADVAIA.com/support>, to submit a ticket for technical support. All support, whether through email or through the support ticket system, will be handled in the order that they are received. An email will be sent to you indicating the resolution of your support request as it is processed and completed. Ask your Project Manager for your login credentials and they will be emailed to you.

PLEASE NOTE: All technical support MUST be received in writing! Technical support is not available by phone. In cases where the support request can be answered by phone you will receive a call from one of ADVAIA's representatives during normal business hours. (Monday – Friday, 9:00 am – 5:00 pm (EST)). This will insure a more rapid response and history to any support issues.

ADVAIA, Inc. does not support any third party mail programs or in-house networks. We suggest that you consult your companies IT person for this service and have them work with us.

Client Content

Use this space for Welcome copy and About Us copy.



Agreement Terms and Conditions

These are the terms of our agreement together:

1. Authorization. The above-named client is engaging ADVAIA, Inc., located at 2023 North Nemo Drive, Deltona, Florida 32725 for developing and/or improving a World Wide website to be installed on ADVAIA, Inc.'s dedicated web site server. The client hereby authorizes ADVAIA, Inc. to publish their completed website to on the World Wide Web once the final web site project is approved by the client. Client will provide ADVAIA, Inc. with access to their Registrar for purposing of making the Domain Name Service (DNS) transfer or provide ADVAIA, Inc. with contact information to the clients designated IT person to complete said DNS transfer upon completed.

2. Standard Website Package Elements. (Only included in the following ADVAIA, Inc. platforms: Silver, Gold, Platinum and Customized. Not available on Independent Agent or Bronze Platforms.) ADVAIA, Inc. includes the following elements in their Standard Website Packages:

- **E-mail/phone consultation** (Up to 2 hours total general Web design consultation specific to the Platform chosen, and content gathering. Additional education and consultation is at our hourly rate.)
- **Content** to be supplied by the client for all web pages included in their ADVAIA, Inc. Platform (see Invoice for complete details). Additional Content pages may require additional coding fees to the client. ADVAIA, Inc. will provide an estimation of additional coding fees for client to approve prior to proceeding.
- **Links** to external third party pages, unlimited. Client must provide all links prior to the completion of the web development project. Thereafter, standard ADVAIA, Inc. fees will apply.

Custom Designed Web Site. (Available on Gold, Platinum and Customized Platforms only) Includes Masthead, Footer and web page content templates. Graphics; including client logo and images to be supplied by the client.

Monthly Hosting Services. (Only included in the following ADVAIA, Inc. platforms: Oasis Independent, Silver, Gold, Platinum and Customized. Not available on Bronze Platforms.) Fees begin when ADVAIA, Inc., assigns a designated IP address for the clients new web site at the prorated monthly rate. Thereafter billing will recur monthly and paid to ADVAIA.

- **Photos and other misc. graphic images** supplied by client. Flash animation of images is available at ADVAIA, Inc.'s published rate. ADVAIA, Inc. will provide an estimation of additional coding fees for client to approve prior to proceeding.



- **Signature Travel Network updates and changes** which require changes to existing web site as long as said updates are non fee based products, updates or services from Signature Travel Network. Additional changes billed at ADVAIA, Inc.'s hourly rate.
- **E-mail Services through SmarterMail** (Only included in the following ADVAIA, Inc. platforms: Silver, Gold, Platinum and customized. Not available on Independent Agent or Bronze Platforms.) Set-up of email accounts, account names and passwords is available on a one-time basis, thereafter client will have access to manage their email accounts. Also includes set-up of Content Filters and Spam Filters. 30 minute training is available initially at no charge for set-up of clients email account settings in Outlook Express. Other mail programs are not supported by ADVAIA, Inc., not limited to and including Outlook Express and Thunderbird. Training will be designated to one person designated by the client. ADVAIA, Inc. does not support external, Independent Agent mail set-up.

ADVAIA, Inc. maintains an updated Knowledge Base for common Technical Support issues. This can be found at the following URL: <http://www.advaia.com/announcements/>

- **Google Site Map and Alexa Registration** limited to the primary domain of the client. (Only included in the following ADVAIA, Inc. platforms: Silver, Gold, Platinum and Customized. Not available on Independent Agent or Bronze Platforms.)
- **Web Site Stats** (Only included in the following ADVAIA, Inc. platforms: Silver, Gold, Platinum and Customized. Not available on Independent Agent or Bronze Platforms.) ADVAIA, Inc. will provide a designated URL, User Name and Password to client to access Site Stats on the web site server.
- **Access to Technical Support and Site Stats (where applicable)** will be provided to client with a unique User Name and Password at the time of the project's completion.

3. Standard Website Packages only. The content of the web pages will be supplied by the client and executed as specified by the client in the "Content Gathering Worksheet". This website may include additional web pages as outlined in your ADVAIA, Inc. Invoice. In case the client desires additional standard web pages beyond the original number of pages specified above, the client agrees to pay ADVAIA, Inc. additional charges billed at ADVAIA, Inc.'s hourly rate.

4. Technical Support unrelated to ADVAIA, Inc. Web Server or Mail Server issues. Will be assessed at the hourly rate, and is not included as part of the standard technical support. Technical Support issues are only available through ADVAIA, Inc.'s Technical Support Ticket system. ADVAIA, Inc. does not provide this service 24/7, 365 days a week. If client should request technical support via telephone or email, ADVAIA, Inc. reserves the right to request that a Technical Support Ticket be initiated by the client prior to providing technical support to the client.

5. Changes to Submitted Text. Please send us your **final text**. Time required to make substantive changes to client-submitted text after the web pages have been constructed will be additional, billed at the hourly rate.



6. Completion Date. ADVAIA, Inc. and the client must work together to complete the website in a timely manner. We agree to work expeditiously to complete the website as agreed. ADVAIA, Inc. reserves the right to pull the client project from their schedule for client non-involvement or timely response to email mile stone confirmations sent to client by ADVAIA, Inc.

ADVAIA, Inc. will request client signed approval at various stages of the web site project. Client is responsible to return said approval in a timely manner or contact the ADVAIA, Inc. designated Project Manager for changes or additions at each requested stage. Client recognizes that all terms for timely delivery, client changes, etc., are subject to the terms and conditions as stated herein.

If the client does not supply ADVAIA, Inc. complete text and graphics content all web pages contracted for within six weeks of the date this contract was signed, ADVAIA, Inc. will not be obligated to complete the web site project on time. If the client has not submitted complete text and graphics content within two months after signing of this contract, an additional continuation fee of 10% of the total contract price will also be assessed each month until the website is completed.

7. Payment of Platform Fees. Fees to ADVAIA, Inc. are due and payable at the time that the web site order is approved and inserted to ADVAIA, Inc. All payments will be made in US funds. Client will provide a Credit Card Authorization form to ADVAIA, Inc. for initial payment, monthly service and hosting fees. Periodic work orders or technical support not included in this plan, requested by the client will require a credit card on file.

8. Optional Add-On Fees. ADVAIA, Inc. periodically updates Add-On services and modules to the various platforms provided. These Add-On Fees are published along with ADVAIA, Inc.'s standard fee schedule on their web site found at <http://www.advaia.com>.

9. Assignment of Project. ADVAIA, Inc. reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

10. Legal Stuff. ADVAIA, Inc. does not warrant that the functions contained in these web pages or the Internet website will meet the client's requirements or that the operation of the web pages will be uninterrupted or error-free. ADVAIA, Inc. will exercise diligence in maintaining web site module operations and web server up-time. In no event will ADVAIA, Inc. be liable to the client or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate these web pages or website, even if ADVAIA, Inc. has been advised of the possibility of such damages. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.



11. Copyrights and Trademarks. The client represents to ADVAIA, Inc. and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to ADVAIA, Inc. for inclusion in web pages are owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend ADVAIA, Inc. and its subcontractors from any claim or suit arising from the use of such elements furnished by the client. ADVAIA, Inc. owns all copyright and trademarks to specific functionality modules included in the web site platforms advertised.

12. Laws Affecting Electronic Commerce. From time to time governments enact laws and levy taxes and tariffs affecting Internet electronic commerce. The client agrees that the client is solely responsible for complying with such laws, taxes, and tariffs, and will hold harmless, protect, and defend ADVAIA, Inc. and its subcontractors from any claim, suit, penalty, tax, or tariff arising from the client's exercise of Internet electronic commerce.

13. Copyright to Web pages. Copyright to the finished assembled work of web pages produced by ADVAIA, Inc. is owned by ADVAIA, Inc. Upon final payment of this contract, the client is assigned rights to use as a website the design, graphics, and text contained in the finished assembled website. Rights to photos, graphics, source code, work-up files, and computer programs are specifically not transferred to the client, and remain the property of their respective owners. ADVAIA, Inc. and its subcontractors retain the right to display graphics and other Web design elements as examples of their work in their respective portfolios.

14. Payment of fees. All services billed by ADVAIA, Inc. will be made promptly by the client by means of the clients Credit Card Authorization form on file with ADVAIA, Inc...

This agreement becomes effective only when signed by ADVAIA, Inc., regardless of the place of signing of this agreement, the client agrees that for purposes of venue, this contract was entered into in Volusia County, Florida, and any dispute will be litigated or arbitrated in Volusia County, Florida.

15. Sole Agreement. The agreement contained in this "Website Design Contract" constitutes the sole agreement between ADVAIA, Inc. and the client regarding this website. Any additional work not specified in this contract must be authorized by a written change order. All prices specified in this contract will be honored for six (6) months after both parties sign this contract. Continued services after that time will require a new agreement.

The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

_____ Date _____

Name and Signature



On behalf of ADVAIA, Inc. (authorized signature)

_____ Date _____