

CONTENT KEY
EDSUITE EXPANSION SET:
Chabin can provide pre-populated HTML tables in three pricing tiers (optional); otherwise, client compiles this information.
[B] Basic Set
[A] Advanced Set
[P] Primary Set

OTHER CONTENT:
[O] Original content (provided by owner of site)
[E] Provided by EDsuite

HOME CONTENTS: (see attached examples)

- Flash slide show (businesses, testimonials, location ambiance) (optional)
- Positioning statement (1-2 sentence positioning community's location, competitive advantage, what the website is for)
- Shortcuts to deeper info (e.g., key selling points, "featured site," site location page)
- Thumbnail map linked to larger map
- News teasers
- Quick Property Search (optional EDsuite shortcut; see Kilgore homepage)
- Videos or live camcorder images (optional)
- Contact Info

Goals:
Say who you are (emphasize community, not the organization)
Summarize why they should care
Entice clicks

• Each box represents one page of website
• Dotted lines indicate "related info" links

