

Creating a Web Site for your Utility

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Districts



Murphy's Laws of Computing

1. When computing, whatever happens, behave as though you meant it to happen.
2. When you get to the point where you really understand your computer, it's probably obsolete.
3. He who laughs last probably made a backup.
4. If at first you do not succeed, blame your computer.
5. A computer program will always do what you tell it to do, but rarely what you want to do.

“I think there is a world market for maybe five computers.”

Thomas Watson, Chairman IBM

1943

“But what is it good
for?”

Engineer at the Advanced Computing Systems Division of IBM

1968

“640K ought to be
enough for
anybody.”

Bill Gates, Microsoft Corp.
1981



Why have a web
site?

Why have a web site?

“We have to have a website - everybody else does!”

This is the mentality of many web sites.

Why have a web site?

The problem is that many sites are built without a clear goal in mind

What's the goal of your website?

Why have a web site?

- To Establish A Presence
 - According Nielsen//NetRatings and the International Telecommunications Union (ITU) as of September 18, 2006 there are 1,086,250,903 people on the Internet world-wide and 229,138,706 people in the United States on the Internet. No matter what your business is, you can't ignore 229 million people.

Why have a web site?

- To Make Business Information Available
 - What are your hours?
 - What is your service area?
 - How can someone contact you?
 - What methods of payment do you take?
 - Where are you located at?

Why have a web site?

- To Serve Your Customers
 - Making business information available is one of the most important ways to serve your customers. But if you look at serving the customer, you'll find even more ways to use WWW technology.
 - Any information available on your web site frees up your employees from timely phone calls or timely visits at your office.

Why have a web site?

- To Release Time Sensitive Information
 - What if you have information that needs to be released to your customers before the nightly news or weekly paper is released?
 - Now the information can be made available at midnight or any time you specify.

Why have a web site?

- On-line Payments
 - Many people think that this is the number 1 thing to do with the World Wide Web.
 - Do you consider the telephone the best place to take payments? Probably not.
 - You probably consider the telephone a tool that allows you to communicate with your customer.
 - That's how you should consider the WWW.

Why have a web site?

- To make pictures, sound and film files available
 - A picture is worth a thousand words, but you don't have the space for a thousand words? The WWW allows you to add sound, pictures and short movie files.
 - No brochure or letter will do that.

Why have a web site?

- To Answer Frequently Asked questions
 - Whoever answers the phones in your organization can tell you, their time is usually spent answering the same questions over and over again. Post them on a WWW page and free up some time for your office staff.

Why have a web site?


- Provide private information for your employees
 - Your employees in the field may need up-to-the-minute information that will help them do their job more effectively. If you know what that information is, you can keep it posted in complete privacy on the WWW. This can keep your staff supplied with the most detailed information, without tying up the staff at the utility office.

Why have a web site?

- To Create a 24 Hour Service
 - We're not all on the same schedule. But Web pages serve the customer and employees 24 hours a day, seven days a week.
 - No overtime!!

Why have a web site?

- To Allow Feedback From Customers
 - With a Web page, you can ask for feedback and get it instantaneously with no extra cost.



On-line
Payments

On-line Payments

- Advantages
 - Provides a method of payment from customers on vacation or who may not live in your service area year-round.
 - Minimize snail mail payments
 - Payments automatically deposited in bank...minimizes office staff time.


On-line Payments

- What does it take?
 - Set up merchant account
 - Established through a bank, this account processes the funds acquired through credit card payments, both online and offline.
 - In addition to the fees associated with each purchase, your bank may also include other annual or monthly fees.

On-line Payments

- What does it take?
 - Set up a payment service provider or payment gateway
 - In order for the payment information to be passed from your web site to your bank, a payment gateway service will be required.
 - Authorize.net
 - PayPal
 - This requires an annual fee.

On-line Payments

- What does it take?
 - Set up web site to accept payments using secure server
 - In order to protect your customer's private information, you will need access to a secure server for your web site. (https:\\) 
 - This requires an annual fee, although some host providers or payment gateways will secure the payments at no additional fee.



Maintaining Your Web Site

Maintaining Your Web Site

You first must decide:

1. Do I pay someone to maintain it? or
2. Do I want to maintain it myself?

I will let you decide

Maintaining Your Web Site

- Decisions to be made
 - What software do I need to create or maintain my web site
 - Web design software
 - Microsoft Expression Web (\$299)
 - Macromedia Dreamweaver (\$399)
 - Graphics Software
 - Adobe Photoshop (\$649)
 - Corel Draw (\$399)
 - Corel Paintshop Pro (\$90)

Maintaining Your Web Site

- Decisions to be made
 - What hardware do I need to create or maintain my web site
 - Computer with internet access
 - Scanner
 - Digital Camera

Maintaining Your Web Site

- Decisions to be made
 - Who will host your web site?
 - You will need to find a web hosting company

http://www.hostsearch.com/shared_zone.asp

Do some research!!

You do not want to be swapping around

Maintaining Your Web Site

- Critical issues to consider when selecting a Web Host
 - Setup Fees?
 - Monthly Fee?
 - Duration of contract?
 - Amount of disk space?
 - Unlimited e-mail accounts available
 - What scripts are acceptable? (.asp, .php...)
 - FrontPage (Expression Web) Support

Maintaining Your Web Site

- Decisions to be made

Search Again (domains above will remain in your results)

1 Enter up to 10 names

2 Choose one or more extensions

Most Popular

.com .net .org .info .mobi .biz .tv
 .us .us.com .uk.com .de.com .eu.com .la .am
 .fm .vg .cc .ws .bz .tc .name
 .ms .gs Select all extensions

Country-Specific Extensions

.co.uk .de .be .eu .at .com.mx .org.uk
 .me.uk .co.nz .net.nz .org.nz .cn .tw
 Select all country-specific extensions

>> [See All Available Extensions](#)

3 Search

.co.uk .de .be .eu .at .com.mx .org.uk
 .me.uk .co.nz .net.nz .org.nz .cn .tw
 Select all country-specific extensions
>> [See All Available Extensions](#)

Maintaining Your Web Site

The company that registers your domain name will need the URL (Uniform Resource Identifier)

This prevents your customers from having to type in a long set of numbers to retrieve your web site

taud.org -- 66.242.133.38

Maintaining Your Web Site

- Things to Watch Out For
 - Different browsers work differently than others...so do not depend on your web site to look the same on every computer.
 - Internet Explorer
 - Netscape Navigator
 - Opera
 - Mozilla Firefox
 - Others

Maintaining Your Web Site

There is hope on the horizon

A major grassroots campaign called the Web Standards Project (WSP), formed for the sole purpose of demanding standards compliance in all Web browsers.

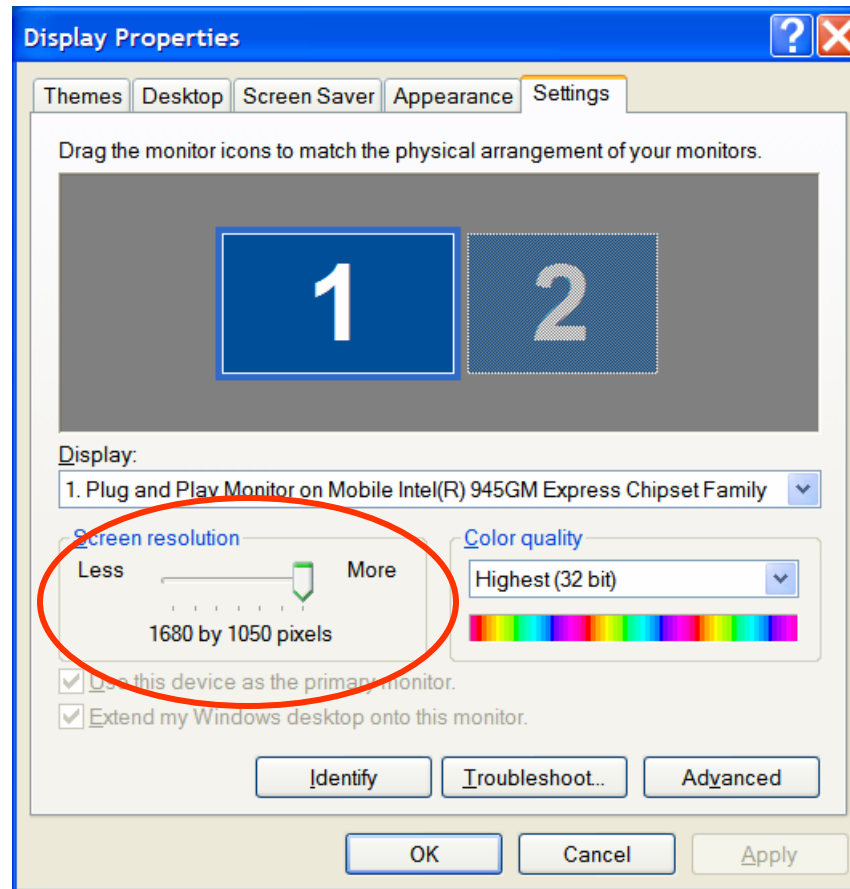
Maintaining Your Web Site

- Things to Watch Out For
 - Different size monitors will change the looks of your web site.
 - Standard dimensions, the most common being 640 by 480, 800 by 600, and 1,024 by 768.
 - There's no way to allow for every obscure monitor size, but it's important to recognize what the vast majority of users have.

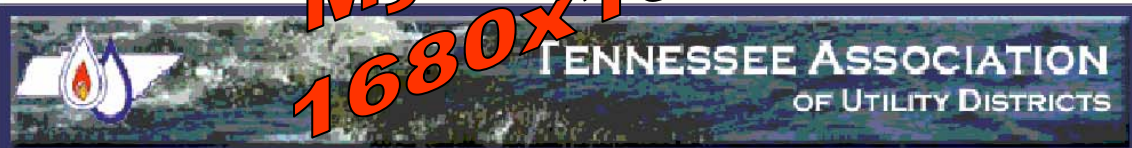
Maintaining Your Web Site

- Things to Watch Out For
 - According to OneStat.com (number one provider of real-time website analysis)
 - The most popular screen resolutions on the web in the world are:

1. 1024 x 768.....	54.02%
2. 800 x 600.....	24.66%
3. 1280 x 1024.....	14.1%
4. 1152 x 864.....	4%
5. 640 x 480.....	0.6%
6. 1600 x 1200.....	0.8%
7. 1152 x 870.....	0.1%



My Laptop
1680x1050



Select where you want to go

Training Calendar

TAUD News

Rule making hearing on changes to the UMRB and WWFB rules dealing with water loss accountability

Click Here

New Ethics Policy (Only for Utility Districts and

Quality On Tap! ning...Click Here

"The mission of the Tennessee Association of Utility Districts is to provide the highest quality technical, legal and operational support to assist its members in delivering safe and efficient services in the public interest."

TAUD serves over 500 utilities and businesses in the state of Tennessee. Our staff of water, wastewater, and cross connection experts is available to assist you and answer your questions. On-site technical assistance is available at your utility by TAUD staff, specializing in water and wastewater operations.



1024x768

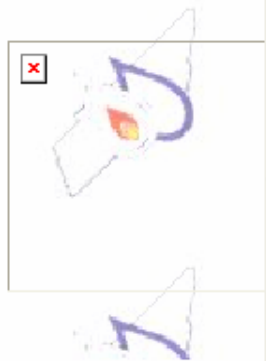


TENNESSEE ASSOCIATION OF UTILITY DISTRICTS



Select where you want to go

Training Calendar

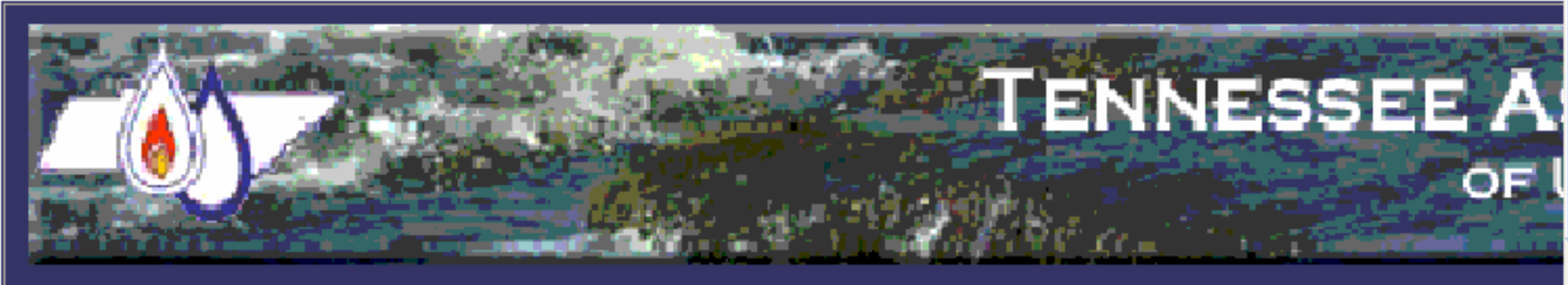


ning....Click Here

"The mission of the Tennessee Association of Utility Districts is to provide the highest quality technical, legal and operational support to assist its members in delivering safe and efficient services in the



800x600



Maintaining Your Web Site

- Don't forget about those on dialup
 - Dialup Internet access is certainly waning - but is it dead? Not quite.
 - As of December 2006 19% of the US were still using dialup

Maintaining Your Web Site

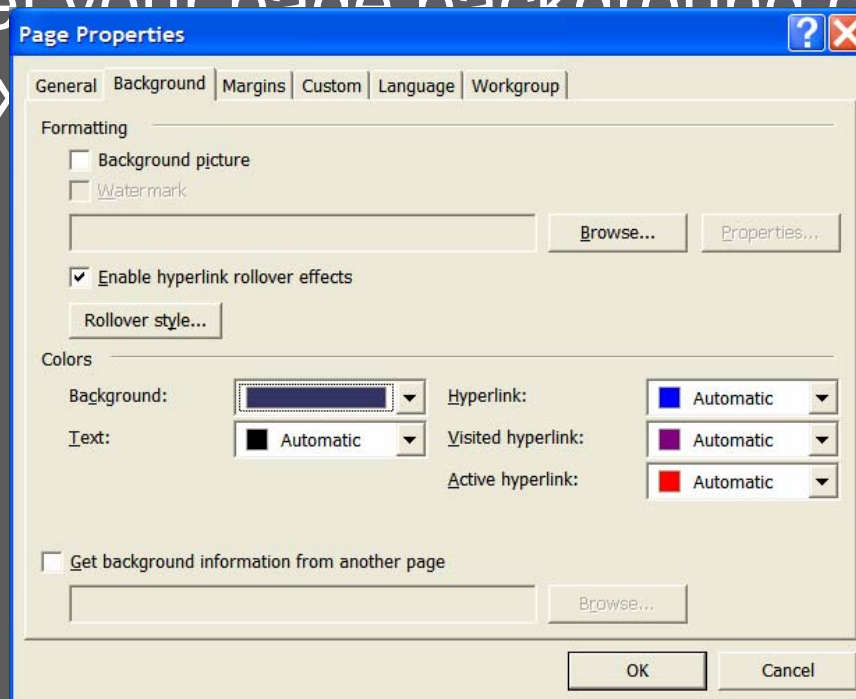
- Things to Watch Out For
 - Counters can look bad if you are not getting many hits.

A digital counter with five segments, each containing a digit. The digits are 0, 0, 0, 0, and 3, displayed in a brown, slightly irregular font. The counter is centered on a dark gray background.

00003

Maintaining Your Web Site

- Things to Watch Out For
 - Set your page background color and text color to prevent due



Web Site Evaluation

“webpagesthatsuck.com”

Provides a checklist to check your web site

- A man from Mars could not quickly understand our site's navigation.
- Our site has outdated calendar information.

Web Site Evaluation

“webpagesthatsuck.com”

- Our home page takes more than four seconds to load.
- Our site doesn't make us look like credible professionals.
- Our site breaks when visited with the Javascript turned off.

Web Site Evaluation

“webpagesthatsuck.com”

- Our site has a sound file automatically play in the background when a web page loads, but we're not a record label or musician.
- I don't know if our site looks the same in the major browsers.
- The important content does not fit in the first screen.
- We never conduct user testing.

Web Site Evaluation

“webpagesthatsuck.com”

- Our site uses scrolling, blinking, fading, or moving text.
- We haven't checked to see if our site's links are broken.
- Our site uses Frames.
- Our site doesn't use CSS.
- Contact information is not available.
- Our site has pull-down (drop list) menus.



How Can TAUD
Help?

How Can TAUD Help?

Basic Package \$250

Keep your customers informed! This simple package will provide relevant utility information, such as: mission statement, contact information, important notices, rates and fees, payment information, and ability to view CCR and water quality reports.

- Up to 5 pages, includes the home page and 4 sub-pages
- 1 Picture and company logo
- Additional Graphics (that require no editing) \$5.00 each
- Additional pages are \$95 each

How Can TAUD Help?

Intermediate Package \$500

While providing your customers with need-to-know information, this package will also allow interaction. Customers can contact utility personnel via e-mail and download or complete necessary forms online.

- Up to 10 pages, includes the home page and 9 sub-pages
- 5 Pictures and company logo
- Necessary External Links
- Additional Graphics (that require no editing) \$5.00 each
- Additional Pages are \$80 each

How Can TAUD Help?

Professional Package \$1000

Modern technology at your fingertips! A complete comprehensive package that offers a full range of services. Customers have ability to request service, disconnect service, report problems, and pay their bill, while never leaving their home!

- Up to 15 pages, includes the home page and 14 sub-pages
- 10 Pictures and company logo
- Necessary External Links
- Additional Graphics (that require no editing) \$5.00 each
- On-line Payments
- Additional pages are \$50 per page

How Can TAUD Help?

All site packages include the following:

- Unlimited E-mail Accounts
- Necessary Internal Links
- Hit Counter-Know how many people visit your site!
- Free Domain Name Registration

Optional Services:

- Maintenance Fee is \$75 per hour (1 hour minimum)
- On-site support is \$75 per hour plus travel expenses (2 hour minimum)

How Can TAUD Help?

Don't see what you were looking for?

TAUD can provide custom layout designs



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Download this presentation at: www.taud.org/ConferencePresentations.htm