

Generation III – Technical Specifications | Company micro site

Company micro site

A fully functioning site within SourceSecurity.com – a dedicated area to aggregate all product data and marketing material for your brands and company.

There are fixed and variable elements to the format of a micro site. The different elements of a micro site are determined by “tabs” which are the navigation tools found on the left hand side of a micro site.

Fixed [left hand navigation] tabs:

- About your company – copy and images
- Products – a filter on our product database for your brands and products
- Case studies – for any installation, for any market
- News – of any type, corporate, applications, event

Variable [left hand navigation] tabs, the following list offers suggestions:

- Downloadable – product catalogues, brochures, presentations
- Regional offices
- Any other information tabs (see suggestions at the end of this document)

There is no technical limit to the number of tabs, but we would not suggest more than 4 or 5

Hint: Have a look at the Axis Communication micro-site example, on *SourceSecurity.com*, available at:

<http://www.sourcesecurity.com/companies/micro-site/axis-communications.html>

There are different approaches to the initial development of a company micro site:

- 1.** We can develop the micro site for you, using your website as a guide, and a source for information and files, by putting the content into a micro site structure. We will let you know if there are any areas where we need additional information.

If you have an up-to-date, information rich website, this is the recommended approach, as it will be consistent with your marketing messages, and will be less time consuming on your part.

Please let us know if you would like us to go ahead and do this.

- 2.** You outline / provide specific content and files for the micro site. The best method of sending us files would be by burning these to CD, or uploading them to your FTP site for us to download, or referring us to your website for certain elements.

We have prepared the following guide, in checklist format, to assist you with the information requirements.

Company Listing

For users of the website to find your company details, and your micro site, please complete the free company listing form, which incorporates searching categories. The form is available at: <http://www.sourcesecurity.com/companies/register.html>

Company logo: Please send us your company logo in highest possible resolution.

Graphics Panel - Large logo dedicated to company /product offering:

	Width (pixels)	Height (pixels)	Format	File size (recommended)	File size (Maximum permitted)
Company logo	300	80	Static jpg or gif	10 kb	20 kb
Company graphics panel	650	156	Static jpg or gif	30 kb	50 kb

NOTE: if you exceed the recommended files size, it will take longer for your logo or graphic to load up, which will affect user experience / your exposure.

We would be happy to design your company graphics panel if you provide us with your underlying artwork / themes.

For an **example** of this feature please see:

<http://www.sourcesecurity.com/companies/micro-site/axis-communications.html>

About Company copy

– Approximately 150 words, broken up into paragraphs. ~

Landing page image(s) -

Dimensions: Approx 250 x 250 pixels, 72 dpi. Note this size is flexible, and indicative only, as you may have different sizes / shaped images.

Format: .GIF / .JPG

Download file(s) for landing page – perhaps a corporate brochure / presentation

Format: .PDF / .WMV / .HTML / .PPT

Contact details – these appear on every page of the micro-site.

We will use those completed in the Free Company Directory Listing form, unless advised otherwise.

In addition, we require:

Email (generic / sales email):

Website URL (www.):

You can also provide us with a second set of contact details if you wish (a different regional office for example):

Company office name:

Address1:

Address2:

Town / City:

County / State:

Post code / Zip code:

Country:

Telephone Number:

Fax Number:

Email (generic / sales email):

Website URL (www.):

Products

Products are filtered from the SourceSecurity.com product database. Ensure we have your products covered in the product database, and the content looks good (images and Download Datasheet).

If required please send us static images (JPEG format of size 400 x 400 at 72 dpi), and PDF datasheets.

Applications

Applications tell stories about installations, and applications of the product or technology.

If possible, please provide these as word documents, with images, as opposed to PDF.

If we have covered your case studies in the 'Markets' area of *SourceSecurity.com*, these will automatically appear in your micro site.

News

News is the area for press releases / announcements. This could include announcements of new contracts won, changes within the company, events etc. If possible, please provide these as word documents, with images, as opposed to PDF.

If we have covered your news in the 'News' area of *SourceSecurity.com*, these will automatically appear in your micro site.

Presentations [This is a “variable tab” suggestion]

The structure for **presentations** is the same as for brochures (above).

Category 1 title:

Presentation 1 file name:

Presentation 2 file name:

Presentation 3 file name:

Category 2 title:

Presentation 1 file name:

Presentation 2 file name:

Presentation 3 file name:

Category 3 title:

Presentation 1 file name:

Presentation 2 file name:

Presentation 3 file name:

The files will be listed under categories, so please specify category names, and the files to go underneath each.

Format: .WMV / .PPT

Regional Offices [This is a “variable tab” suggestion]

We will use those completed in the Free Company Directory Listing form (and those displayed on your micro site landing page) as your **Head Office** contact details, unless advised otherwise.

Please provide us with contact details for any regional offices as below:

Company office name:

Address1:

Address2:

Town / City:

County / State:

Post code / Zip code:

Country:

Telephone Number:

Fax Number:

Email (generic / sales email):

Website URL (www):

Company office name:

Address1:

Address2:

Town / City:

County / State:

Post code / Zip code:

Country:

Telephone Number:

Fax Number:

Email (generic / sales email):

Website URL (www):

Company office name:

Address1:

Address2:

Town / City:

County / State:

Post code / Zip code:

Country:

Telephone Number:

Fax Number:
Email (generic / sales email):
Website URL (www):

Company office name:
Address1:
Address2:
Town / City:
County / State:
Post code / Zip code:
Country:
Telephone Number:
Fax Number:
Email (generic / sales email):
Website URL (www):

Additional “variable tab” suggestions

Is there anything else you want your micro site to accommodate?

If you have any specific requirements that do not fit within this structure, please discuss these with us. We have a flexible approach to micro sites, and aim to ensure we can meet your marketing requirements.

Additional [left hand navigation] tabs may include:

- White Papers – downloadable documents, White Papers on best practice, technology etc
- Regional Offices
- Dealers / Suppliers / Partners – their contact details, logos etc
- Presentation Material
 - Corporate
 - Marketing
 - Products in action
 - Technology
 - Application
- Events participating at (cross refer to our Events section)
- Awards won
- Training