



**This SiteSmart™ Advertising Rules are separate from other Sensis product advertising rules. Where any of the following is in conflict with other Sensis advertising rules these will take precedence in relation to SiteSmart™ Websites.**

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Produced by: Sensis Pty Ltd  
Policies, Rules and Standards  
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## **Background**

This document provides the product rules for the SiteSmart™ Website products.

The intention of these product rules is to:

- (a) preserve the quality and integrity of SiteSmart™ Websites
- (b) ensure uniformity in the product offering, positioning and presentation; and
- (c) provide Sensis advertisers with consistent, equal and fair treatment.

## **Product Overview**

The SiteSmart™ Website product provides businesses with a web presence through their own URL and created website. SiteSmart™ Websites provides a website publishing tool and hosting solution, with website content managed through a number of options.

SiteSmart™ Websites use templates and design functionality to create a website presence, with added functionality available, such as maps, video feeds, Flash, depending on the product purchased.

There are two base SiteSmart™ Website products available for purchase:

- SiteSmart™ Starter;
- SiteSmart™ Plus

SiteSmart™ Starter or SiteSmart™ Plus websites are provided directly to advertisers to manage on the SiteSmart™ self service platform. With these products, base turnkey websites are set up according to various industries. Advertisers can use pre-prepared templates and designs, as well as modules, to expand, edit and customise the base turnkey websites set up for them. SiteSmart™ Website product inclusions are specified in this document.

Advertisers can purchase customisation and management services together with their SiteSmart™ Website base product.

SiteSmart™ also facilitates the registration and/or transfer of domain names.

## Website Customisation

Websites created with the SiteSmart™ Starter and Plus products will not necessarily have an individual or unique “look and feel” because they will be created using templates. As such, advertisers within the same industry may have similar content (e.g. images) on their SiteSmart™ Websites.

However, advertiser can customise their SiteSmart™ Websites.

A Website Customisation Service is a service that is available to the advertiser for a once-off fee to customise their SiteSmart™ Website. This service is managed through the SiteSmart™ Website Editing Interface platform.

The service permits the customisation of the following elements of the website, limited only by what is available to edit in the SiteSmart™ Website Editing Interface:

- choice of the skin, background images, colour and font treatment
- site layout
- custom written web copy
- choice of stock images or utilisation of advertiser supplied images and logos

The Website Customisation Service for SiteSmart™ Starter subscribers includes customisation of the three pages included with the product.

For SiteSmart™ Plus advertisers, customisation is available for the five pages included with the product. Customisation of additional pages taken up as part of the product is available, if required, for an additional fee.

## Website Management Service

An advertiser may, at any time, add the Website Management Service to their SiteSmart™ Website order. The minimum period for this service is six months, after which it continues on a month by month basis until cancelled.

The Website Management Service option allows advertisers to utilise Sensis' Website Specialist Team for minor content changes to their website.

Minor content changes include the following:

- Changes to web copy using the copy provided by the advertiser
- Changes to images using the images provided by the advertiser
- Changes to background image using the image provided by the advertiser
- Minor changes to web copy as provided by the advertiser
- Minor tweaks to font treatment and colour scheme of website
- Embedding of links provided by the advertiser
- Updates to Sensis Maps widget to reflect address change
- Adding of widgets from the widget library to the advertisers site

All content must be provided by the advertiser. To be clear, Sensis will not generate content for the advertiser (i.e. the service does not include copy writing, image sourcing, image creation etc.). The service is limited to Sensis updating the advertiser's SiteSmart™ website with content provided by the advertiser.

All content is provided by the advertiser to the Sensis Web Specialist via email.

**Not covered** under the Website Management Service is:

- Wholesale changes to the content on the site. Sensis reserves the right to temporarily suspend an advertiser's rights to request us to make changes to their content if content changes to the website affect 25% or more of content on the website in any given month. We will tell advertisers before this happens.
- Template structure changes
- Changes that require coding
- Changes that require content sourcing (e.g. stock images)

SiteSmart™ product inclusions are described in the following table:

| <b>Options</b>  | <b>SiteSmart™ Starter Website Package</b>   | <b>SiteSmart™ Plus Website Package</b>                           |
|---|---|--|
| <b>Site Layout</b>  | <b>3 Pages maximum</b>  | <b>3 Pages minimum<br/>Unlimited additional pages available</b>  |
| <b>Self Service Site Admin Interface</b>                          | <b>Yes</b>  | <b>Yes</b>   |
| <b>Site optimised for Mobile</b>                                  | <b>No</b>   | <b>Yes</b>   |
| <b>Domain Name<br/>(transfer existing or register new domain)</b> | <b>Optional</b>   | <b>Optional</b>  |
| <b>Website Customisation</b>                                      | <b>Optional</b>   | <b>Optional</b>  |
| <b>Website Customisation (extra pages)</b>                        | <b>No</b>   | <b>Optional Customisation per extra page</b>                     |
| <b>Website Management Service</b>                                 | <b>Optional<br/>Includes 3 customised pages</b>   | <b>Optional<br/>Includes 5 customised pages</b>                  |
| <b>Email<br/>(for sites with a custom domain)</b>                 | <b>Optional<br/>1 mailbox maximum<br/>Unlimited name aliases</b>  | <b>Optional<br/>1 mailbox maximum<br/>Unlimited name aliases</b> |
| <b>Widgets/Modules</b>  | <b>The following modules are available:</b> <ul style="list-style-type: none"> <li>• <b>Contact Us Form</b></li> <li>• <b>Opening Hours</b></li> <li>• <b>Contact Module</b></li> <li>• <b>Sensis Maps</b></li> </ul> | <b>All modules are available</b>                                 |

## General Rules

The following rules apply to SiteSmart™ Website products. Please also refer to terms relating to SiteSmart™ Websites in the Sensis Product Contract Terms.

1. The minimum period for SiteSmart™ Starter and Plus website packages is six months.
2. The minimum period for the Website Management Service is six months.
3. Advertisers may upgrade their SiteSmart™ Website products at anytime.
4. Advertisers may downgrade their SiteSmart™ Website product after the six months minimum period without incurring cancellation fees. Downgrades or cancellations within the six month minimum period will attract cancellation fees (specified in the Sensis Product Contract Terms).
5. We will endeavour to effect upgrade and downgrade requests within 1 business day of an advertiser's request.

Cancellation of all minimum term based services at any time after the minimum term. Subject to 30 days cancellation notice.

6. SiteSmart™ Websites cannot be used as data storage facilities or for search arbitrage purposes. Search arbitrage is where the purchased traffic (i.e. paid search or PPC traffic) is directed to a website that primarily consists of high paying ads e.g. AdSense.

7. It is the advertiser's responsibility to ensure that their business's website and content complies with all applicable legislation or regulations (including the Broadcasting Services Act 1992 (Cth)).

### **8. SiteSmart Spec Website - Product Standards:**

SiteSmart™ spec websites ( i.e. basic template Websites used to create SiteSmart™ Websites) must comply with Sensis Product Standards. All spec websites and customised content for businesses that fall within a sensitive heading must be approved by Sensis' Headings, Rules and Standards before being published.

**8.a** Where advertisers businesses fall under the sensitive and/or regulated headings categories, it is the advertiser's responsibility to ensure that the content complies with all statutory and other applicable requirements for those headings (such as industry requirements).

9. Structural and design elements (such as templates and fonts) belong to Sensis and cannot be published elsewhere by the advertiser, including after their service terminates.

10. All intellectual property rights in content created by or developed specifically for the advertiser in the course of a SiteSmart™ website customisation work order (including custom images) will vest in the advertiser on creation. The advertiser will have a perpetual licence to use stock images used as part of the customisation work.

11. Original advertiser content or custom content developed for the advertiser in the course of a SiteSmart™ website customisation work order can be republished elsewhere by the advertiser, including after their service terminates.

12. Where a spec website was converted into a SiteSmart™ Starter or Plus website and no further editing or customisation is done, the only content that belongs to the advertiser is the advertiser's business name and contact details.

13. Where a SiteSmart™ Starter or SiteSmart™ Plus Website has been edited/customised, advertisers may only take the content components that can be defined as Advertiser Content. Any of the original Spec Website content cannot be taken with them. For example, the first paragraph of the website copy on the home page may be the original Spec Website paragraph, the second paragraph may have been partially rewritten and the third paragraph may have been replaced with web copy provided by the advertiser. In this example, the advertiser owns and can therefore take with him/her parts of the second paragraph and the entire third paragraph but not the first paragraph.

14. Sub domain names for websites where a full unique domain registration is not used (e.g. pacificplumbing.ypsitesmart.com.au) remain the property of Sensis and will not be transferred to the advertiser. Sensis reserves the right to reject sub domain names in its absolute discretion, including for reasons such as negatively impacting on Sensis' corporate reputation or inappropriate or offensive sub domains.

15. Unique domain names purchased by the advertiser through Sensis belong to Sensis but can (on request) be transferred to the advertiser for a small administration fee upon termination/cancellation of their service.

16. The business website must represent a sole trader, partnership, business, organisation or company that is genuinely operating within Australia.

17. SiteSmart™ advertisers are not required to purchase other Sensis advertising products prior to purchasing the SiteSmart™ Starter or SiteSmart™ Plus.

18. The advertiser is responsible for ensuring all content on their website is accurate and up-to-date and that their content and the use of the SiteSmart™ service complies with the Sensis Product Contract Terms, Sensis Product Standards and relevant laws.

19. Sensis reserves the right to vary, add and/or remove features, additional services and content from time to time, at its discretion.

20. The advertiser agrees that Sensis may provide their information and instructions to a third party to assist in the creation and management of the advertiser's website service.

21. Advertisers may publish more than one business on their SiteSmart™ Website however cannot sell pages to third parties.

22. Subject to the rules in clauses 24, 25 and 26, once the advertiser has received their SiteSmart welcome email, they have 14 days to approve and publish the content on their site. If the advertiser does not approve their site in this time frame, it will automatically be published 'live' shortly after the 14 day period has passed.

23. In cases where the advertiser has not received their welcome email and Sensis is aware of this, the 14 day period will commence from when the welcome email is resent.























24. Headings that fall under the Sensitive Headings category are excluded from the 14 day automatic publish rule and must be approved by the advertiser prior to going 'live'.

25. The 14 day publish rule does not apply to Website Customisation Service orders as the advertiser is required to contribute heavily in the content creation process for their site. Once an advertiser approves their customised site, they formally agree for the site to be published live immediately on their behalf.

## SiteSmart™ Detailed Feature List

(SiteSmart™ Starter and SiteSmart™ Plus website product options)














SiteSmart Starter or SiteSmart™ Plus websites advertisers may select components or Modules where indicated with the tick (  ).






| Base Functionality                                   |   |   |  |
|--|---|---|--|
| Feature  | SiteSmart™ Starter  | SiteSmart™ Plus   | Description  |
| Turnkey website                                      |    |    | Turnkey "Ready to Publish" 3 page website as default for SiteSmart™ Starter SiteSmart™ Plus<br><br>Pages are populated through use of templates of page content. |
| [WYSIWYG] (What You See Is What You Get) Text Editor |    |    | Add, edit and format text  |
| Image upload   |    |    | Add images, crop and rotate them if required   |
| Links  |   |   | Embed links to other pages or other sites  |
| Whereis® Map for listings that can be geo-coded      |  |  | Display your business' location with Whereis® Maps   |
| Page Layout tools                                    |  |  | Choose from different page layouts and page design elements  |
| Custom Domain Name                                   |  |  | Have your site hosted at a custom domain name.   |
| Search Engine Optimisation                           |  |  | Search engine optimisation functionality   |
| Bookmarks and Sharing                                |  |  | Share to social networks such as Facebook and Twitter  |
| Free Support   |  |  | Support, available by phone or email   |
| Email & Webmail                                      |  |  | Access your Business e-mail from anywhere you have web or mobile access. Includes spam filter (not available with sub domains)                                   |

**Note: Extended Functionality options follow on the next page.**

## **SiteSmart™ Extended Functionality**

Options below for SiteSmart™ Plus website advertisers.

| <b>Extended Functionality</b>    |                           |   |  |
|----------------------------------|---------------------------|---|--|
| <b>Feature</b>                   | <b>SiteSmart™ Starter</b> | <b>SiteSmart™ Plus</b>  | <b>Description</b>   |
| <b>Mobile site</b>               |                           |    | <b>Your website especially reformatted to appear on mobile devices</b>                                       |
| <b>Unlimited number of pages</b> |                           |    | <b>Add additional pages</b>  |
| <b>Image galleries</b>           |                           |    | <b>Organise your images in a gallery</b>   |
| <b>Comments</b>                  |                           |    | <b>Allow visitors to your site to add comments</b>   |
| <b>Notifications</b>             |                           |    | <b>Allows you to build an email distribution list that you can use to mail product updates, news etc.</b>    |
| <b>Downloads</b>                 |                           |   | <b>Let visitors download files, images, document etc.</b>  |
| <b>Contact form</b>              |                           |  | <b>Collect visitor contact information in our "ready to use" contact forms</b>                               |
| <b>Contact form builder</b>      |                           |  | <b>Build your own contact form (i.e. request information that is unique to you)</b>                          |
| <b>Opening hours module</b>      |                           |  | <b>Easily add and edit your opening hours via our opening hours module</b>                                   |
| <b>Flash support</b>             |                           |  | <b>Embed flash elements, content, video to your site</b>   |
| <b>Video Support</b>             |                           |  | <b>Add video links to your website</b>   |
| <b>RSS</b>                       |                           |  | <b>Allow your advertisers and prospects to subscribe to your news updates via RSS</b>                        |
| <b>HTML</b>                      |                           |  | <b>A little technical? Add your own HTML code and push the boundaries of what you can do with your site!</b> |

| Extended Functionality   | CONTINUED   |   |   |
|--|---|---|---|
| Feature  | SiteSmart™ Starter  | SiteSmart™ Plus   | Description   |
| <b>Website Customisation Service</b><br>(once off fee)         |  |  | <b>Customise the entire look and feel of the site, including custom copy, stock images etc.</b> |
| <b>Website Management Service</b><br>(6 months, recurring fee) |  |  | <b>Sensis can make minor changes to your website if you don't have time to do it yourself.</b>  |
| <b>Link List</b>   |   |  | <b>Create a list of useful links to other parts of your own and others websites</b>             |

## SiteSmart™ Website Design Content Modules

All pages of your website are created, copied, moved and deleted in a folder structure that you know from your own computer. Part of the flexibility in the tool is that you can move pages or even groups of pages using drag-and-drop. This allows you to easily change the order of the pages of your website.

Templated design allows you to customise your website to suit the design and promotional needs of your business.

Modules helps you to change your design of your site using many design skins to update and publish pages and content.

### PAGE TEMPLATES

Advertisers can choose between eight different page templates that defines where to place content on each page.

All templates include a top and a bottom content area in full width.

The middle content area varies depending on the different column combinations

TIP! To create a front page select page template **no. 5** and upload a picture in the top content area (C).

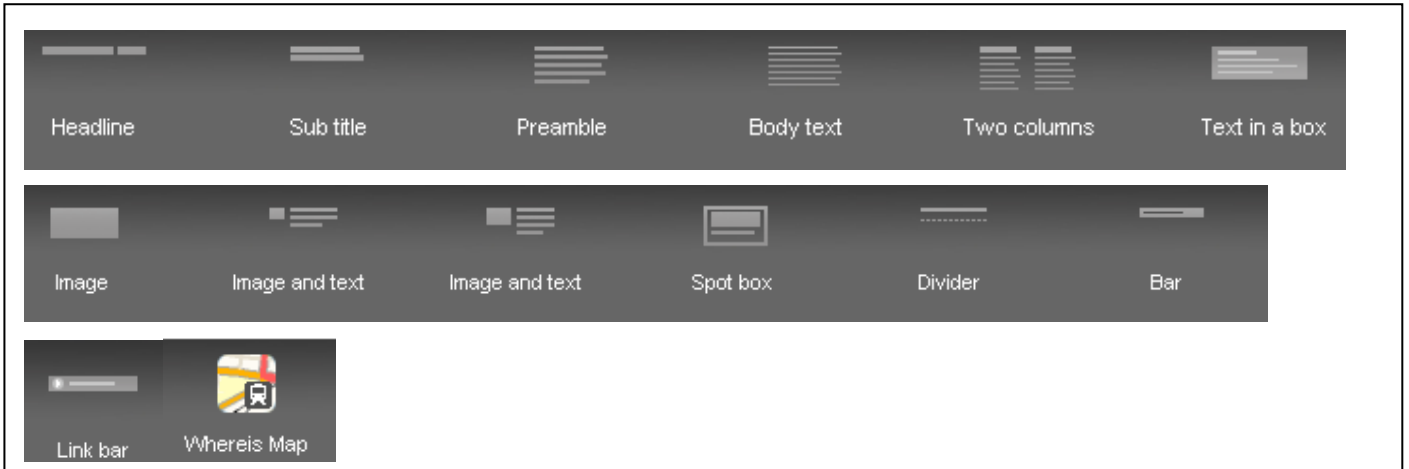
Write an introduction about your company in the left column of the middle content area (A) and include two teasers in the right middle columns, e.g. news or special offers (B).



# Modules

Below is an overview of the modules that can be added to your site depending on the SiteSmart™ Website product purchased (SiteSmart™ Starter or SiteSmart™ Plus).

## STANDARD MODULES



## SPECIAL MODULES



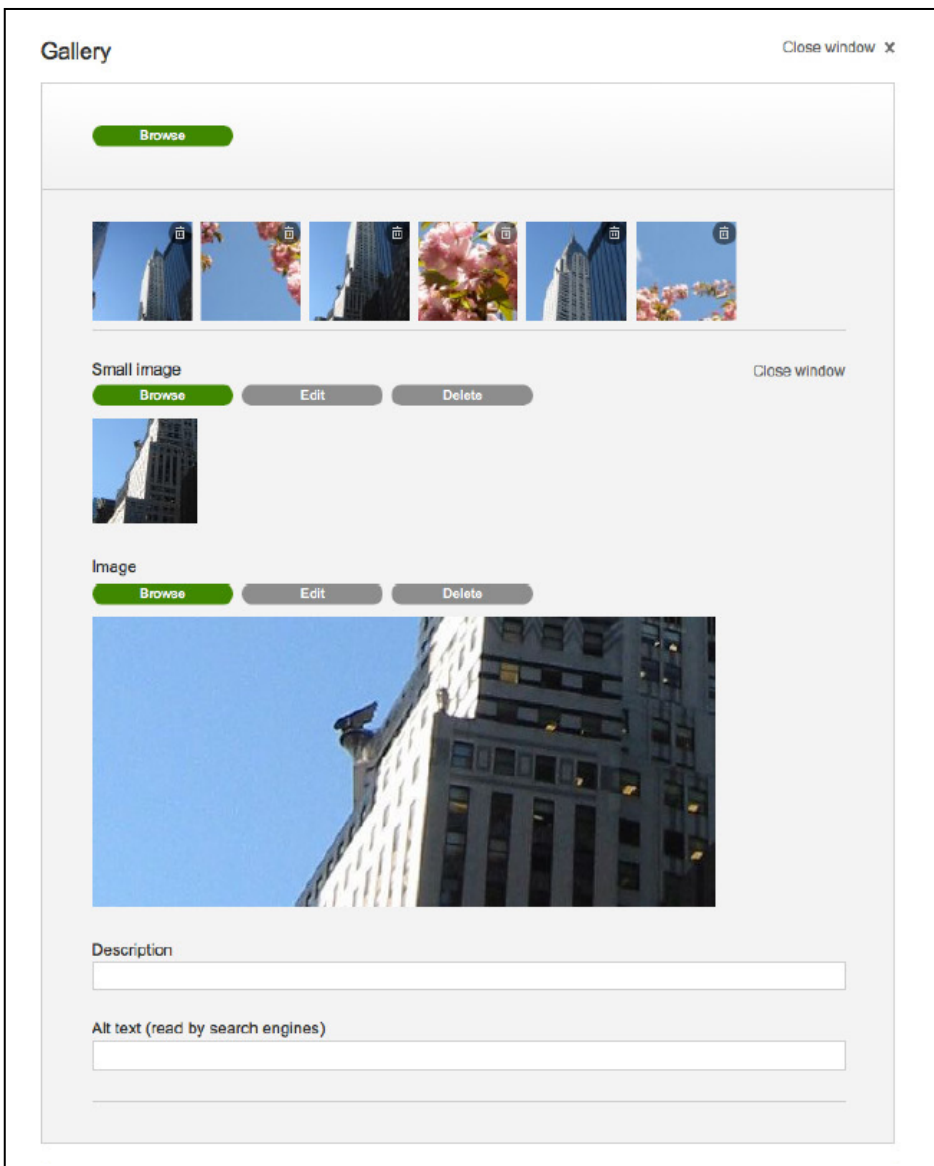
## RSS module

RSS stands for Really Simple Syndication. The RSS module allows you to easily view content on your website that is automatically updated from another source/website. The icon that symbolizes RSS feeds is available on many websites and by clicking on the icon you can identify the address of the RSS feed and insert this in the RSS module. You can, for example, see the latest news, weather and sports scores, etc. If you have a blog, you can easily update feeds from it on your website.

## Gallery module

The gallery module allows you to upload multiple pictures for an album. A thumbnail is automatically created when uploading the pictures for your gallery. You may choose between 3 different galleries. Use the gallery to create a photo album or place it on a page where you want to show a number of pictures. When you have published a gallery to your website the pictures can be viewed in large by clicking them.

You may edit the pictures by clicking the thumbnail. You can edit both the picture and the thumbnail. You may also add a description and an alternative image text. To change the order of the pictures simply drag the small pictures into a new position.



## YouTube module

If you already have your videos on YouTube you may easily include them on your websites by inserting either the URL or the embed tag in the YouTube module. The videos can be viewed full screen from your website.

## Flash module

If you have a flash movie (.swf) you can upload it directly using the flash module. Browse your hard disk for the video file and click save. **Note that the maximum file size is 8MB.**

## HTML module

With the HTML module you can insert different functionalities on your website. The HTML module can be used to insert features such as quick polls or calendars. If you write your own code, you can add your own personal touch to your website using the HTML module.

## Download module

The download module allows you to upload you Word, Excel and PDF files and pictures that can be downloaded from your website. Instead of pasting the content from a long document on to your website, you can upload the entire document using the download module. **Note that the maximum file size is 8MB.**

## Comment module

You can use the comment module to create a guestbook, so that you can receive comments from your users. Create a new page and drag the comment module on to the page. You can also freely place the comment module anywhere in your website. You may always edit or delete a comment by clicking the comment module in the tool.

## Form builder module

With the form module you can create various forms on your website. Use the form module to create a contact form, a quick poll, an invitation. You may add different field types to your form, i.e. short/long text, email, radio buttons, check and select boxes. You may also define if the fields are obligatory and add spam protection.

## Link list module

The link module allows you to create a list of links. This is useful if you have a list of news that is linking to specific news on your own website or external pages.

## Contact form, contact module and opening hours modules

Use these modules to make it easy for your users to write you an email, find the relevant contact information and opening hours on your website.

## Map module

The map module allows you to insert a geographical position on a where is map and display the Whereis® map directly on your website.

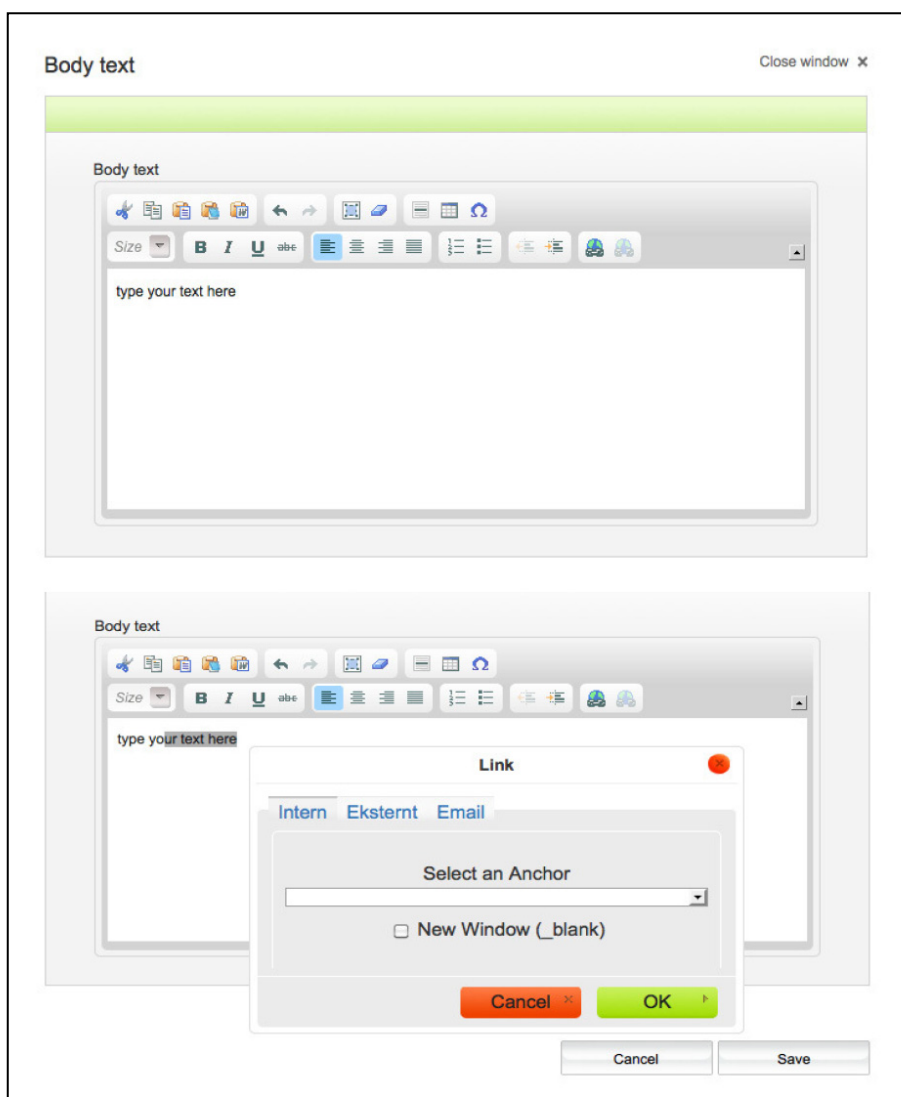
## **Text and Image Editing**

Many of the modules include text and images that can be edited using editing tools. Note that the sizes used in some of the modules are defined by the design and cannot be edited.

### **Text editor**

The text editor includes all the common features you know from other word editors such as bold, italics, underline, left-,right-, and middle-justified margin, numbering, bullets, left and right indent, cut, copy, paste, undo and redo.

The text editor automatically strips undesirable HTML tags from the text you copy-paste from other text editors but you may also insert text by using the paste as plain text or paste from Word to ensure that formatting is not included in the text. You may also use the text editor to insert tables and special characters.



The text editor also includes a link editor that allows you to create internal and external links.

Select the text where you want to create a link and click the link icon. A new window will appear and you can choose whether you want to link to another page on your site (internal link) or to an external page (external link). You may also choose whether the link should open in a new window.

### **Uploading pictures**

The image editor allows you to rotate and crop your images. It automatically optimises images and saves them in the correct format and size ready to put straight onto the site. There are no

fixed heights for pictures. However, to ensure an optimal screen display of the pictures a minimum width is required depending on the module you have selected. If the selected image is too small, you will get an error message saying 'Image too small'.

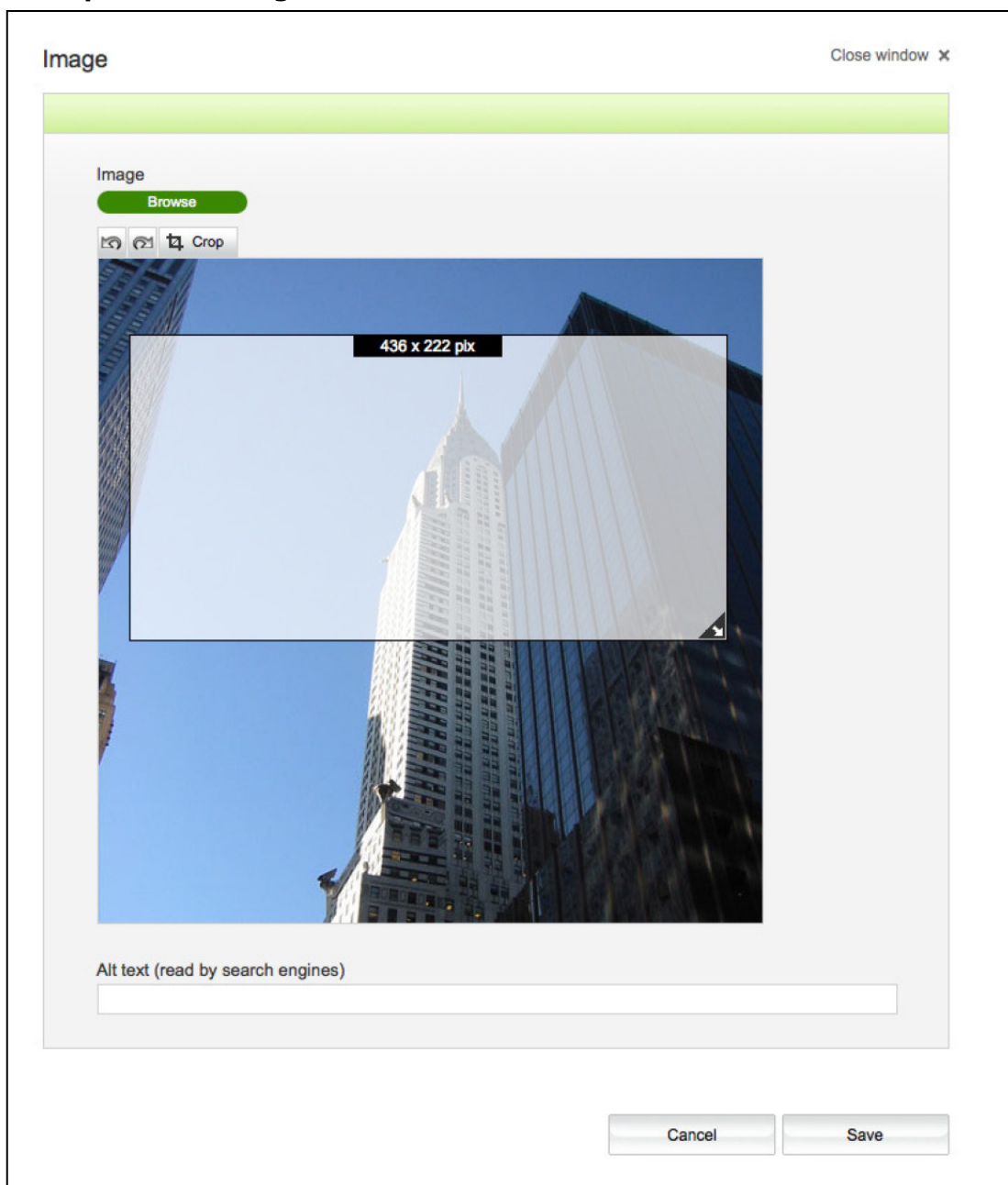
## Image editor

The image editor allows you to rotate and crop your images. It automatically optimises images and saves them in the correct format and size ready to put straight onto the site. There are no fixed heights for pictures.

However, to ensure an optimal screen display of the pictures a minimum width is required depending on the module you have selected. If the selected image is too small, you will get an error message saying 'Image too small'.

You can crop the picture by clicking crop. A cropping tool will appear indicating the minimum width of the picture required. You can move the mask with the mouse to cut out a selection of the picture or drag the mask in the lower right corner to make the selection smaller or bigger. The pixel size of the picture is indicated in the cropping tool. Note that you can only upload pictures in the following formats: gif, jpg and png. **The maximum file size is 8MB.**

### Example of the image editor function.



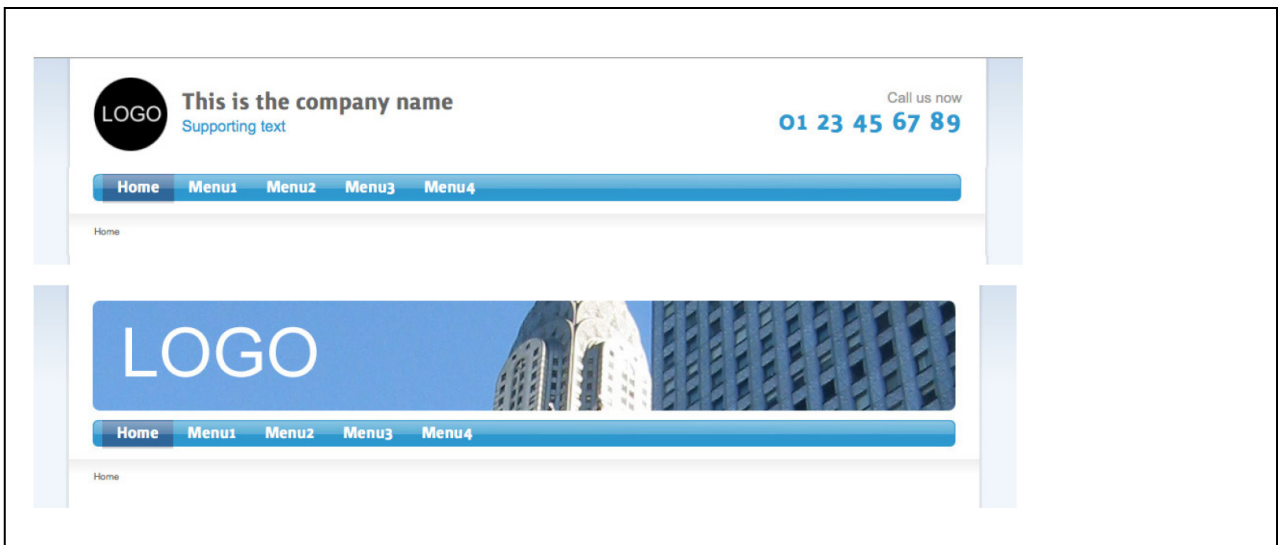
## Change Design

You may choose between a number of different designs for your website. Click the 'Design' tab and flip through the many professionally designed skins. With one click you may change the design of your website without changing your content. Refer to the self service tool for SiteSmart™ Website to see all options for designs.

The skin also dictates the font, font size and font colours. You can request a website customisation service if you would prefer a custom design.

### Design settings option:

It is possible to edit some of the basic design settings for your website. You can change the identity bar shown in the top of your website. Upload a **logo**, insert a text or change the background of the identity bar and **change or manage your main contact telephone number**.

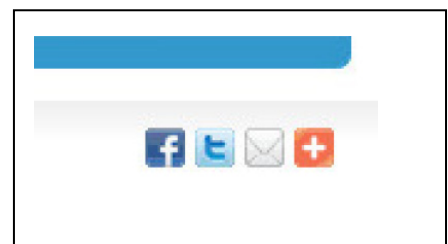


### Share this

To get more visitors it is important to spread the word about your website. With 'Share this' which is default placed on your website your visitors can share a link from your website to social media including Facebook and Twitter. You may also choose to deactivate this feature or insert your own tag.

### Global HTML tags

Advertisers can insert HTML tags to change some of the general settings of your SiteSmart™ website. Note you should have some knowledge of HTML tags prior to using this feature.



## **Domain Registration**

### **Domain/URL Registration Redirection to SiteSmart™ product hosting**

Advertisers have a choice of domain name URLs for their SiteSmart™ Website i.e. .com, com.au, .net , etc. Advertisers should discuss their specific requirements with their Sensis Media Advisor when their website is being setup to ensure the appropriate URL registration is set up and is also available to the advertiser.

Advertisers can redirect their existing URL website address to their new SiteSmart™ Website. At the point of signing up for the product, advertisers should advise the full URL address of their previous domain name and which internet domain registrar had set up & managed their URL Domain name details. This transfer requires an authorisation code that you will need to obtain from the client. This code can be found amongst advertisers original registration documentation provided by the domain registrar. The third party nominated by Sensis will manage this transaction directly with the advertiser.

Advertisers can choose to redirect the email address noted in their SiteSmart™ Website to an email address of their choice.

## **Email Account**

Email addresses are published within the SiteSmart™ Website product.

There is a maximum of 1 E-mail Account Mailbox per SiteSmart Website (Starter or Plus) with the ability to direct in (point) an unlimited number of e-mail addresses (aliases).

New: If the advertiser would like an email they have the option to create different email addresses (aliases) that point to the same email account e.g. [jobs@company.com.au](mailto:jobs@company.com.au) & [quote@company.com.au](mailto:quote@company.com.au) would point to the same account.

Forwarding: Advertisers who have a current email address and would like all emails from the site forwarded can forward emails to that existing email address.

None: Advertisers can select to have no email account with the package.

## **Reporting**

This tab in the SiteSmart™ Website Platform for self service allows you to run various advanced reports covering the following information:

### **Aggregated Analytics**

This section gives you information about the usage of the sites by giving a general overview of the analytics. You can view the number of visitors, lengths of visits, maximum number of clicks on the site and countries the visitors are from etc.

You can also view this information on a graph and compare results between different groups. E.g. Compare the visits to sites from different regions.

## **Technical Specifications**

What is required to be able to expand or update your SiteSmart™ website?

The Website Editor is an online application, meaning that you do not have to download a program to build your website; however it is preferable that you work with one of the following browsers:

- Internet Explorer 7.0 and above PC
- Mozilla Firefox 3 + PC / LINUX / Mac OSX
- Mac Safari 4+
- Google Chrome

The SiteSmart™ Website Editor is optimized for all operating systems, so you can update and maintain your website no matter what computer you're on. Unix, Linux, Mac OSX, Windows.

Who can see your website?

Your website can be viewed by anyone who has one of the following browsers installed:

- Internet Explorer 6.0 and above PC
- Mozilla Firefox 3 + PC / LINUX / Mac OSX
- Mac Safari 4+
- Google Chrome

All websites are W3C HTML validated, which means that regardless of which operating system or browser your site viewers are using, it will be possible for them to see your website. You do not need to be worried about whether your website is optimized for Safari, Firefox, Internet Explorer etc.