

## United Way of Mason County

United Way's new website features a pre-fabricated template which was customized to fit their needs and styles. Customized versions of existing templates require less time and cost to complete because much of the work has already been done. Many prefab templates are available for the choosing and we can provide links for browsing and selecting one that would match the theme of your proposed site.

Keeping things simple, United way has opted for only two extra components. You'll notice the web links module allowing them to link to others sites and enter into reciprocal linking agreements. Reciprocal links are where you link to a link with the agreement that they will also link to you. Search engines like this practice as it integrates the many sites on the Internet. They therefore base part of your page ranking (this translates into how high you show on search results) on how many sites link to you. Reciprocal linking is a good way to help your search engine results.

The other component is the contact us form allowing visitors to send emails to contacts at your organization without the use of an email client. They simply fill out a form and the website will send the email for them. This component also displays other contact information such as phone number, address and email address.