



CREATE-A-SITE

Give your members the website they deserve.

Sure, everyone wants a professionally designed and fabulous website. But if it's just not in the budget, Create-a-Site could be the answer. Whether your credit union needs a small or large website, tons of features or something more minimal, Create-a-Site can help make it happen. Choose from either our 15-page Essential Package or the 30-page Comprehensive Package, whatever best suits your credit union's needs. Both packages come with their own assortment of modules and other features to help make your new site distinctively yours.



Benefits of Create-a-Site.

You can build your site with minimal effort, because most of the work has been done for you. With Create-a-Site, your credit union gets a low-cost site in our Content Management System (CMS)—so you can easily make updates and keep your site’s content and rates current.

Your site can expand with your credit union. As your credit union grows and begins to offer more products and services, you can easily add those using the CMS. Also, you can purchase additional pages and modules to add more functionality to your site.

Features include:

Essential Package

- 15-page CMS site
- Choice of design
- Pre-populated content
- Rates System, Related Links and Search
- Ad Banner Management System
- Banner Ads and Stock Images
- Site Hosting

Comprehensive Package

All features included in the Essential Package plus:

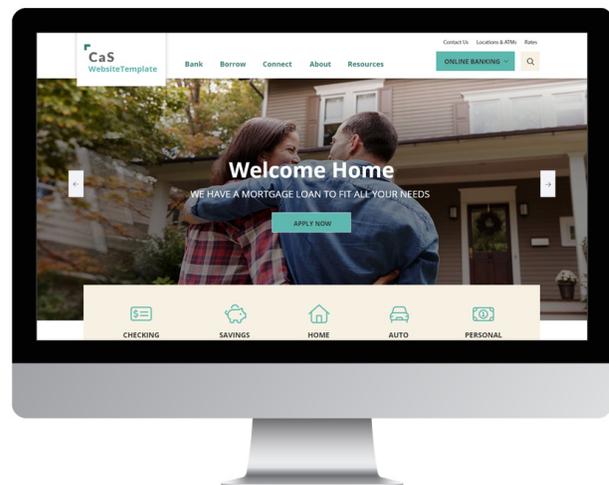
- 15 additional pages
- Three forms (Loan Application, Membership Application and Contact) using the Secure Loan Application System
- Digital SSL Site Certificate
- Blog Module with Article Library
- Calculator Module (5 Calculators)

Feature Details:

Website Design

Your credit union can:

- Choose from 5 creative, professional designs – see attached
- Specify color palette and logo



Feature Details:

Site Architecture

- Available with 15 or 30 pages (depending on package chosen)
- Standard channels and interior pages
- Your credit union can re-name channels and pages to match your naming conventions

Modules and Functions – see attached file

- **Ad Banner Management** – Manage your ads from a central location and promote services or special offers in a timely manner.
- **Alerts** - Create alerts, designate which pages they will appear or if they will appear through the entire site.
- **Blog Module with Article Library** (Comprehensive Package only) - Create Blog articles and organize them by category or select from over 300+ articles from the Article Library to use as a Blog post.
- **Calculator Module** (Comprehensive Package only) - Select any 5 calculators from the Calculator list, customize the fields within the calculators, generate leads and switch out the calculators for others in the list at any time.
- **Credit Union Locator**- Manage all branch locations and hours, as well as ATM locations owed by the credit union.
- **Digital Marketing** - Insert tracking pixel code easily in the header, footer or body of specific or all pages of the site to allow tracking for any display advertising campaigns.
- **Related Links** – Cross-sell products and services throughout your site, or link to respected outside sources of information.
- **Popup Modals** - Create a message, promotion, form or other content to present in a window within the page of the site or on the home page.
- **Rates Management System** – Manage your rates from one area—and place rates tables anywhere on your site.
- **Related Links** – Group links to resources, pages or documents by category. Pull specific categories of links into the website pages or region areas throughout the site.
- **Search** – Help your members quickly find the information they need.
- **Sidebar Content** - Display text content, as well as images within specific regions on the page.
- **Slideshow** - Manage the home page hero banners.
- **Three forms** (Comprehensive Package only) and a Secure Application System – Members can securely contact your credit union, apply for membership or apply for a loan.

Feature Details:

Content

- **Content Migration or Turnkey Content** – CUSG can migrate your existing content to the new website, enter new content provided to us in Word Doc format, or utilize turnkey content we have available.
- **Initial Related Links are provided** – We've supplied links to other pages of your site to help you cross-sell your products and services. We've also linked to respected resources, such as AnnualCreditReport.com.

Graphics

Help highlight your products and services with images that suit the credit union industry. Your credit union:

- **Can choose from a library of generic ad banners** – Promote your products and services with professional, eye-catching ad banners
- **Has access to a library of royalty-free stock images** – Use these images throughout your site and rotate them as you like to keep the look of your site fresh

Optional Features.

- **Home banking login on the home page** – We'll work with you and your home banking vendor to activate the login. (Note: Option not available with all home banking providers.)

Find out how Create-A-Site can help keep your credit union's website updated and looking fabulous by calling 800.262.6285 or emailing Info@CUSG.com.