

Don't miss in this issue:

FREE lunch!
FREE Google Analytics!

What's Inside:

- Recently launched projects
- We hired someone new!
- Site updates better, faster in 2011
- Coming soon: Website-in-a-box
- Client spotlight: Meet MNCAR

→ Happy 2011!

Welcome to the first issue of "Fast FWD," our new client newsletter! We'll be sending this out quarterly as an informative and entertaining resource for you. As always, if there is anything you need, don't hesitate to contact us. Stay warm!

-Andy, Peter, Tara, Jenna & Vadym

FAST FWD: THE OFFICIAL NEWSLETTER FOR FRONTIER WEB DEVELOPMENT

QUARTER 1, 2011



What's new with us

We want to take you out to lunch!

If Andy hasn't called you yet, please call him! We are launching a client appreciation program this year to get the word out about our expanding services. Basically, it's a FREE LUNCH and a chance to talk one-on-one about what's going on with your website and marketing this year.

For more information on this opportunity, visit www.frontierwebdev.com/lunch

These projects recently launched!

- Old Dutch Foods
www.olddutchfoods.com
- Schwebel, Goetz & Sieben
www.schwebel.com
- Jays Company
www.jayscompany.com
- Northstar Manufacturing
www.northstarmfg.com
- Hearing Help Audiology
www.hearinghelpaudiology.com



We hired someone new!

Tara Loftus joined our team on January 3rd. She will be providing account management and content writing services for our clients. Tara comes to us from the Minnesota Commercial Association of REALTORS® (MNCAR), one of our clients. She has over five years experience in marketing and communications and a passion for all things Web!

Add Tara to your contacts:

Email: tara@frontierwebdev.com

Skype: [taralofthus](#)

LinkedIn: www.linkedin.com/in/taralofthus



Site updates better, faster in 2011

If you've been working with us lately, you've probably noticed a few changes in our STS (our work order system – a.k.a where you go to ask us to do something).

Notable Changes:

→ Ticket Creation

Creating a ticket – be it for a work order or a fix – has never been easier. We've fully automated the process and added a 5-step tip sheet that will help you compose your request as efficiently as possible.

→ "Log me in automatically" Checkbox

Just check the box to "log me in automatically" (beneath your username and password) the next time you log in, and eliminate the login step entirely for all future visits. Huge time saver!

Tips for Writing Your Work Order Ticket

Below are a few helpful things to keep in mind when writing new tickets:

1. **Include any background information that may be helpful for us to give you smart solutions.**
Additional information can be very helpful in allowing us to work as efficiently as possible on your behalf. If you let us know why you're requesting the change, it can be very helpful. Background information is especially important if your change has to do with the logic or the way your site works. It not only helps to clarify what you're asking, but also allows us to possibly come up with suggestions or improvements. We pride ourselves in finding the smartest solutions available for you, so the more you can tell us about what you want, the better our ideas and options for you will be.
2. **Make sure to reference the scope of your request.**
3. **Use page specific page URLs when referring to your project whenever possible.**
4. **Keep your requests as organized as possible.**
5. **For visual bugs, include your web browser information.**
6. **Include mockups or attachments whenever possible.**

***Ticket Title and Description**

Subject (short description of the topic for this ticket)

Require PO & CC #s on orders for certain customers

Full Description (include specific URLs and page locations when referencing web pages.)

Hi guys,

We need to be able to gather purchase order numbers and cost center numbers for some of our customers. However, can't be required fields for everyone, only some of our customers need to send us this information when placing an order.

So please look to make these changes or suggest a different method for accomplishing what we are looking to do: following two checkboxes on the customer management page of the admin site (<http://www.frontierwebdev.com/admin>)

1) "Require Purchase Order Number"
2) "Require Cost Center Number"

If either one of these boxes are checked by the admin on the admin site, then the matching fields (Purchase Order # or Cost Center Number) for that customer should be required when that customer fills out an order form (<http://www.frontierwebdev.com/order-form>).

And please go ahead and check the appropriate boxes on our behalf for the customers in the attached excel file that indicates which of our customers need to provide purchase order numbers and/or cost center numbers.

Another thing that is bothering us is on the ordering page (<http://www.frontierwebdev.com/order-form>) the middle part frame appears to be misaligned. Please see the attached screen shot that demonstrates what we see. The system information on the computer we're having the trouble in: Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.9.2.0) Gecko/20100104 Firefox/3.6.10.

Thanks and let me know if there are any questions!

6. Upload a file (You can upload more than one file. Site allows files up to 100MB)

no file selected Choose File | ourworkorder_PO_CC.xlsx Title: Customer list with requirements

no file selected Choose File | screenshot.jpg Title: Screenshot of frame misalignment

no file selected Choose File | no file selected Title:

Submit Ticket Cancel

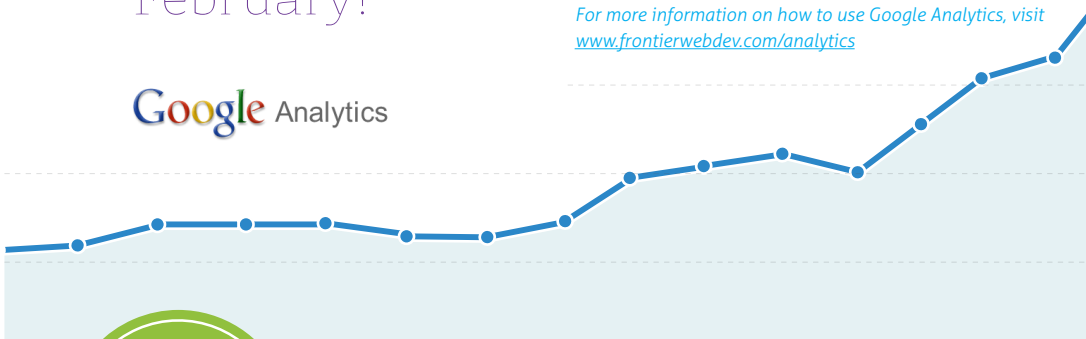
We constantly improve our STS so we can provide you the timeliest, most reliable customer service possible! If you have feedback, we'd love to hear it.

Call us to get hooked up to Google Analytics for FREE during the month of February!

When's the last time you checked your analytics?

If you're cringing right now, you're not alone. Most of us are not doing as much with our analytics as we should be. The good news is, you can start anytime, and it's easy to do...Every year **Google Analytics** makes it easier to understand who's visiting your site and what they care about.

For more information on how to use Google Analytics, visit www.frontierwebdev.com/analytics



Coming Soon:

Website-in-a-box

No foolin'! We are so excited about this concept:

Basically, the "website-in-a-box" will be a simple site solution for clients who lack the budget for a completely customized site (our specialty). This product will be more than just a "template," however. Unlike similar things on the market, our tool will be easy to use and flexible enough to allow for custom design.

Stay tuned for more details on this!

We want your feedback on our first newsletter!

This newsletter is for YOU! Please let us know if you found it helpful or interesting. If you have ideas for future topics or tutorials, give us a call at 952-767-6700 or visit www.frontierwebdev.com/contact.

As always, we appreciate your business and referrals and hope you'll think of us for all your web-based needs during the coming year!

To view the e-version of this newsletter, visit www.frontierwebdev.com/newsletter



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- Follow us

Have you expanded recently? Is your site news up to date? Let us know how we can help!



Meet MNCAR (Minn-car)

www.mncar.org

Who they are: Professional trade association located in Edina, Minn.

What they do: MNCAR provides education and networking for commercial real estate practitioners in Minnesota as well as the MNCAR Exchange, a searchable database of commercial property.

Recent work they've done: In order to launch a new, much anticipated membership option last year, MNCAR needed to revisit the structure of both their public and admin sites. Upgrades were needed to incorporate the new membership option and showcase its low-cost benefits. They also added a "Featured Property" to their homepage, creating a new revenue stream with online advertising and increased visibility for their members.

Plans for 2011: Adding an enhanced property search to their homepage so visitors can find commercial property even faster and more precisely.



We exhibited at the 4th annual MNCAR Expo on October 28, 2010.

Pictured left to right: team members Jenna Roe, Andy Steingas, and Peter Newhall