

AVOID Emergency Hosting Implementation Guide



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Overview

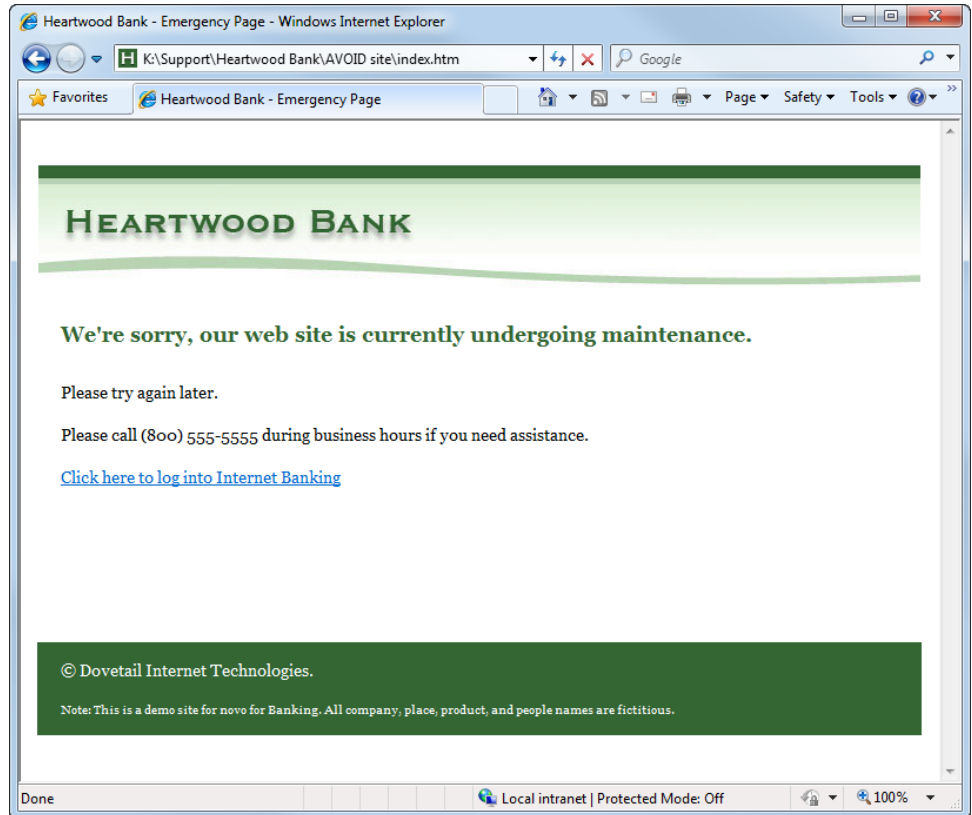
Once your domain name has been setup for AVOID Emergency Page Hosting, a one to three-page "mini" site is installed on our emergency server, located off-site. Our service polls the website's network on a regular basis to determine if the site is available. Should either the network, or your site be unavailable to the outside world, the AVOID service will switch to your backup site.

Your Personalized Backup Mini Site

Your backup mini site is a self contained landing page that alerts your customers that your website is currently offline.

To the right is a typical AVOID page. This was created for a fictional Bank called "Heartwood Bank."

⚡ Make sure to include your phone number so people can quickly find out how to get in touch with you.



Design and Coding Guidelines

Your Branding

One of the primary benefits of AVOID is that it maintains your brand presence when your primary website is unavailable, providing a familiar face to your client base and potential customers. You will want to style your mini website so it matches your overall brand. This means duplicating colors, logos, fonts, and other elements that can be found on your main website and other materials.



Heartwood Bank Logo
Font: Copperplate Gothic Bold, 16px
Text Color: #(hex)

Important elements to include are:

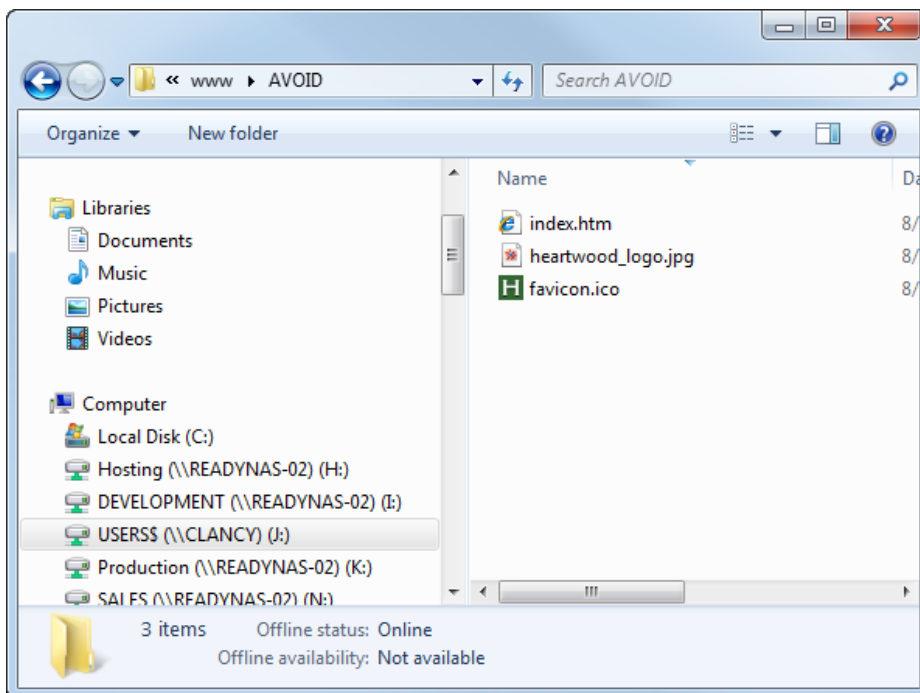
- Your Logo(s)
- Font styles and color from your main website
- Link styles and colors

Keep It Local

One of the most important things to factor in when designing and building your page is that it must be self-contained. Since AVOID is designed to display your mini site only when your main site is unavailable you should not link to any files on your live site. All content must be hosted locally on the AVOID server.

You will also need to make sure that you do not include links to pages or other content on your main website. Those pages will be unavailable when your site is down.

i You can include links to content that is hosted separately from your main site. An Example of this kind of content is a third-party hosted online banking solution.



Building your site and Previewing it

You can build your site using whatever tools you would usually use to build a website. You can build it from scratch or start with a page from your existing site. Just make sure to copy any images and style files to the same directory as your site .html file and to reference all external files using relative URLs in your code. See below.

```

<table id="tablelayout">
  <tr>
    <td id="header">
      
    </td>
  </tr>
  <tr>
    <td id="content">
      <h2>
        We're sorry, our web site is currently undergoing maintenance.</h2>
      <p>
        Please try again later.</p>
      <p>
        Please call (800) 555-5555 during business hours if you need assistance.</p>
    </td>
  </tr>
</table>

```

Only Use Relative Links

The above example shows a relative link. A relative link looks for the graphic in a location relative to the source file. In this case the heartwood_logo.jpg is in the same directory as the index.html file so the URL is simply "heartwood_logo.jpg". Examples:

Yes: yourlogo.jpg
 images/yourlogo.jpg

No: http://yourwebsitedomain.com/yourlogo.jpg
 http://yourwesbitedomain.com/images/logos/yourlogo.jpg

The /AVOID Preview Directory on your Website

In your primary Dovetail-hosted website, there is a directory under your website root (www) called AVOID. This is the build directory for your mini site. All your website files should be placed in this directory. You can then preview the site at www.yoursite/avoid while you are building it.

You can upload your site the same way you upload your main site files. Using the FTP address (generally [ftp.yourwebsitedomain.com](ftp://ftp.yourwebsitedomain.com)), username, and password supplied by Dovetail. When you login you will see the root directory of your website. Your website directory is **/www** and the **/AVOID** directory is under that.

⚡ This is only a staging area. Your actual emergency mini site is hosted on a separate server. So once you have finished building it, let Dovetail know it is ready and we will copy it to the live location.

In general, we recommend keeping the site as simple as you can while maintaining your brand identity. In the example in this document, we have taken a site with multiple columns and simplified it to a one-column design with a header graphic and a solid footer color.

Going Live

When you are ready to go live with your site, contact Dovetail at customerservice@dovetailinternet.com. We will copy your site to the live server.

Once your site is copied to the live server you can always preview it at <http://emergency.yourwebsiteodomain.com>. In the event of a server outage, your main domain will automatically redirect to this location until service is restored.

Sample Site

We have included the sample site used for the illustrations in this guide. This site was designed to be as simple as possible. There are only 3 files in this sample site. They are:

1. **index.html** file - This is the actual website HTML file. It includes the code, text content and graphic references. It also contains inline CSS styles in the <head> portion of the file.
2. **Logo.jpg** – The Heartwood Bank logo JPG file.
3. **Favicon.ico** – This is optional. This is the 16x16 pixel small graphic file that appears in the URL field in your browser and in your Bookmarks/Favorites list.