



To Be the Most Respected Lifestyle Brand in America

Orvis Endorsed Operations

How Orvis.com Works for You, 2006

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Features of Your Orvis.com Webpage

- ✓ Each ELOG member has their own page on Orvis.com, containing name of operation, contact information, a description, website and email address, and a graphic representation of their operation. Addition and maintenance of your ELOG page is a benefit of your ELOG membership. Here are a few examples:
 - ✓ Lodge: [Forrester's Bighorn River Resort](#)
 - ✓ Expedition: [Ouzel Expeditions Incorporated](#)
 - ✓ Outfitter: [Fishing the Cape](#)
 - ✓ Guide Service: [Long Outfitting](#)
 - ✓ Guide: [Capt. Rusty Jenkins](#)

- ✓ ELOG members can supplement the content of their webpage with video presentations. Examples: [Florida Outfitter Everglades Angler](#) and [New York Guide Dave Barber](#). (More details later in this presentation.)

- ✓ You can either provide Orvis with a web-ready image for your webpage, or our web personnel can take an original photograph(s) and create a web image for your page. This service is another benefit of your ELOG membership. (More details later in this presentation.)

Content Guidelines for Your ELOG Webpage - Text & Website Links

Orvis guidelines for ELOG webpage content are very flexible and liberal. We keep our guidelines simple to accommodate the wide range of Orvis Endorsed Operations – from the large corporate lodge operation to the independent fly fishing guide.

- ✓ ***For text:* A description that accurately describes the focus and scope of your operation.**
- ✓ ***For a website link:* The link must reference an active website that accurately describes the focus and scope of your operation, with contact information such as address, phone, or email address. Your website doesn't have to be professionally designed or elaborate – a simple, one page website with an accurate description of your operation and contact information is sufficient for inclusion on your Orvis ELOG webpage.**
- ✓ **The following types of websites are not within Orvis.com website linking guides:**
 - ✓ **Any website that says “Under Construction” – a name and address only with no content is not enough.**
 - ✓ **A website that is a “link farm”, or contains keywords (“fly fishing”, “fly rods”, etc.) that simply link to other websites for information. This harms Orvis.com with our rankings in various search engines.**

Content Guidelines for Your ELOG Webpage – (Website Links Continued)

- ✓ A website that is having “insufficient bandwidth” or “transfer errors” from time to time. Example:

Sorry, this GeoCities site is currently unavailable.

The GeoCities web site you were trying to view has temporarily exceeded its data transfer limit. Please try again later.

Are you the site owner? Avoid service interruptions in the future by increasing your data transfer limit! [Find out how.](#)

[Learn more about data transfer.](#)

- ✓ ***Suggestion:*** Websites are like everything else in life – you get what you pay for. If you’re using a free hosting site like GeoCities, there will be a restriction on bandwidth transfer, resulting in unreliable access to your website. If you’re serious about your operation, then be equally serious about obtaining reliable paid hosting for your website. A number of hosting vendors provide affordable options for small websites.

Content Guidelines for Your ELOG Webpage – Image Size Guidelines

For images: Image guidelines are also extremely liberal and we endeavor to make submitting your photograph or logo image for your Orvis ELOG webpage a simple and easy process.

- ✓ ***Submitting your image:*** There are several ways an ELOG operation can submit an image for their Orvis webpage:
 - ✓ You can provide us with “web ready” images that we post on your webpage “as is.”
 - ✓ You can send us an 35mm photograph that we scan and convert to web image format for you, as one of the benefits of being an ELOG member.
 - ✓ You can send us a digital photograph and ask us to resize it to fit on your webpage, a service we provide as a benefit of your ELOG membership.
 - ✓ You can instruct us to visit your website and use the image of your choice from there.

Content Guidelines for Your ELOG Webpage – Image Size Guidelines

- ✓ ***Image Size Guidelines:*** Our ELOG webpages use a wide range of images sizes and styles. It's one of the great features of these webpages, as it enables each ELOG operation to use the image size type and style which best captures the spirit of their operation, whether it be:
 - ✓ an artistic logo,
 - ✓ a photograph of a lodge,
 - ✓ a photo of their operation's personnel or a photo of a guide,
 - ✓ a lifestyle photo of people fly fishing.

- ✓ ***Image size types:*** We've divided the image sizes into several basic size "types". The ELOG operation decides which type best fits their needs. They can either provide us an image within the size guidelines for that image type, or we can resize the image for the ELOG operation.

The following size guidelines for these types are not strict limitations. If someone sends us an image that is a few pixels too large, we'll probably post it "as is". However, we reserve the right to proportionally resize any image as needed.

Content Guidelines for Your ELOG Webpage – Image Size Guidelines

- ✓ **Horizontal Banner:** This type of image has a horizontal type of orientation that runs at either at the top or the bottom of the ELOG webpage. Sizing guidelines:
 - ✓ Width needs to be 550 pixels or less.
 - ✓ Height needs to be 200 pixels or less.
 - ✓ Example: Capt. Rusty Jenkins



Content Guidelines for Your ELOG Webpage – Image Size Guidelines

- ✓ **Vertical Banner:** This type of image has a vertical type of orientation that runs on the right of the ELOG webpage. **Sizing guidelines:**
 - ✓ Width needs to be 250 pixels or less.
 - ✓ Height needs to be 400 pixels or less.
 - ✓ Example: Canyon Ranch



Content Guidelines for Your ELOG Webpage – Image Size Guidelines

- ✓ ***Inset Photo or Logo:*** This type of image is placed within the copy on the right of the ELOG webpage. Sizing guidelines:
 - ✓ Width should be 450 pixels or less.
 - ✓ Height should be 350 pixels or less.
 - ✓ Example: Q Creek Ranch



Content Guidelines for Your ELOG Webpage – Image Style Suggestions

- ✓ **Image Style Suggestions:** The style of image also provides your customers with wonderful impressions of the type of experience they'll have with your operation.
- ✓ **Scenery:** Breath-taking scenery gives your customers a glimpse into what they'll experience when they select your operation. Examples: Left – Guide George H. Hunker. Right – Guide Joe Demalderis.



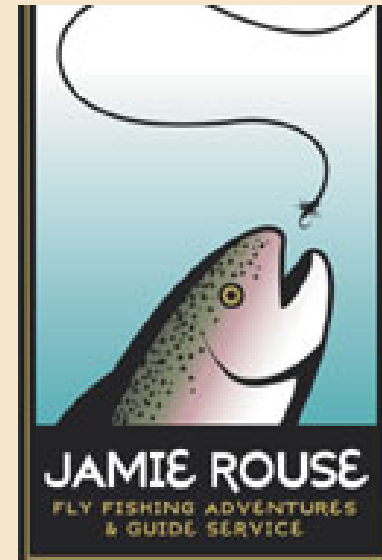
Content Guidelines for Your ELOG Webpage – Image Style Suggestions

- ✓ ***Lodge or Store Photo:*** A location photo, especially for lodges, are great visual points of reference for potential customers. Both exterior and interior shots can convey the ambience of your establishment. **Examples: Left – Montana High Country Ranch. Right – Flying B Ranch.**



Content Guidelines for Your ELOG Webpage – Image Style Suggestions

- ✓ **Logos:** A distinctive logo conveys the unique personality of your operation. Examples: Left – Ouzel Expeditions. Right – Guide Jamie Rouse.



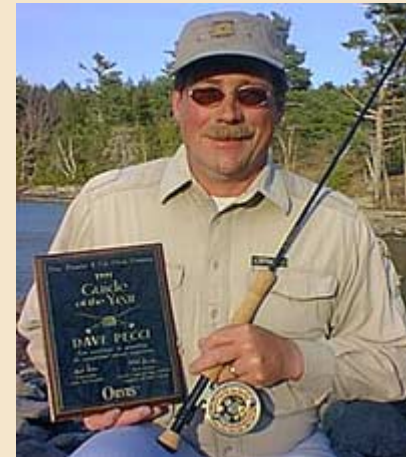
Content Guidelines for Your ELOG Webpage – Image Style Suggestions

- ✓ ***Fish/Fly Fishing Images:*** It's all about fly fishing, enjoying the great outdoors and companionship. A great photo of fish or fly fishing conveys the enjoyment (and success!) your customers will have when they select your operation. **Examples: Left – Guide Service Chris Kleist. Right – Guide Jimmie Morales.**



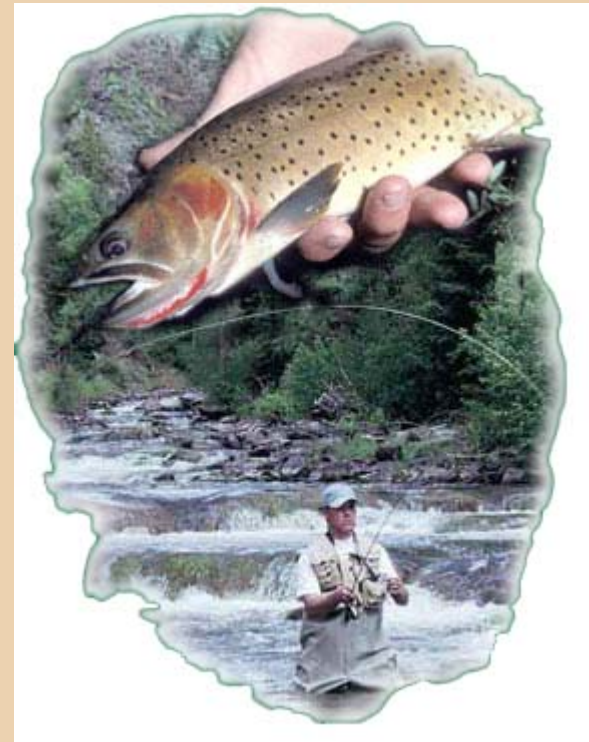
Content Guidelines for Your ELOG Webpage – Image Style Suggestions

- ✓ **Personnel Images:** Personnel images let your customers see the friendly face behind your operation. Examples: Left – Linehan Outfitting Company. Right – Guide Capt. Dave Pecci.



Content Guidelines for Your ELOG Webpage – Image Style Suggestions

- ✓ **“Out of the Box” Images:** As long as the basic height/width restrictions are met, ELOG operations should feel free to provide us with different shapes or styles of images – it doesn’t have to be a “box”. Examples: Left – Eagle Nest Lodge. Right – Three Forks Ranch.



Content Guidelines for Your ELOG Webpage – Image Style Suggestions

- ✓ **Composites:** Composite images allow you to convey several different images of your operation at once, providing your customers with a clearer picture of what they'll experience. **Examples: Left – Guide Rocky Freda. Right – Crystal Creek Lodge.**



Content Guidelines for Your ELOG Webpage – Image Style Suggestions

- ✓ ***Black & White Is Cool!*** ELOG operations shouldn't shy away from using black and white images. They have captivating appeal and clarity all their own. Examples: Left – Wilderness Outfitters. Right – Firehole Ranch.



The guides at Wilderness Outfitters, Tom April, Lenny Yee, Mike Peters, and Harry Blackburn. These self-described "trout bums" have been fishing the area for years.



Content Guidelines for Your ELOG Webpage – Image Licensing Issues

- ✓ ***Crediting the Photographer:*** If an ELOG operation needs to identify the photographer who took the image, they need to provide us with the photographer's name. We will be happy to place the photographer's name either in text under the image, or imbed it in the image itself, depending on the wishes of the ELOG operation and their photographer. Examples: Left – Sundance Resort. Right – Guide Doc Thompson.

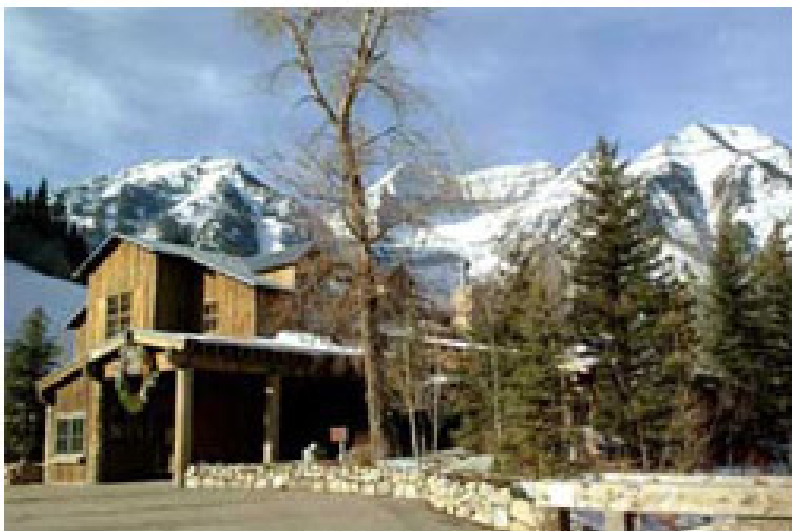


Photo: Susan Spaeth



© M.D. Williams

Content Guidelines for Your ELOG Webpage – Orvis Image Processing

- ✓ **Orvis Image Processing:** We can take your original photography and convert it to a web image format as a benefit of your membership. Earlier, we showed the composite image for Crystal Creek Lodge. They gave us 2 photographs and a logo and we combined them into the following presentation:



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Content Guidelines for Your ELOG Webpage – Image Style Suggestions

- ✓ ***Amateur Photography – We’ll Take It!*** We don’t require professional quality photographs. Amateur photography can capture the beauty of a trout stream to great effect. Where logos are concerned, there are many gifted amateur artists with imaginative design skills.

- ✓ ***In Summary -- Our General Quality Requirements for Images:***
 - ✓ ***For photographs:*** All we ask is that the image is clear, in good light, and the people can easily see the subject matter contained in the photo.
 - ✓ ***For logos:*** All we ask is that the subject matter within the logo is clear, easy to read, with a slogan and/or artwork that are appropriate for all ages.

Content Guidelines for Your ELOG Webpage – Video

- ✓ ***Adding Video to Your ELOG Webpage:*** We are happy to accept video presentations from our ELOG members. Here are a couple of ELOG members who have supplemented their webpage with video
 - ✓ [Everglades Angler](#)
 - ✓ [Guide Dave Barber](#)

- ✓ ***Video Format:*** Provide us with a processed video in either Microsoft Windows Media Player, Real Player, or QuickTime format. Our preference is Microsoft Media Player, with us embedding the player into the page. We can either place the electronic video file on our server, or you can provide us with a link to a video file hosted on a different server.

- ✓ ***Advice Concerning Video File Size:*** While we currently do not have any file size restrictions regarding video presentations, we offer the following advice: The larger the file size for the video, the longer it will take the browser to load it – and the longer your customers will have to wait to see it. The longer your customers have to wait, the greater the chance that they will simply leave the webpage without watching it. Then you've wasted the money you've invested in your promotional video.

Submitting Your Job Postings to Orvis.com

- ✓ *Need Qualified Help? We Can Help You!* Another benefit of your ELOG membership provides you with access to the “[Orvis Careers](#)” section of our website. Our ELOG members have their own section for job opportunities titled “[Positions at independently owned and operated Orvis Endorsed Operations.](#)” ELOG members have reported receiving great responses from highly qualified candidates from job postings they placed on Orvis.com
- ✓ *How to Submit Your Job Postings:* Send information on any open positions to elogpositions@orvis.com. We'll post your open position to the Orvis Careers section in 5 business days. If you need a template that will help you with completing a job profile for the posting, then go to <http://www.orvis.com/elogjobs>. This page has a Microsoft Word document that's a template for completing a job profile. You can download this Word document and use it as a guide for writing a job profile for your open position. Then you can email the Word document back to use at elogpositions@orvis.com.

The New ELOG Survey System

Overview: The New ELOG Survey System

- ✓ *Providing You With Valuable Input From Your Customers:* Now your customers can go to <http://www.orvis.com/endorsedsurvey>. This will enable them to complete a 5 minute survey about your operation. You'll have access to the surveys your customers complete online. In addition, each ELOG member will have a special URL that they can print on their business cards to advise customers of how to complete their online survey for their operation. Examples of actual survey URLs:
 - ✓ Eagle Nest Lodge: <http://www.orvis.com/EagleNest>
 - ✓ Guide Ben Turpin: <http://www.orvis.com/BenTurpin>
 - ✓ Guide Todd Rogers: <http://www.orvis.com/ToddRogers>
- ✓ More details about the ELOG Survey System will be provided in a separate presentation.



Almost two decades ago, Orvis set out to make planning a world-class fishing experience easier for our customers. We sought out the best fishing operations in the most exceptional fishing areas of North America, Canada and Mexico. The result was the Orvis-Endorsed Lodge, Outfitter, Expedition, Guide Service and Guide Program. Each endorsed operation has its own character, but all share the same high standards: great service, great fishing and an experienced, professional staff.

To ensure that these standards are continually exceeded, we would like you to take approximately five minutes and evaluate your recent stay at one of our Endorsed Operations. Please tell us what you really enjoyed and what could have been improved. Your input is extremely helpful in maintaining the quality and service we put the Orvis name behind.

Choose the state of the Endorsed Operation you visited, and then click on the link matching the Endorsed Operation you used to be directed to the short survey.



For our Endorsed Mexican Operations, please click on the Mexican Flag



For our Endorsed Canadian Operations, please click on the Canadian Flag



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