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• Primary Navigation Contains Drop down menu text items for direct access to content areas

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• Meta Information
  - keyword Identification and copywriting (Collaborative)
• Link labeling and Strategy
• Google Analytics Code

Global Header Description

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Empoyee Login

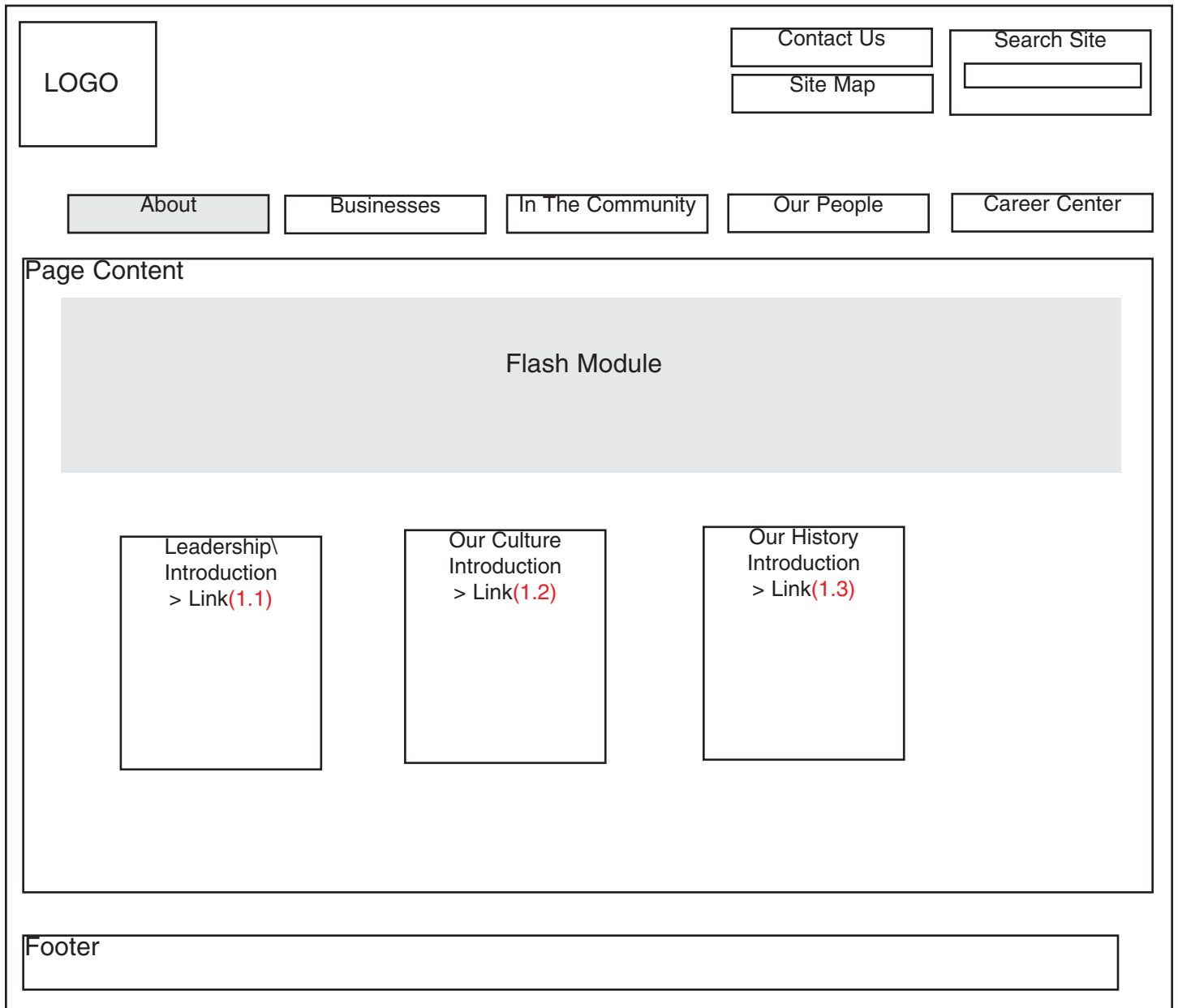| About LC (1.0)	Businesses (2.0)	In The Community (3.0)	Our People (4.0)	Career Center (5.0)

Drop Down Menu Functionality

Default

About LC

Rollover

About LC

> Leadership

> Culture

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CC&B Introduction > Link PDF Download (1.2.1)	LCI Principles Introduction > Link(1.2.2)	From the Top Introduction > Link (1.2.5)
Ethics Introduction > Link(1.2.3)	Community Involvement Introduction > Link(1.2.4)	

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  > Ethics (1.2.3)
  > Comm. Involvement
    (1.2.4)
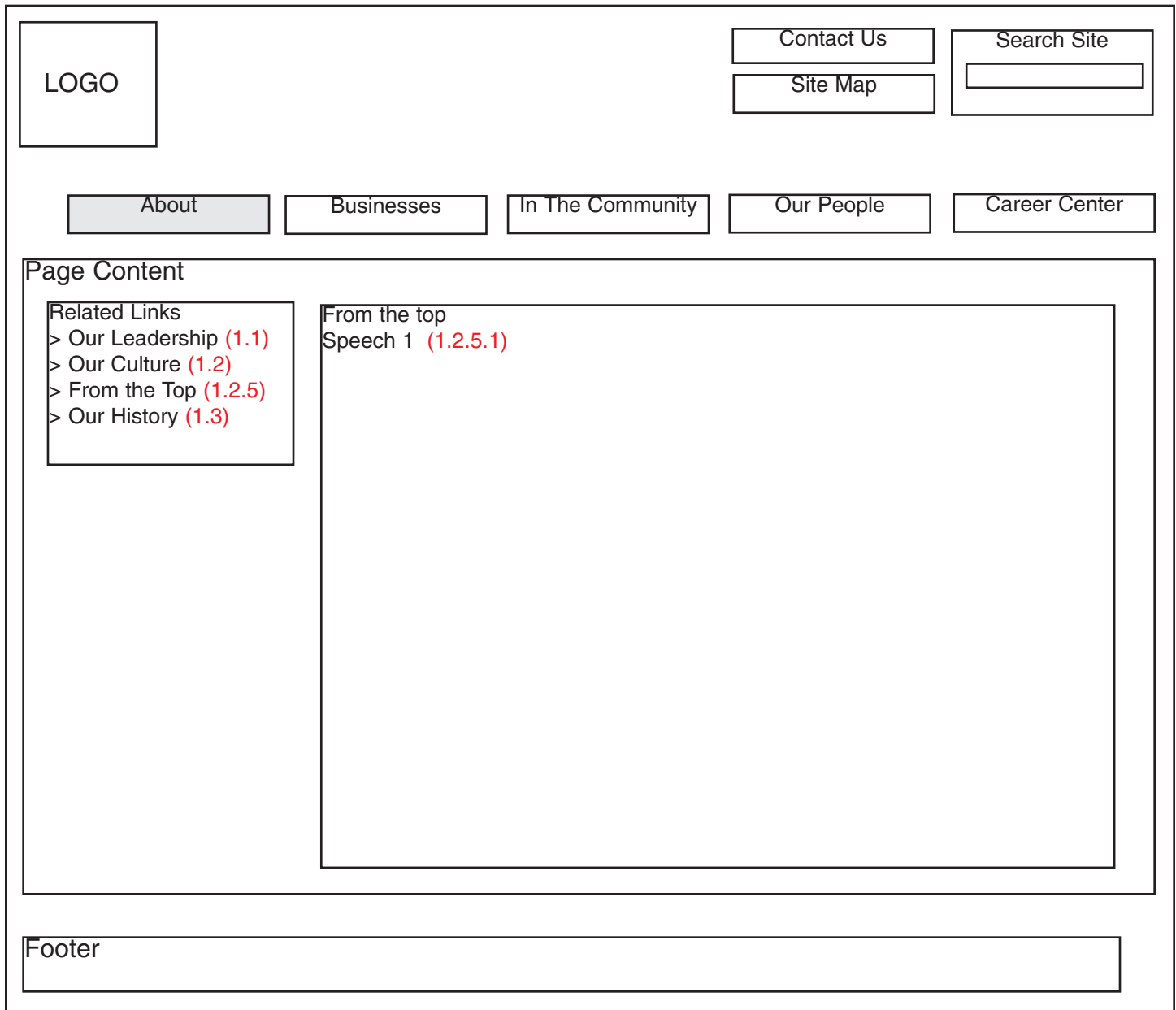 > Speeches (1.2.5)

> Our History (1.3)

From the top
Paragraph

Speeches
  > Frank Batten Sr. (1.2.5.1)
  > Foreword (1.2.5.2)
  > What is Landmark all about? (1.2.5.3)
  > Developing people: Nothing is more important (1.2.5.4)
  > The power of the press: maintaining the public's trust (1.2.5.5)
  > Minority hiring: a top priority (1.2.5.6)
  > Newspapers in transition: from monopoly to competition (1.2.5.7)
  > Six trends for opportunities in the '90s (1.2.5.8)
  > Continuous Improvement will revolutionize Landmark (1.2.5.9)
  > Landmark's vision: to become the leader in all our markets (1.2.5.10)
  > The promise of CI (1.2.5.11)
  > Investing in the future: making our mark through excellence (1.2.5.12)
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Speeches
   > Frank Batten Sr. (1.2.5.1)
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   > What is Landmark all about? (1.2.5.3)
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   > Continuous Improvement will revolutionize Landmark (1.2.5.9)
   > Landmark's vision: to become the leader in all our markets (1.2.5.10)
   > The promise of CI (1.2.5.11)
   > Investing in the future: making our mark through excellence (1.2.5.12)
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Weather
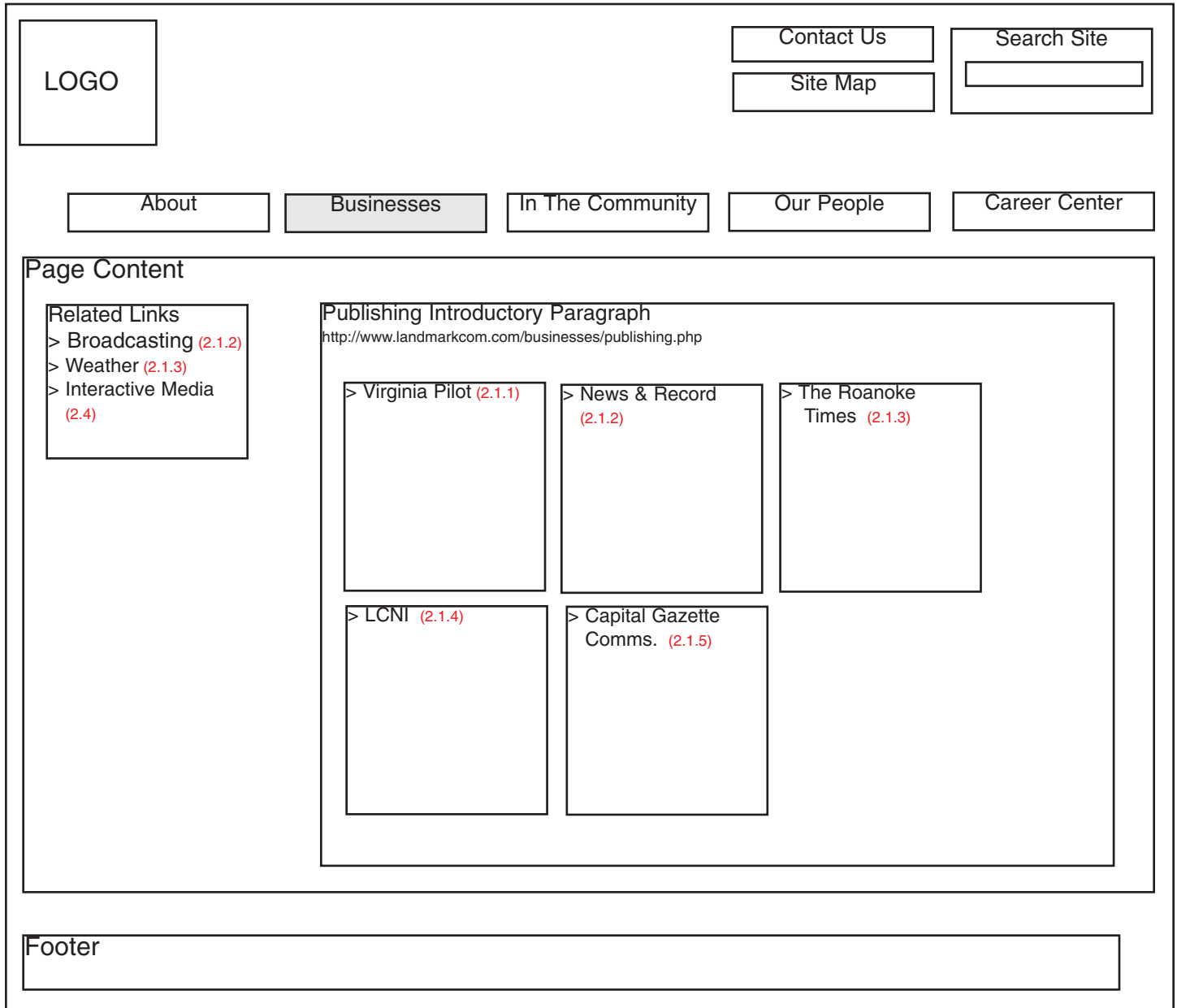Introduction
> Overview (2.3)

> Weather Channel
  Companies, Inc
  (2.3.1)
> Weather Services
  International (2.3.2)
> Partnerships (2.3.3)

Interactive Media
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Publishing Introductory Paragraph

http://www.landmarkcom.com/businesses/publishing.php

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> The Roanoke
   Times   (2.1.3)

> LCNI   (2.1.4)
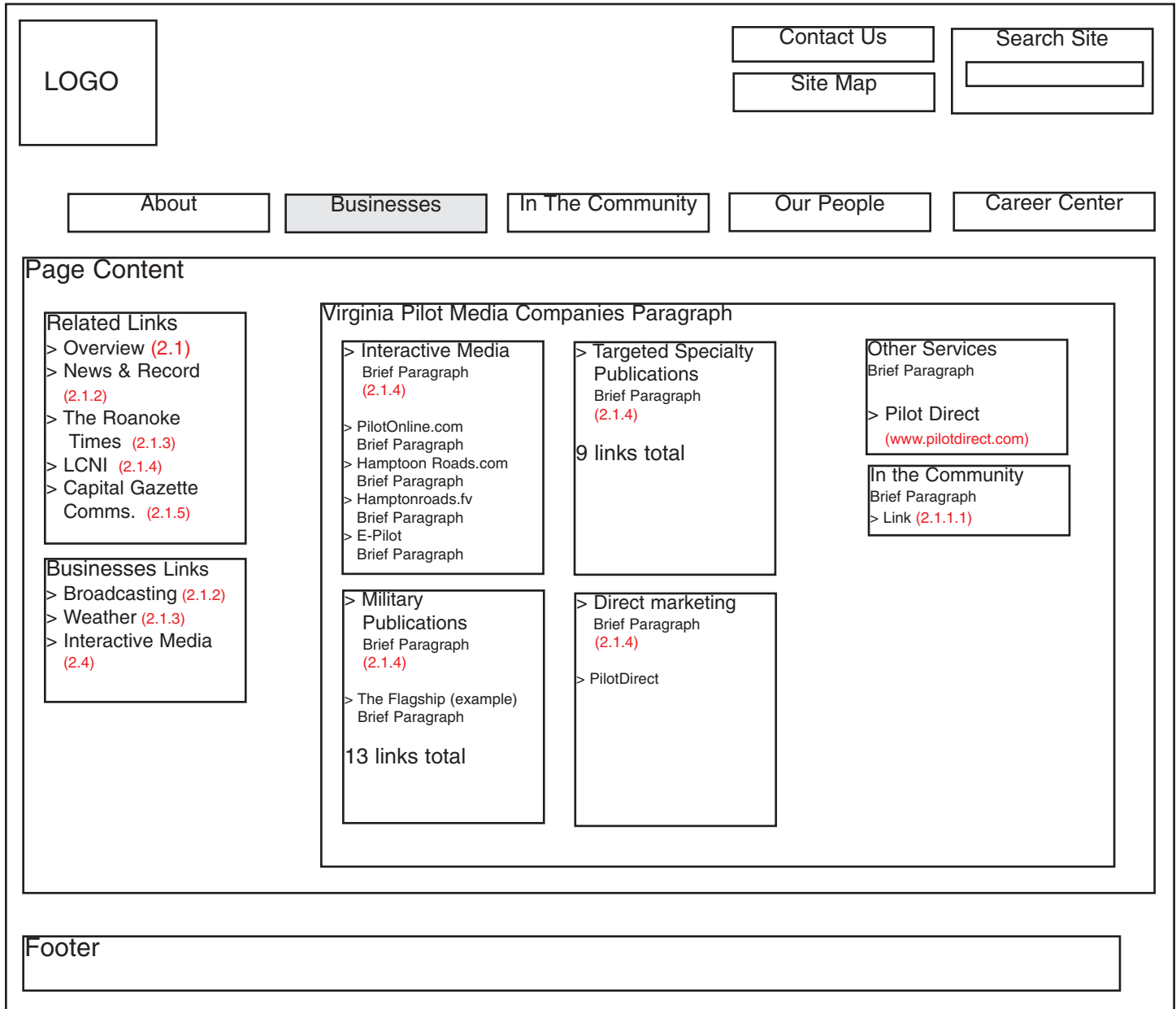
> Capital Gazette
   Comms.   (2.1.5)

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Virginia Pilot Media Companies Paragraph

> Interactive Media
Brief Paragraph
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Brief Paragraph
> Hamptoon Roads.com
Brief Paragraph
> Hamptonroads.fv
Brief Paragraph
> E-Pilot
Brief Paragraph

> Military Publications
Brief Paragraph
(2.1.4)

> The Flagship (example)
Brief Paragraph

13 links total

> Targeted Specialty Publications
Brief Paragraph
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9 links total

> Direct marketing
Brief Paragraph
(2.1.4)

> PilotDirect

Other Services
Brief Paragraph

> Pilot Direct
(www.pilotdirect.com)

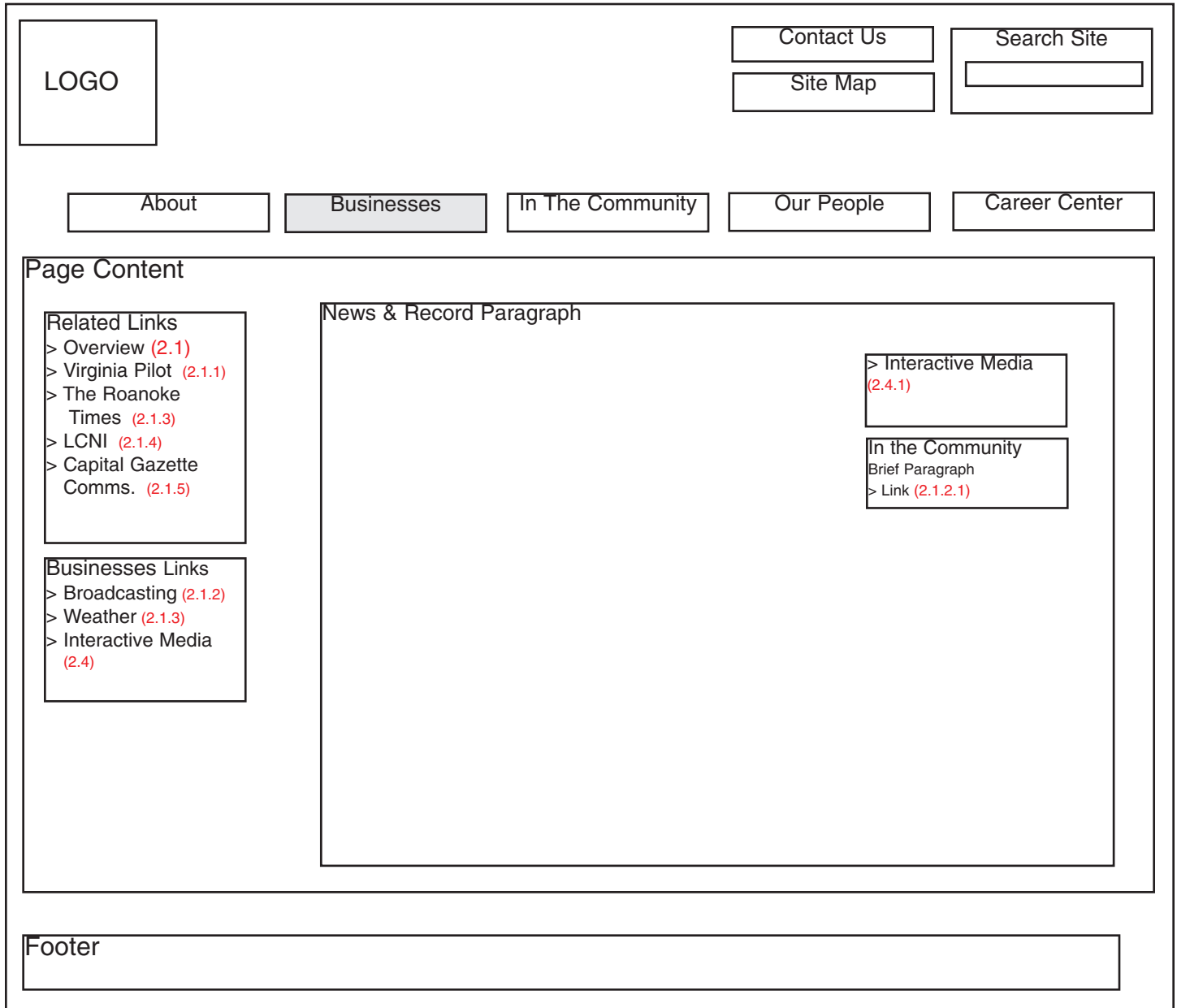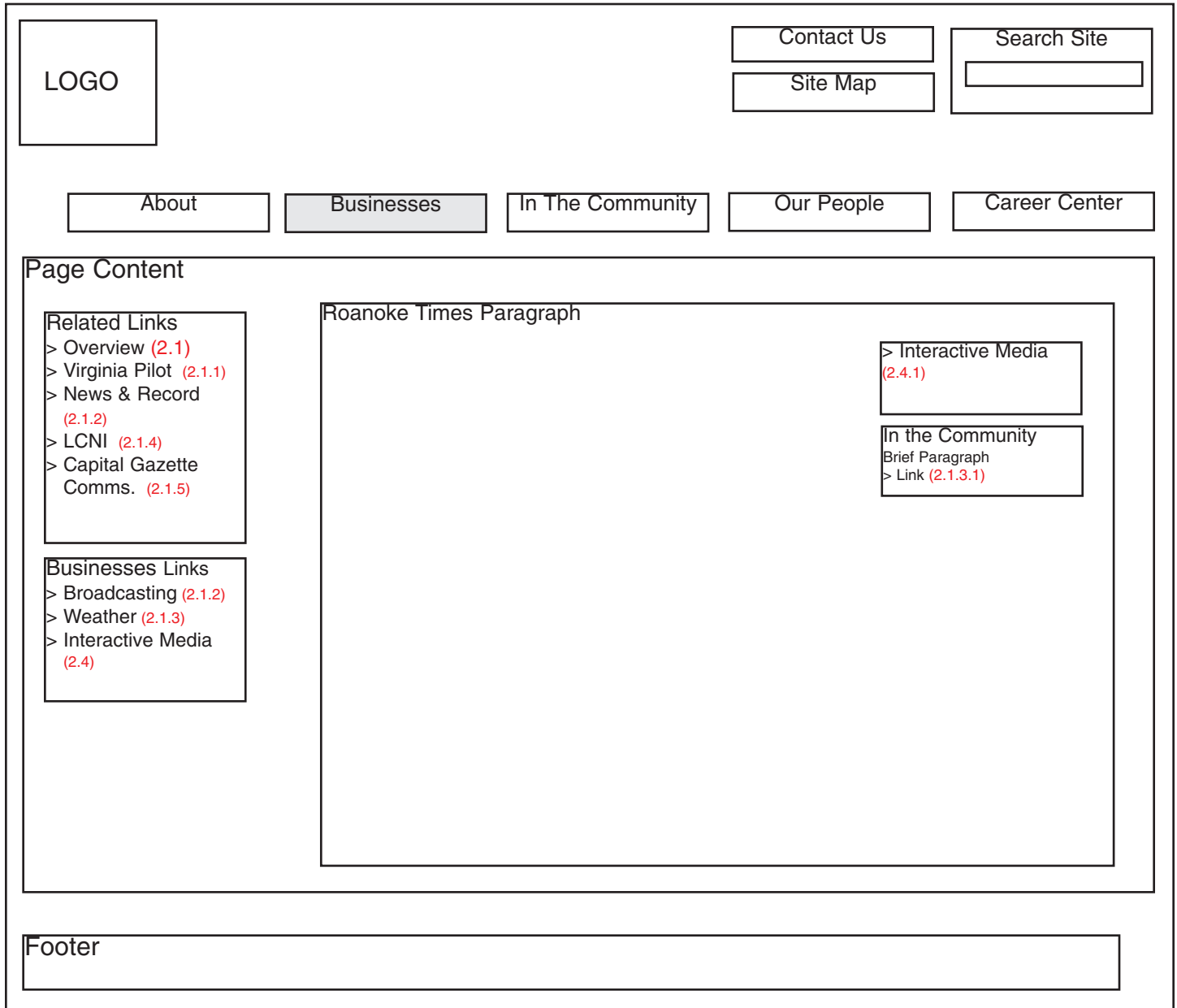In the Community
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News & Record Paragraph

> Interactive Media (2.4.1)

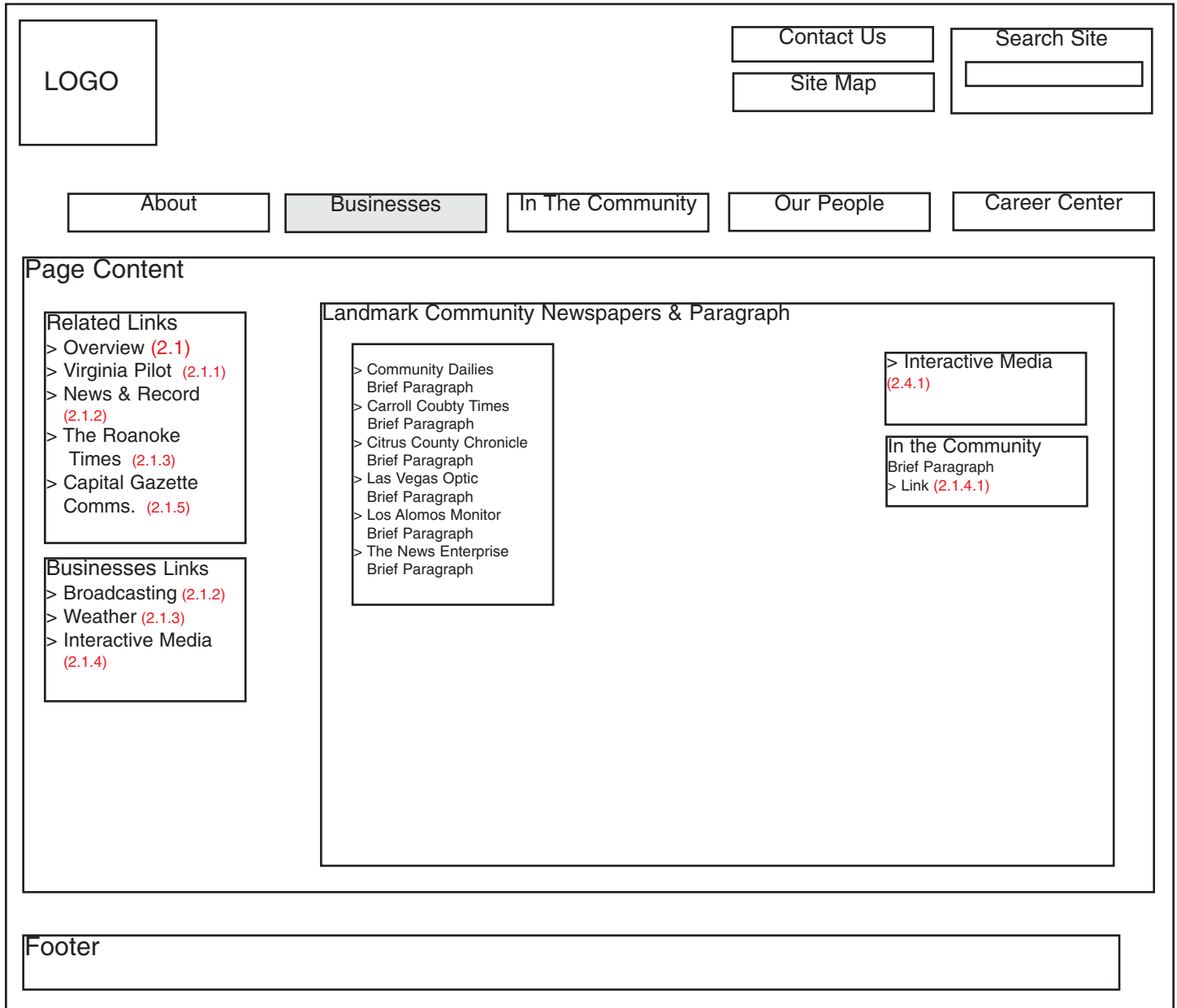In the Community
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Roanoke Times Paragraph

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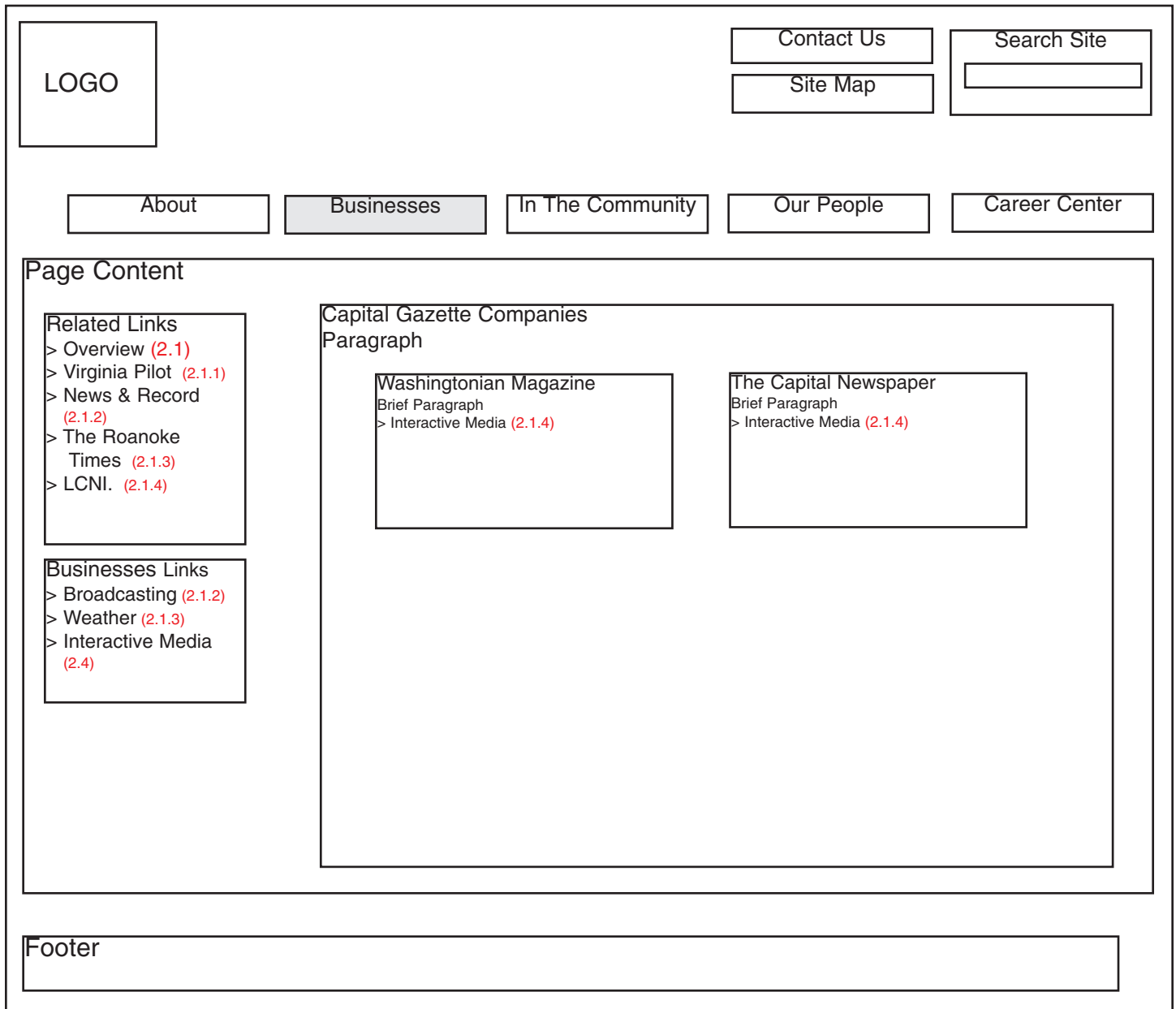In the Community
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Landmark Community Newspapers & Paragraph

> Community Dailies
  Brief Paragraph
> Carroll Coubty Times
  Brief Paragraph
> Citrus County Chronicle
  Brief Paragraph
> Las Vegas Optic
  Brief Paragraph
> Los Alomos Monitor
  Brief Paragraph
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Washingtonian Magazine
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2.1. Publishing Overview page
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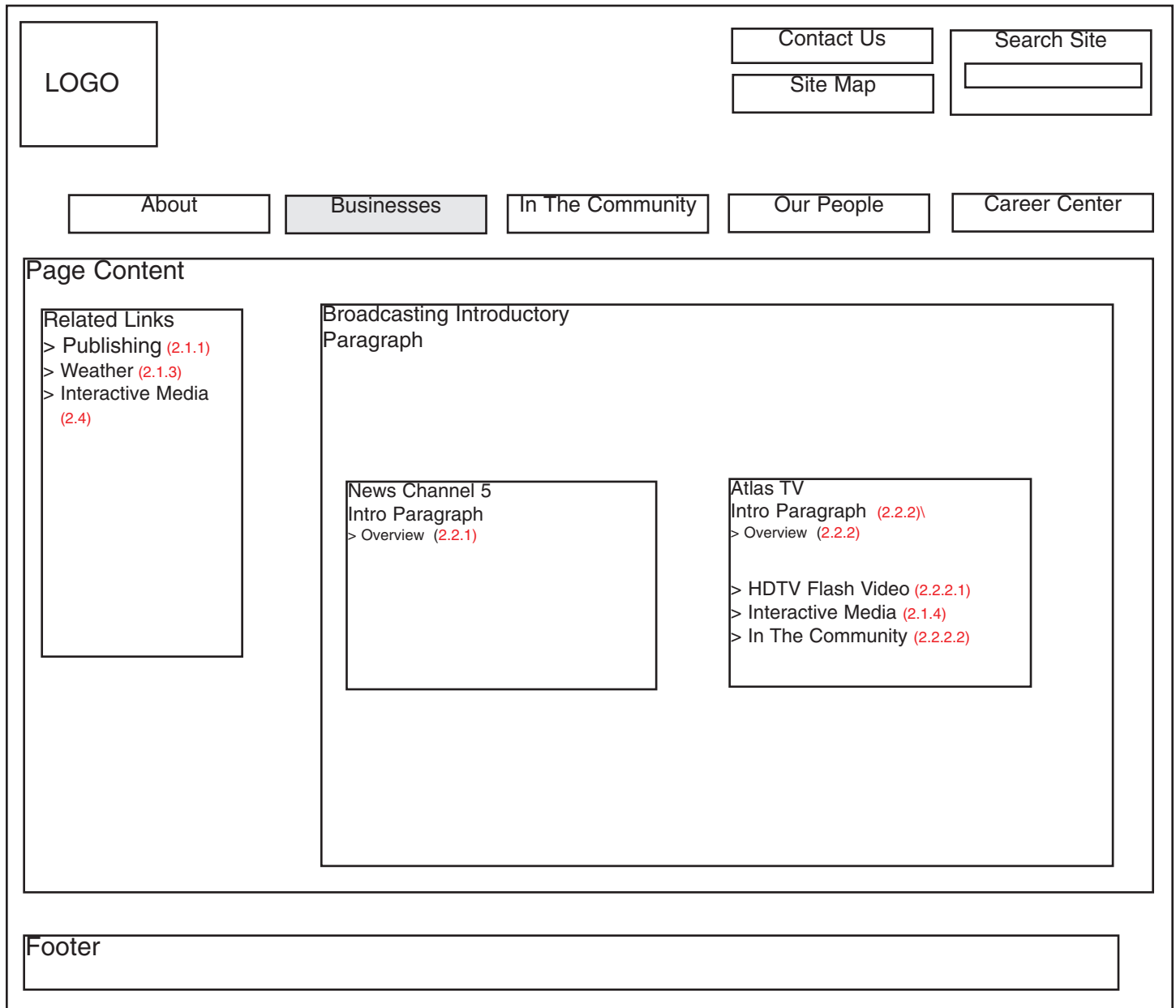
Virginia Pilot Media Companies
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Roanoke Times
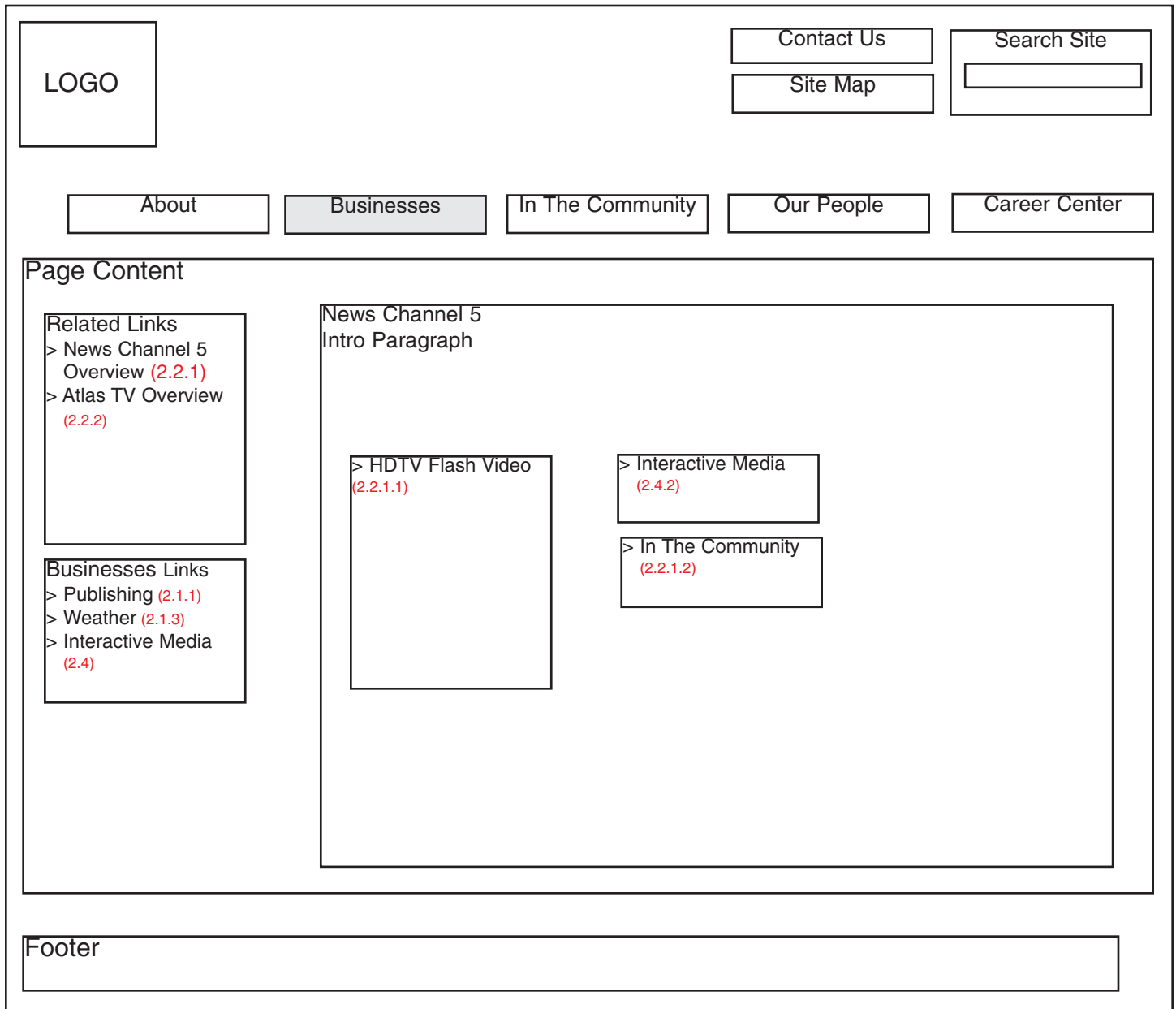**In the Community**
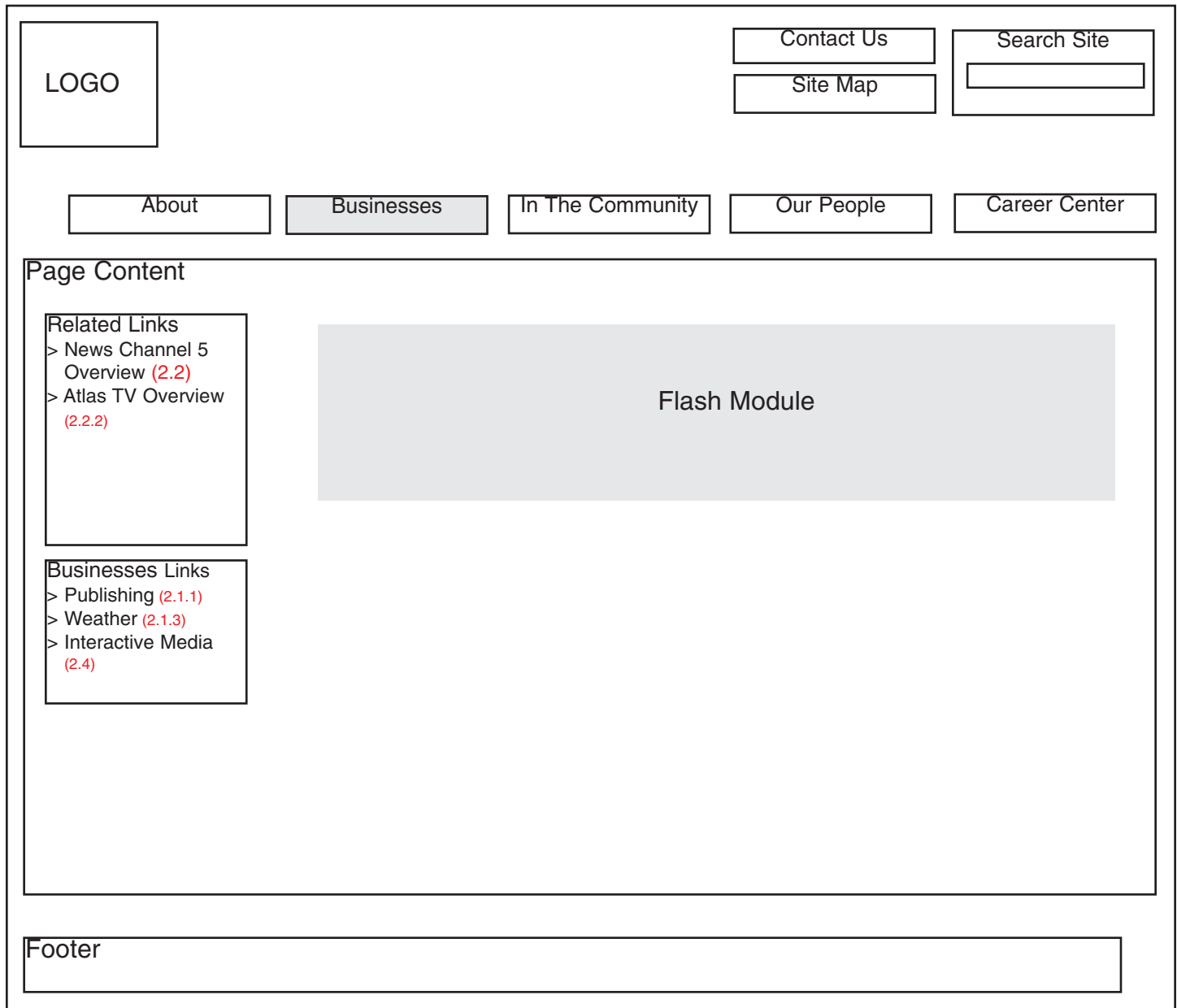Paragraph & Info

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Intro Paragraph (2.2.2)\
> Overview (2.2.2)

> HDTV Flash Video (2.2.2.1)
> Interactive Media (2.1.4)
> In The Community (2.2.2.2)
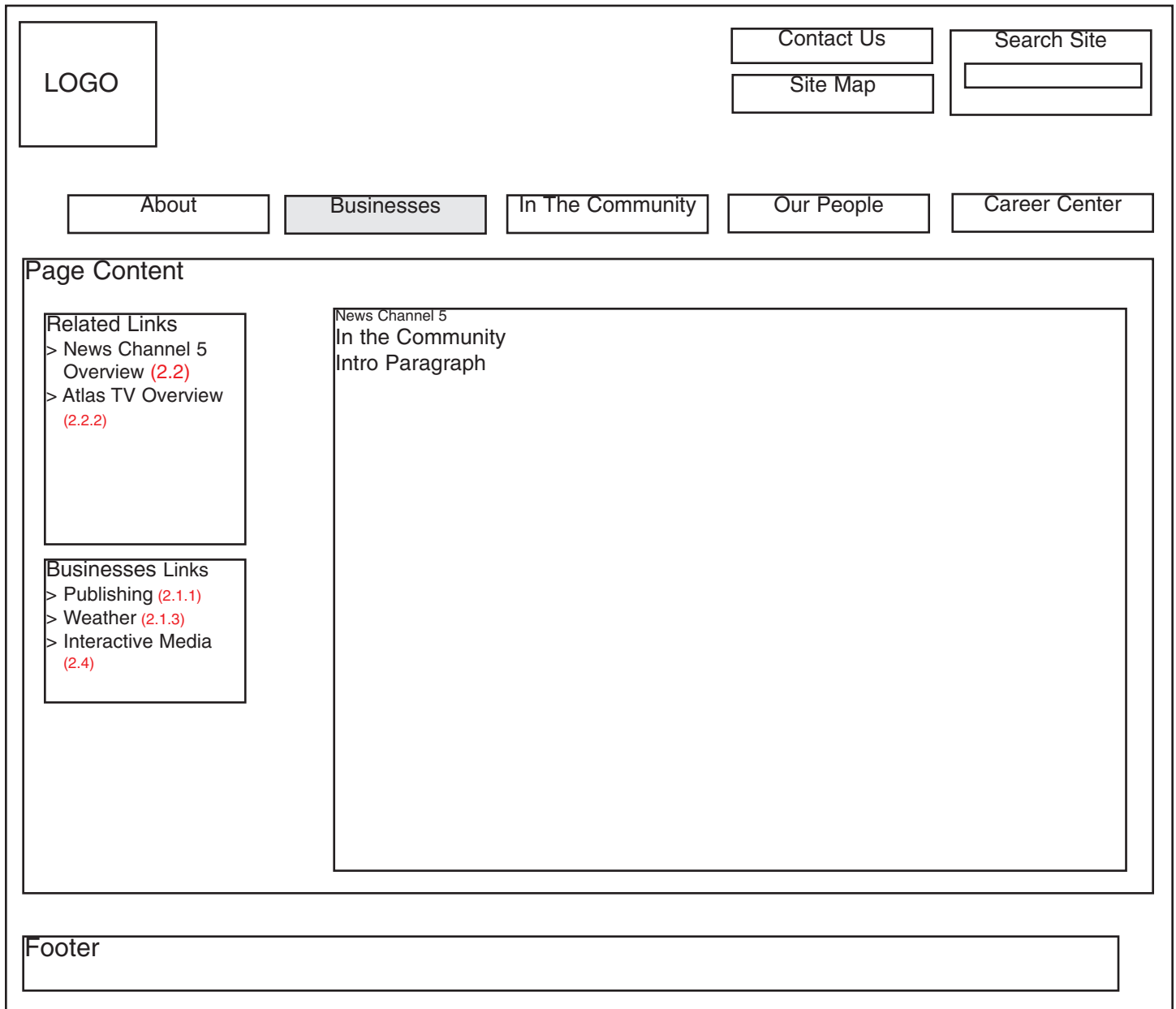
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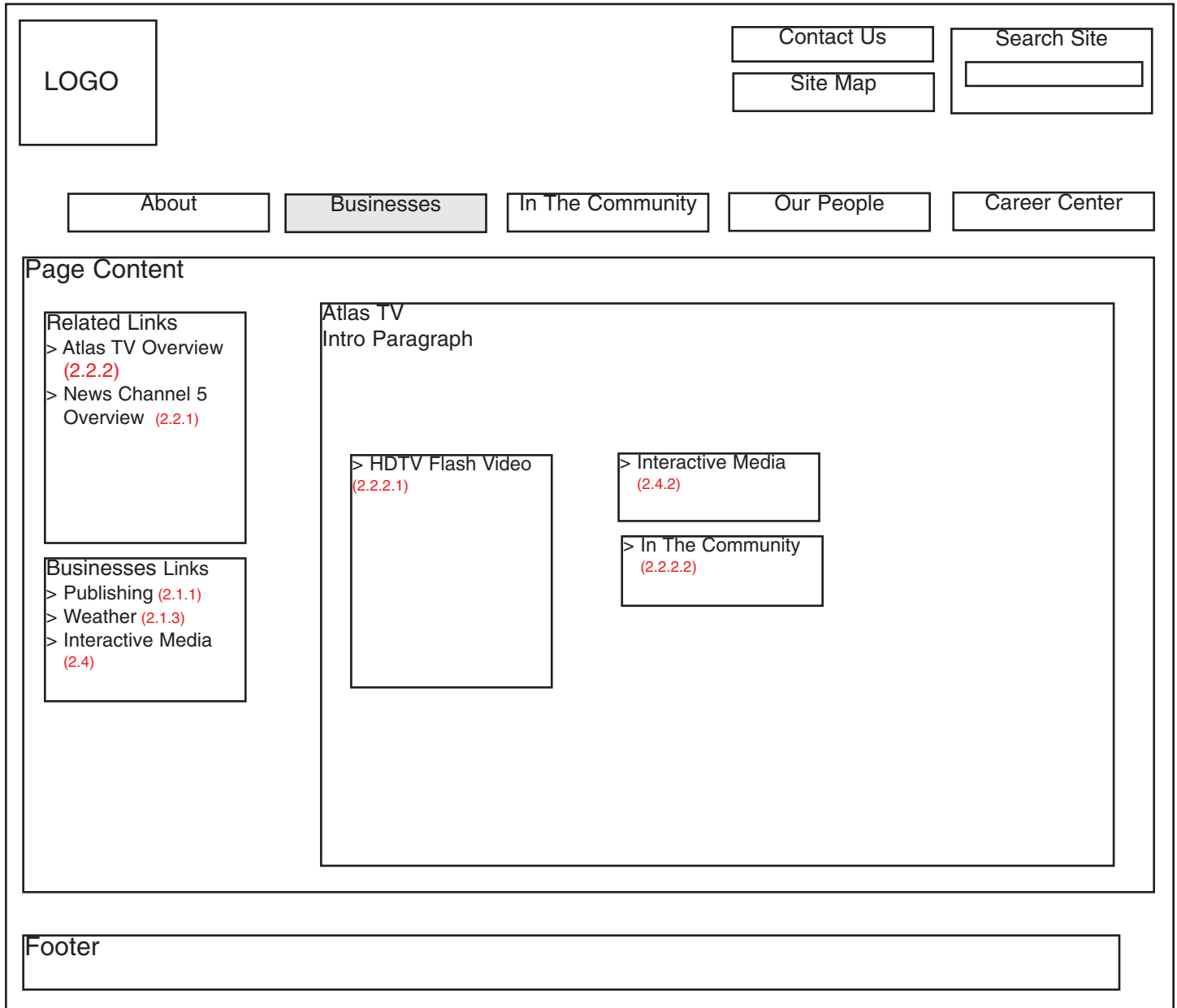• Link labeling and Strategy
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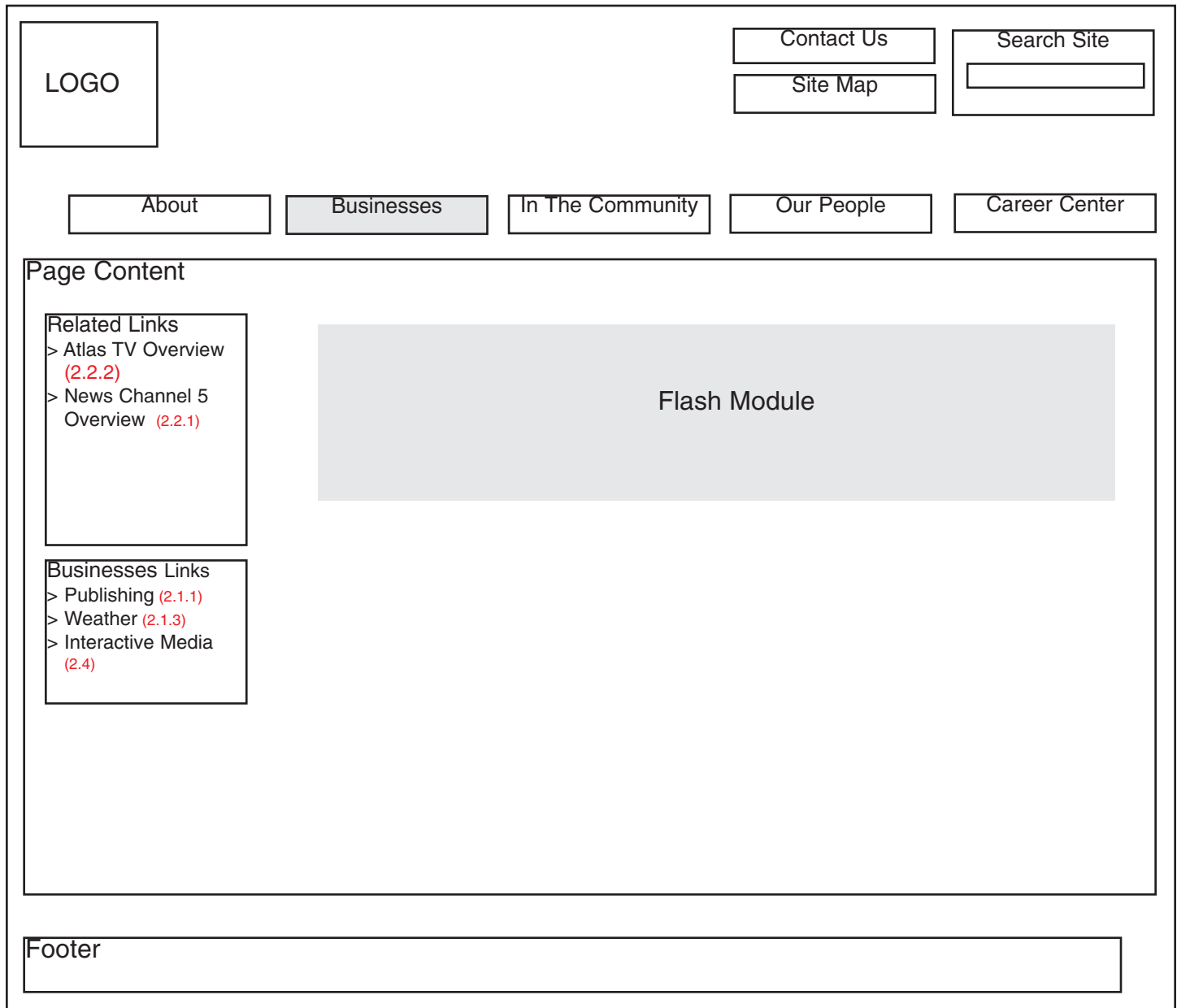• Link labeling and Strategy
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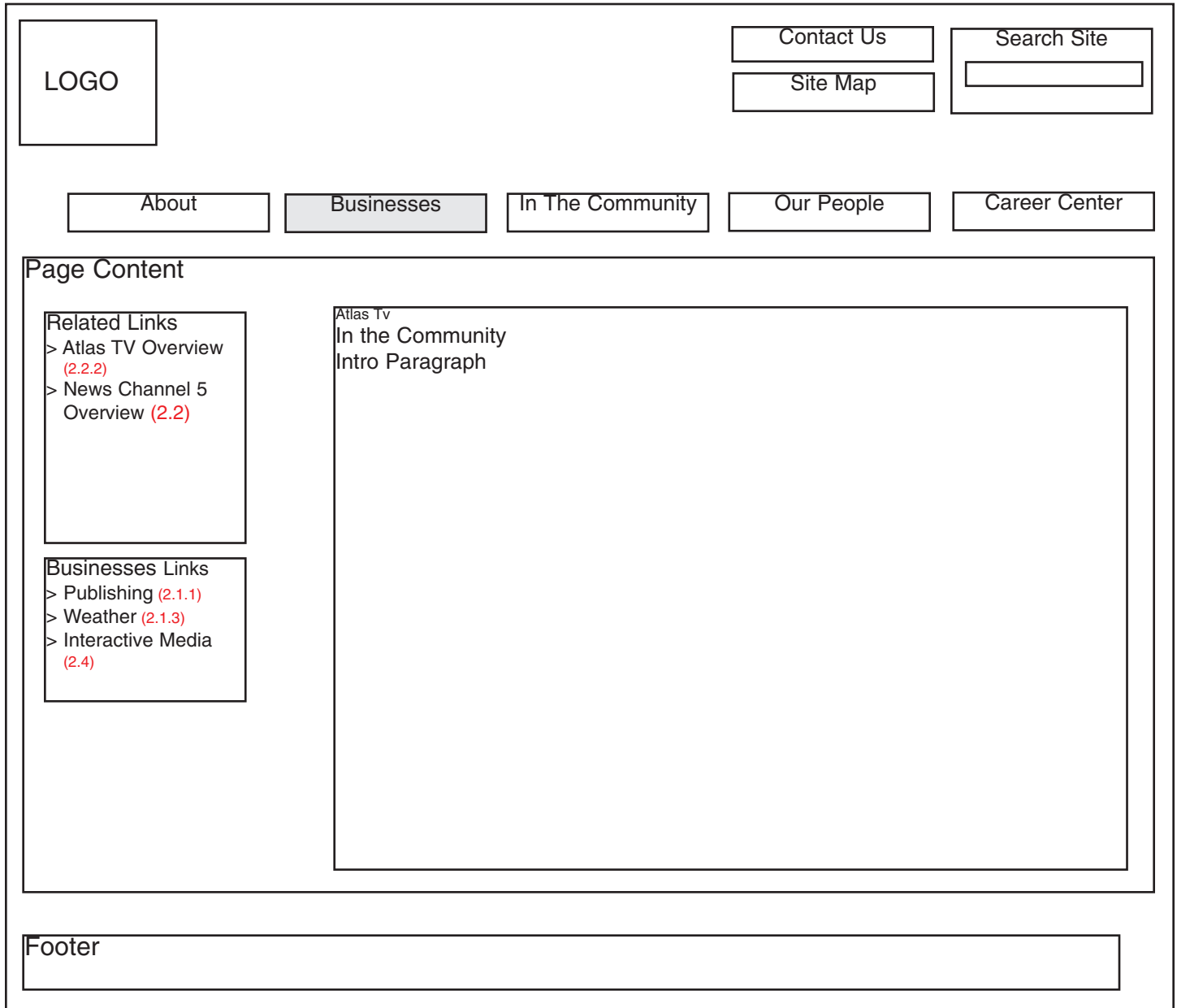News Channel 5
In the Community
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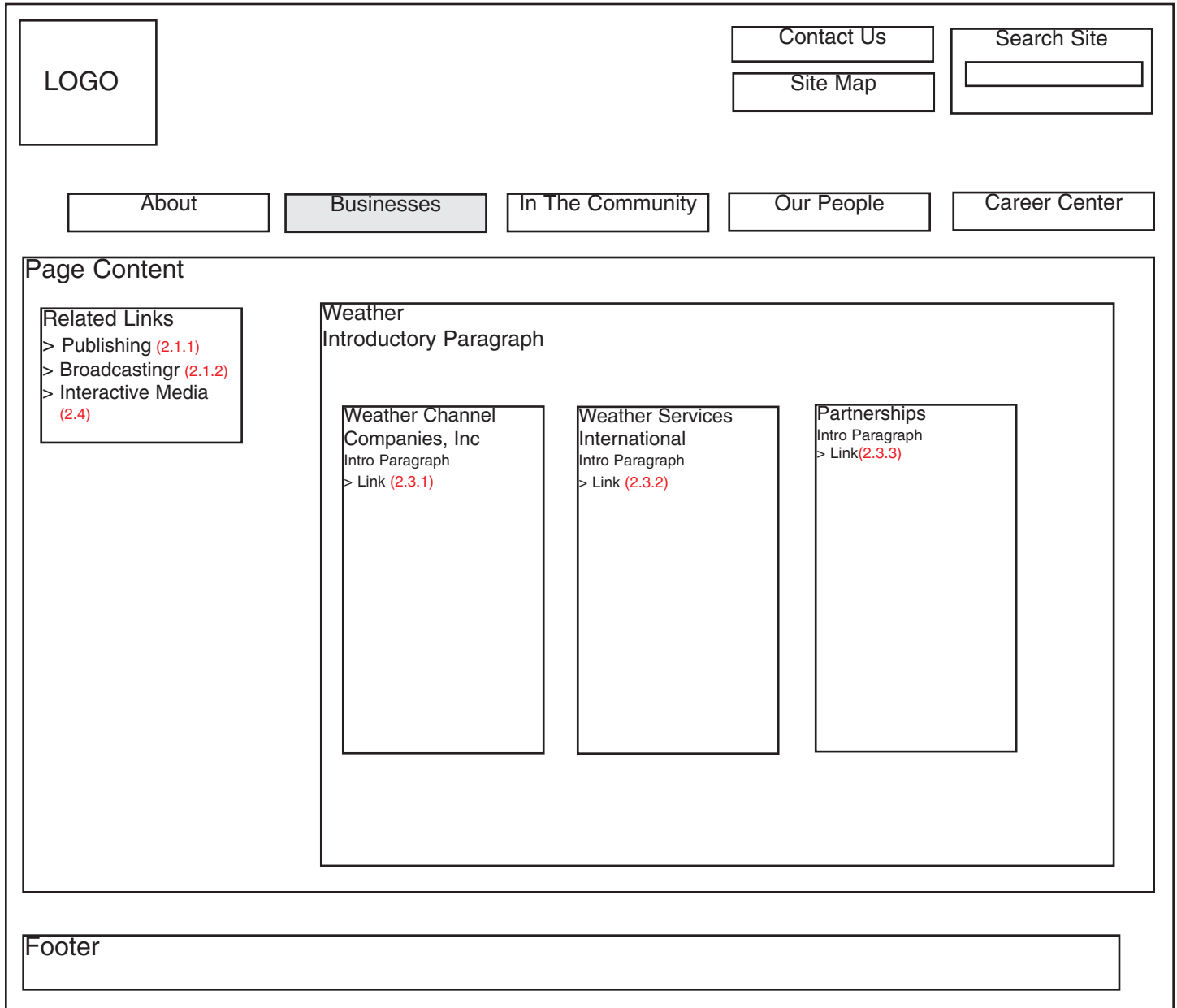Contact Us

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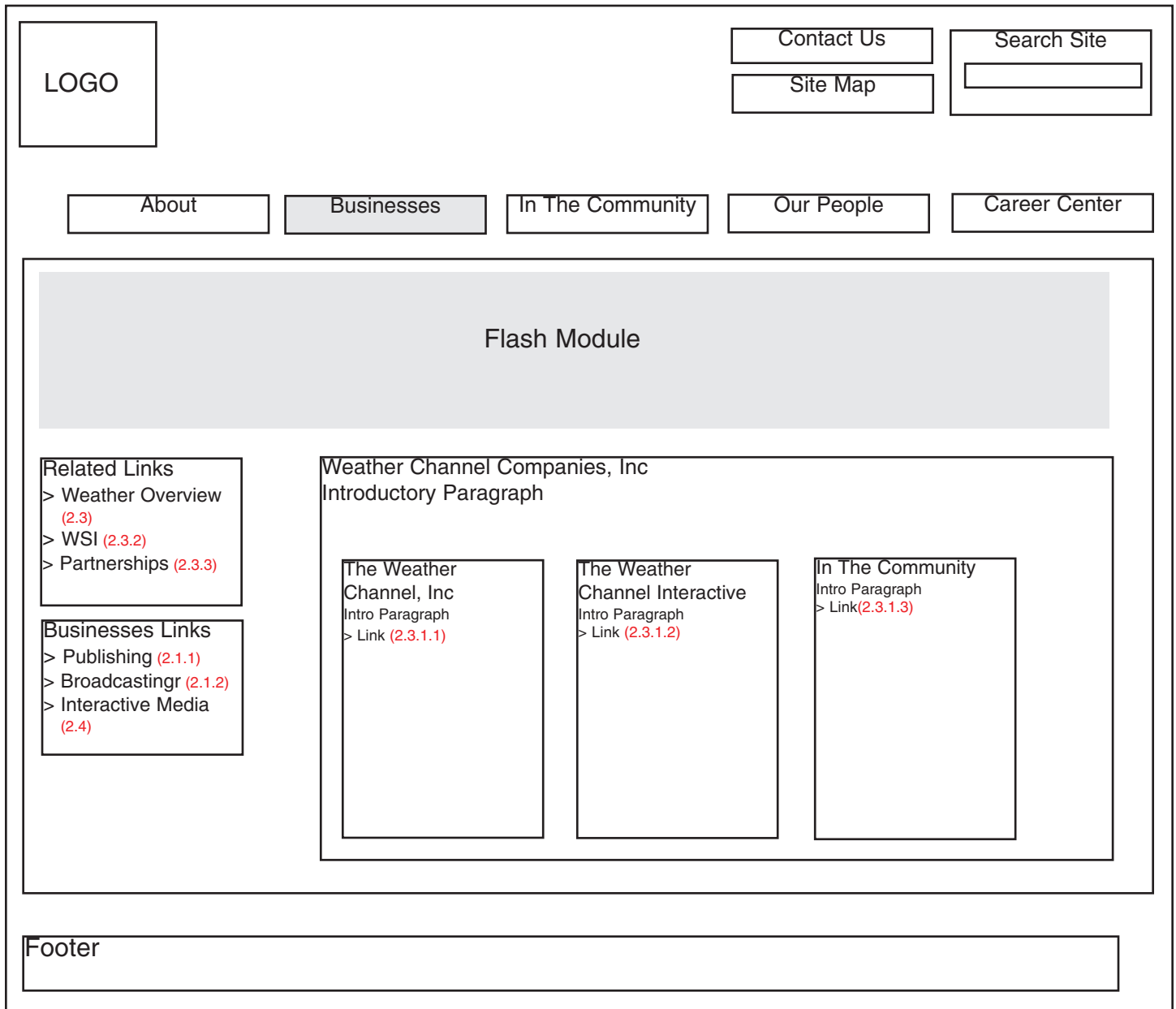• Link labeling and Strategy
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  (2.4)
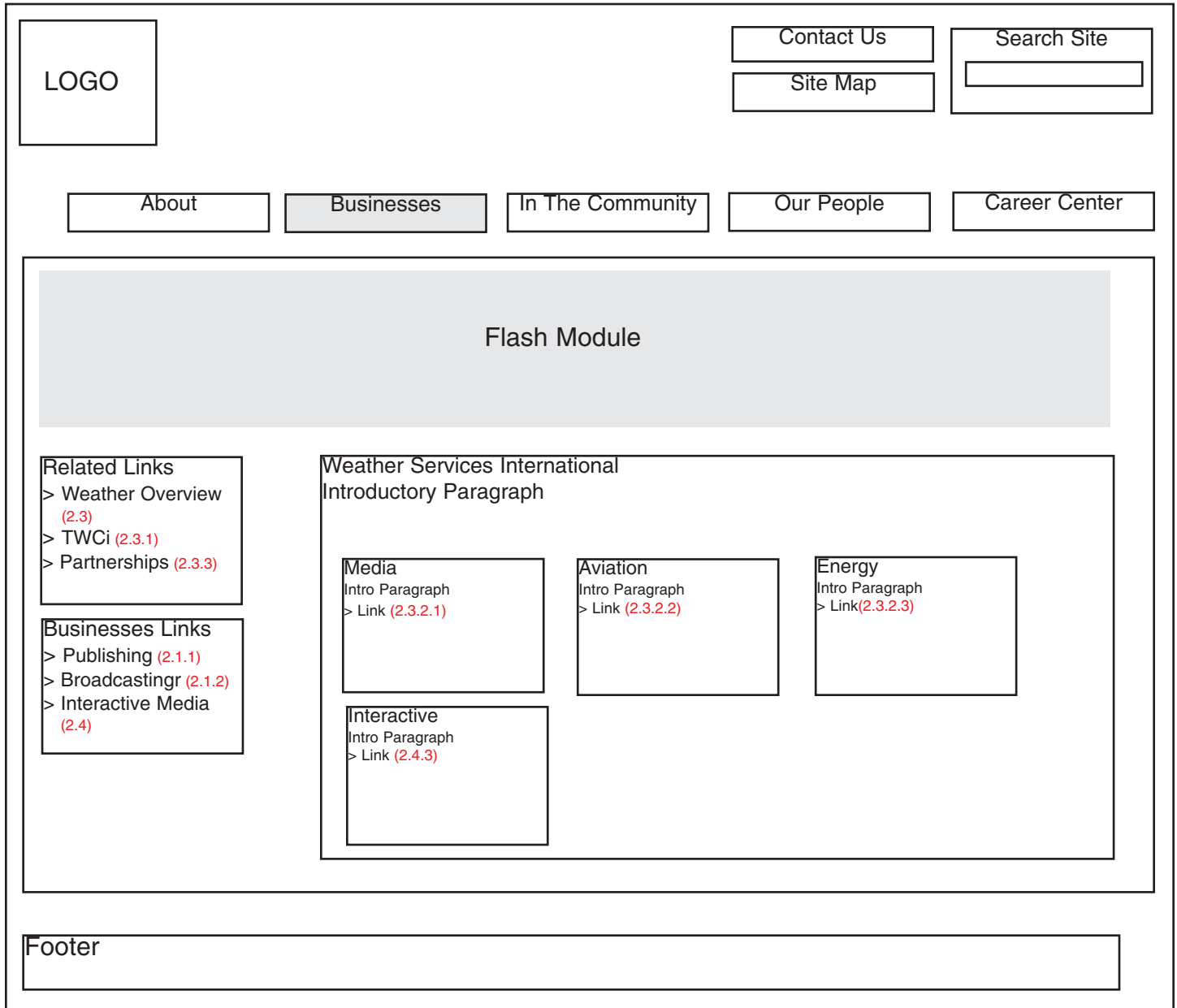
Atlas Tv
In the Community
Intro Paragraph

Footer

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• Page Titles
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• Meta Information
  - keyword Identification
    and copywriting (Collaborative)
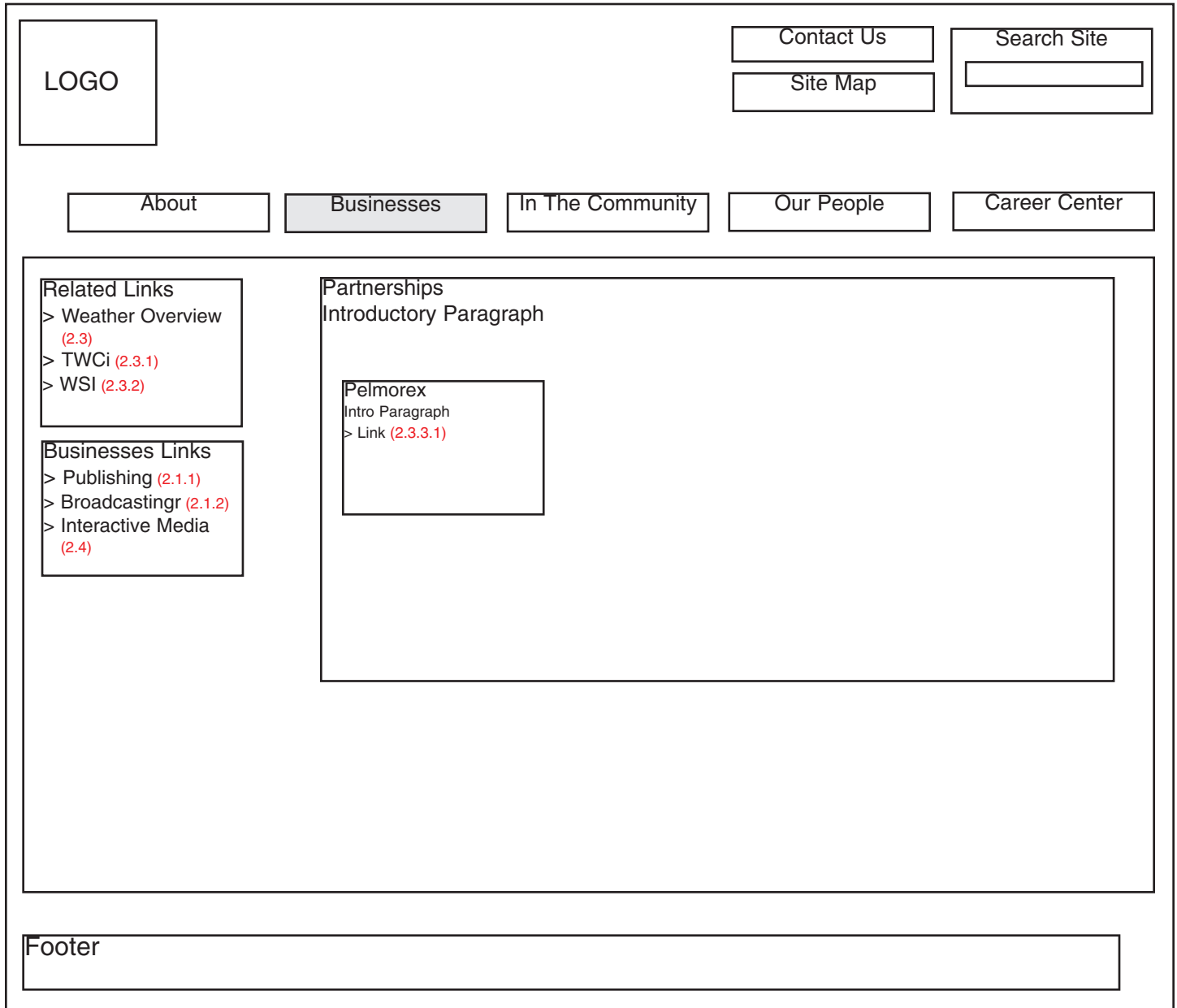• Link labeling and Strategy
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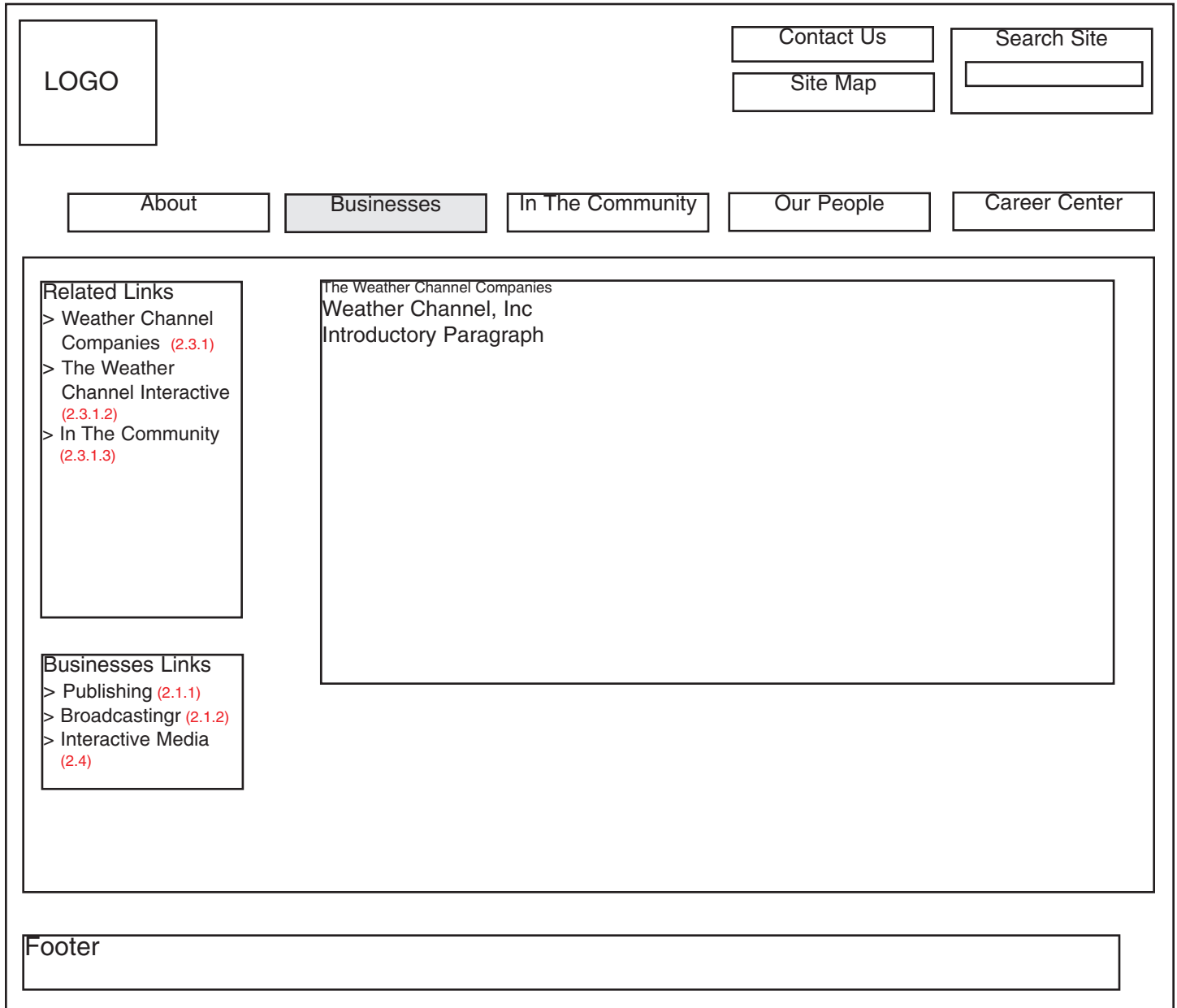• Google Analytics Code

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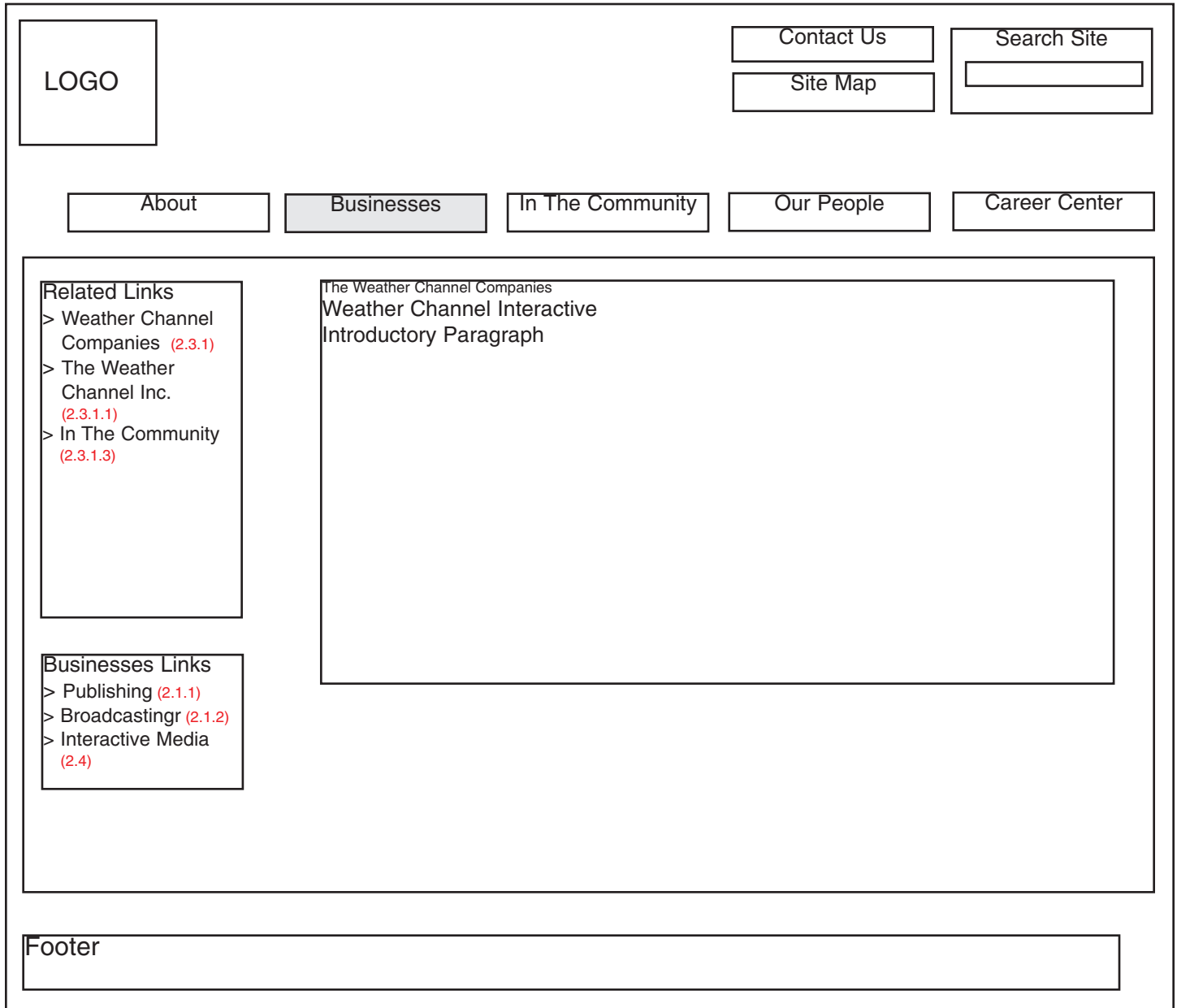> Link(2.3.1.3)

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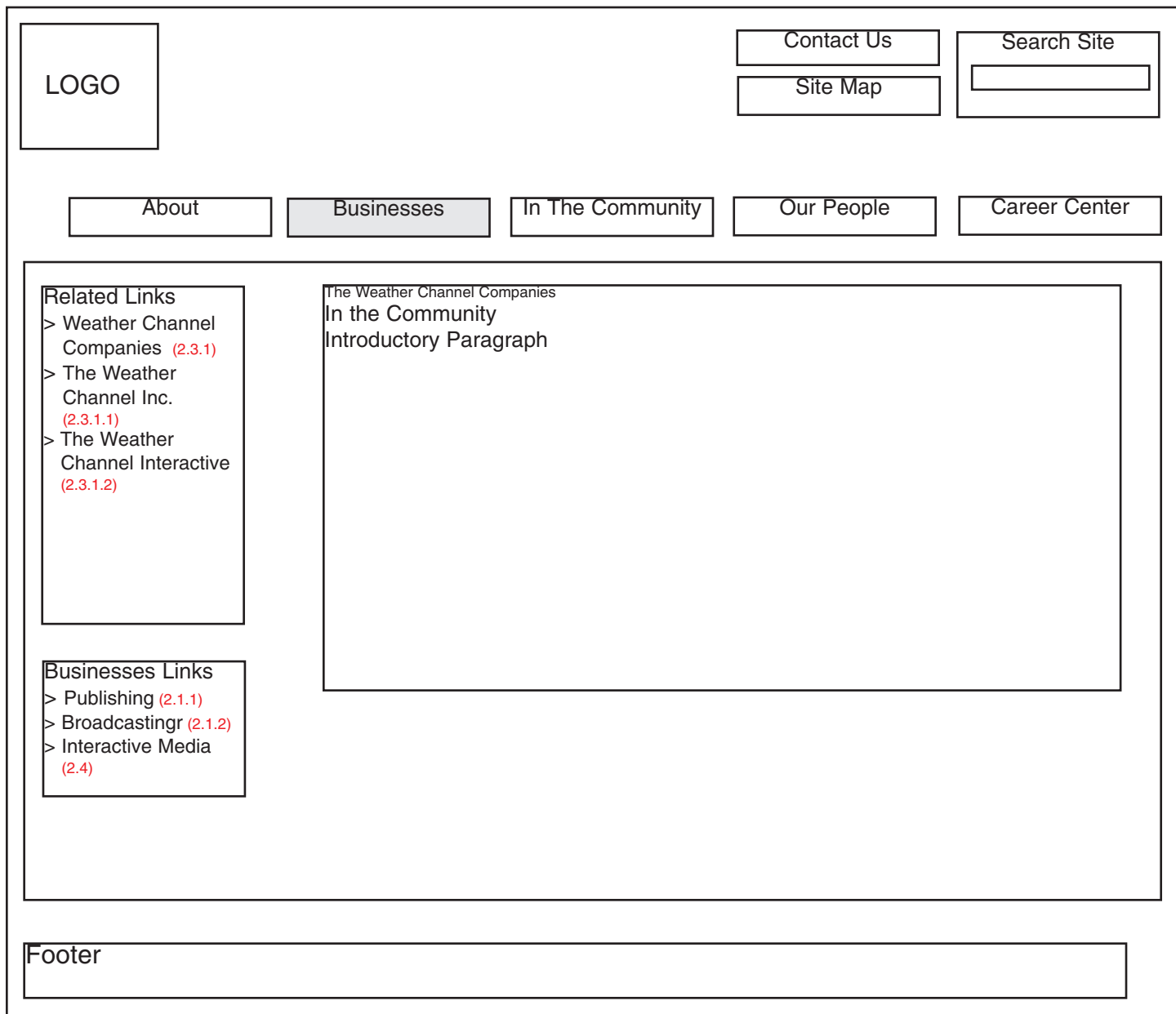> Link (2.3.3.1)

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2.3.3 Partnerships page
2.3.3.1 Pelmorex page

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   (2.3)
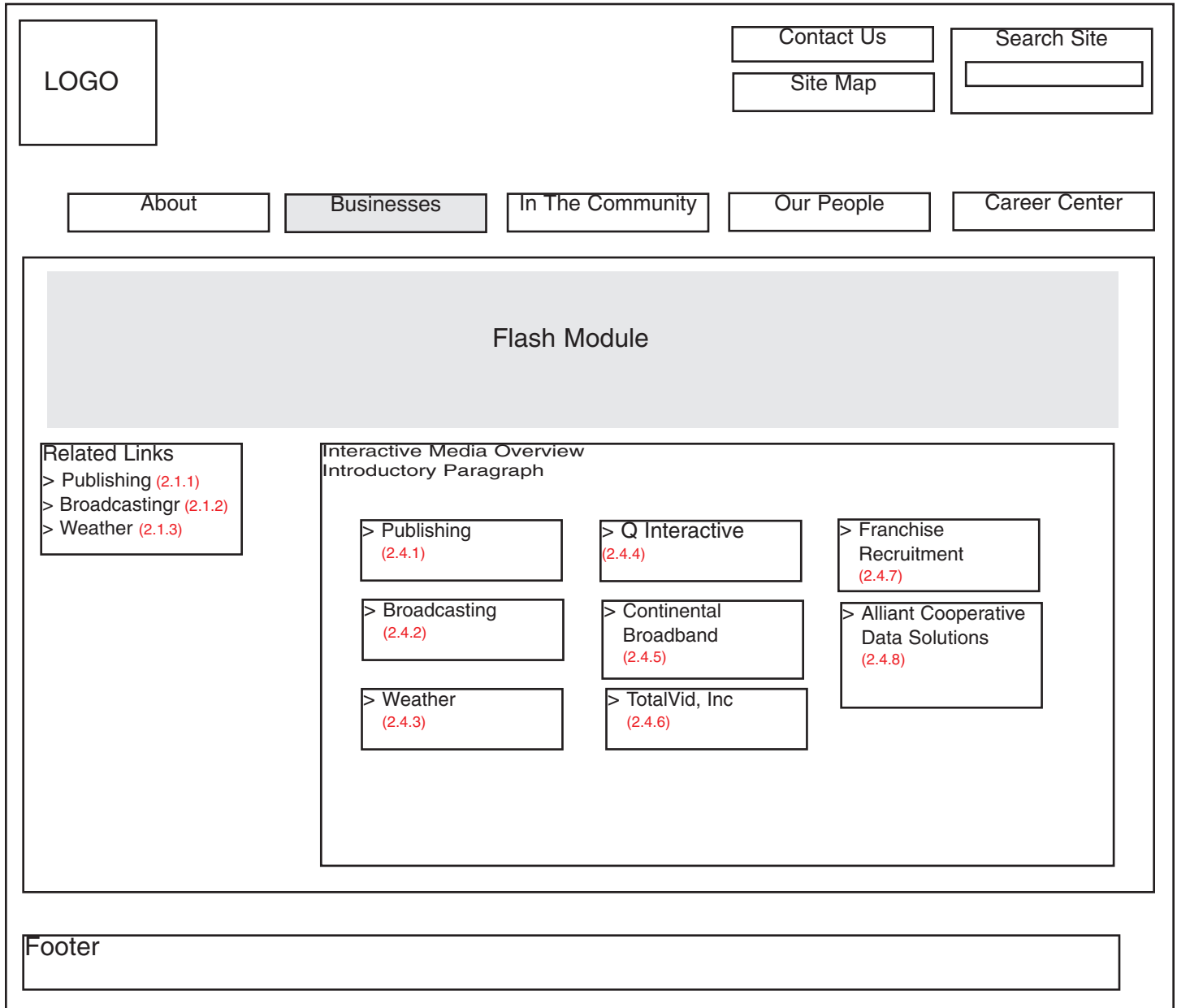> TWCi (2.3.1)
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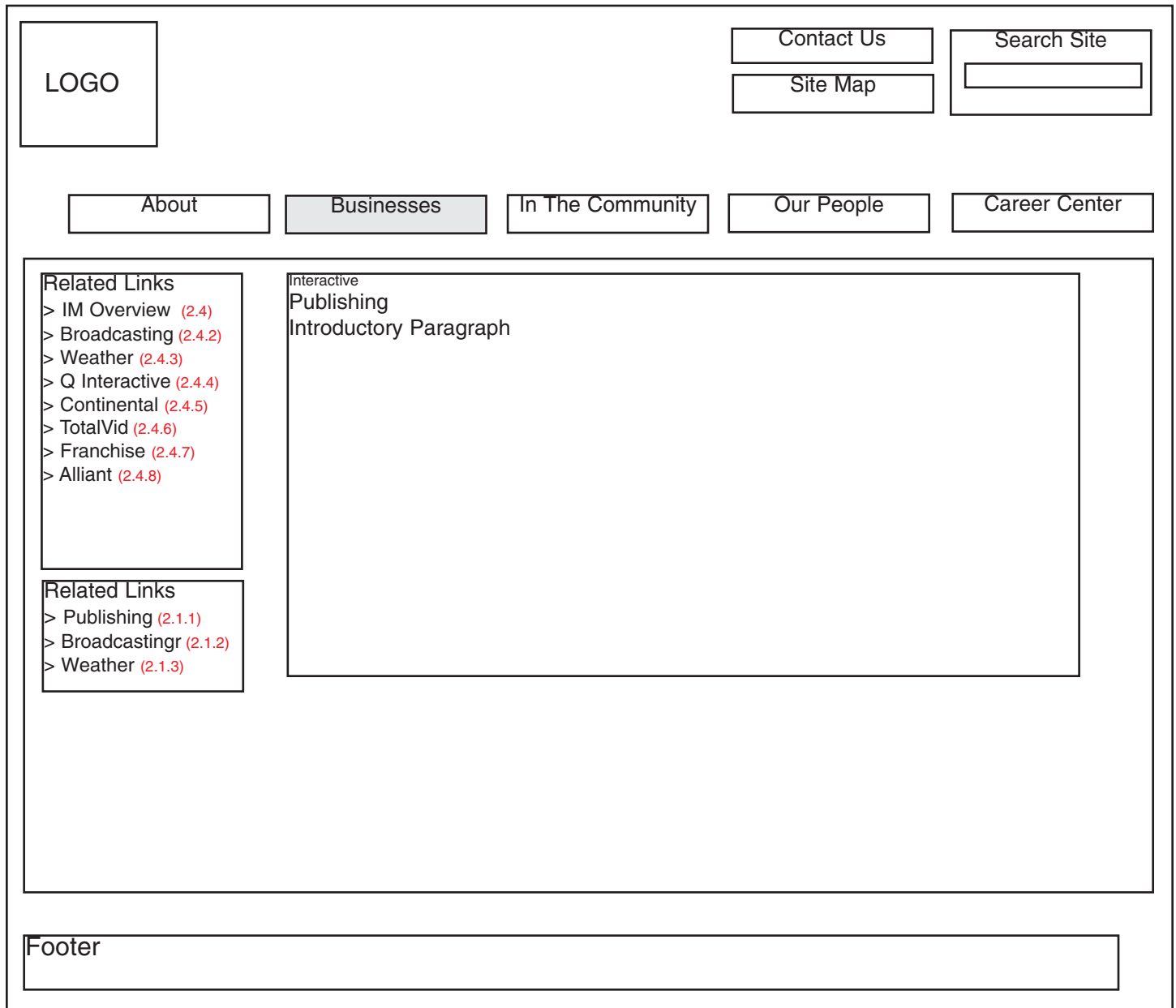Pelmorex
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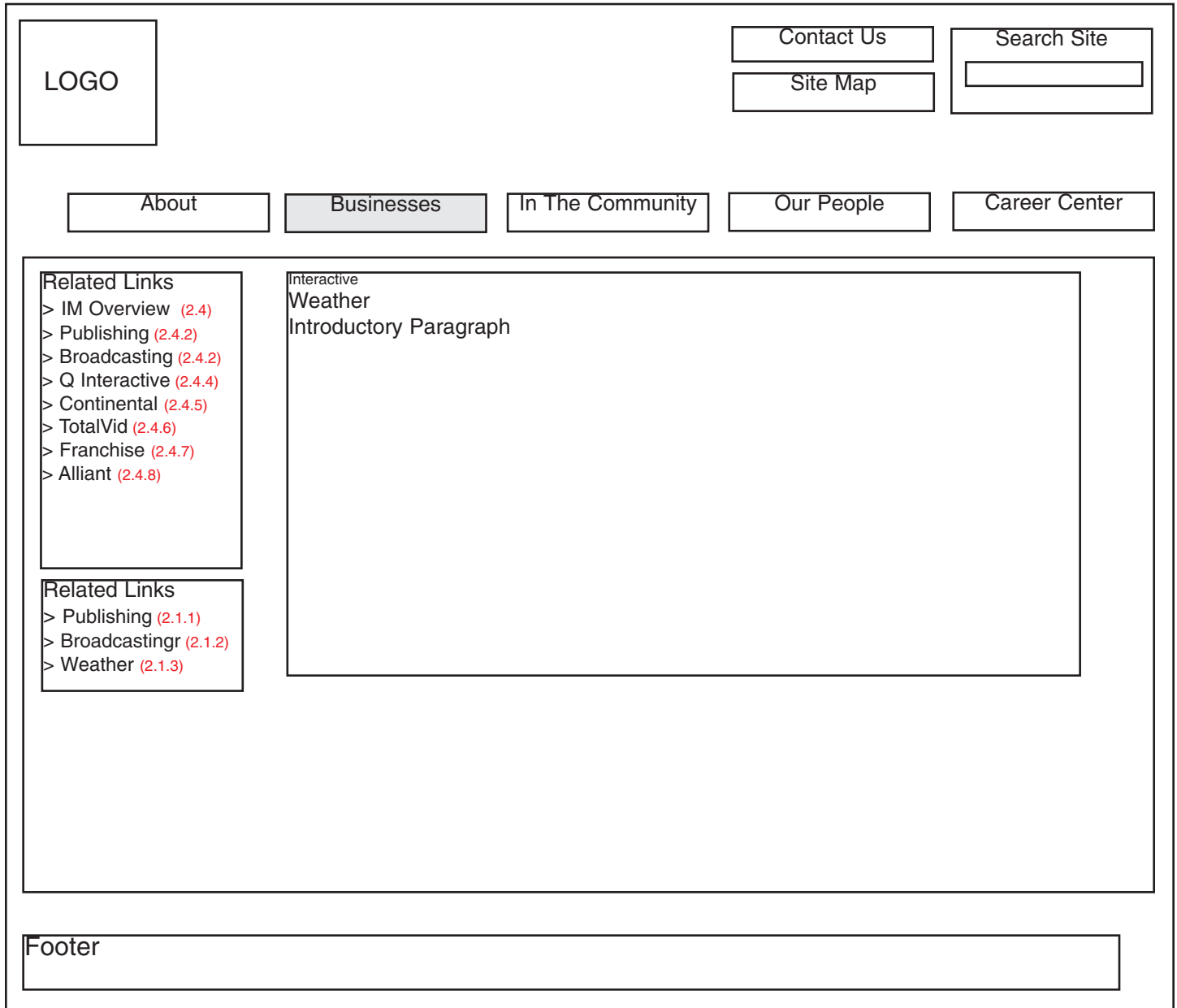Businesses

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Related Links

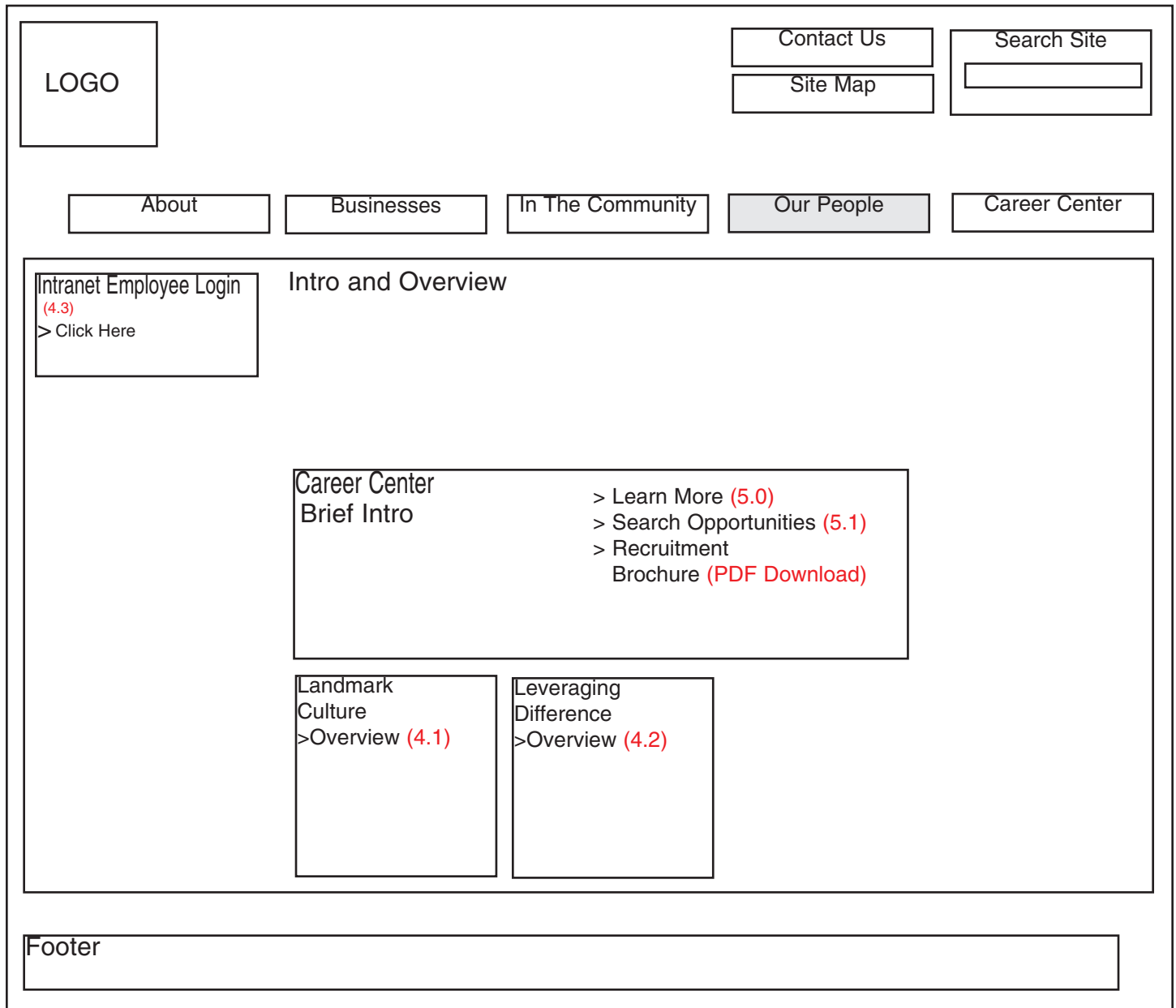> Publishing (2.1.1)
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Interactive
Franchise Rexruitment
Introductory Paragraph

> Franchise Solutions, Inc.
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> Ad Enfine
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> BusinessBroker.net
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> Franchise.com
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2.4.8 Interactive - Alliant Cooperative Data Solutions page

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> Collectibles Marketplace
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Culture
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User Login Overview

Accesses HTTPS Environment
Unique Name is assigned via email address.
Company email address is required-must match or be verified.
User can select any password.
Data is stored in Database.

New Registration and Security Validation
First time sign-up requires suer to select one question from a list of three. They are then to answer that question, which will be stored in the DB. This will be used to authenticate users who have lost their ppassword.
When they click on the link "forget your password?", they will answer the question, submit a button labeled "Send Password" and it will be sent directly to the email address stored in the DB. Id there is no match, then they are notified via an error prompt and instrcuted to contact the webmaster or administrator.

Functionality
• Access Privileges & Functionality
- View/Edit/Change profile
- Change Password
        - Managers/Administrators
          can only change
          email addresses
- Submit resume
- Access Job Database in Career Center
- Search Job Database

Tiered User levels and privileges.
Must discuss levels of functionality
Employee, Administrator, Manager, VP, etc.

First Time User?
Submit a Resume Profile first! Along with maintaining an up-to-date Resume, you can also build an extensive Skills Profile that will increase your value to recruiters searching for a specific skill set, create Job Search Agents that will do the searching for you and much more.

> Create your Resume Profile!
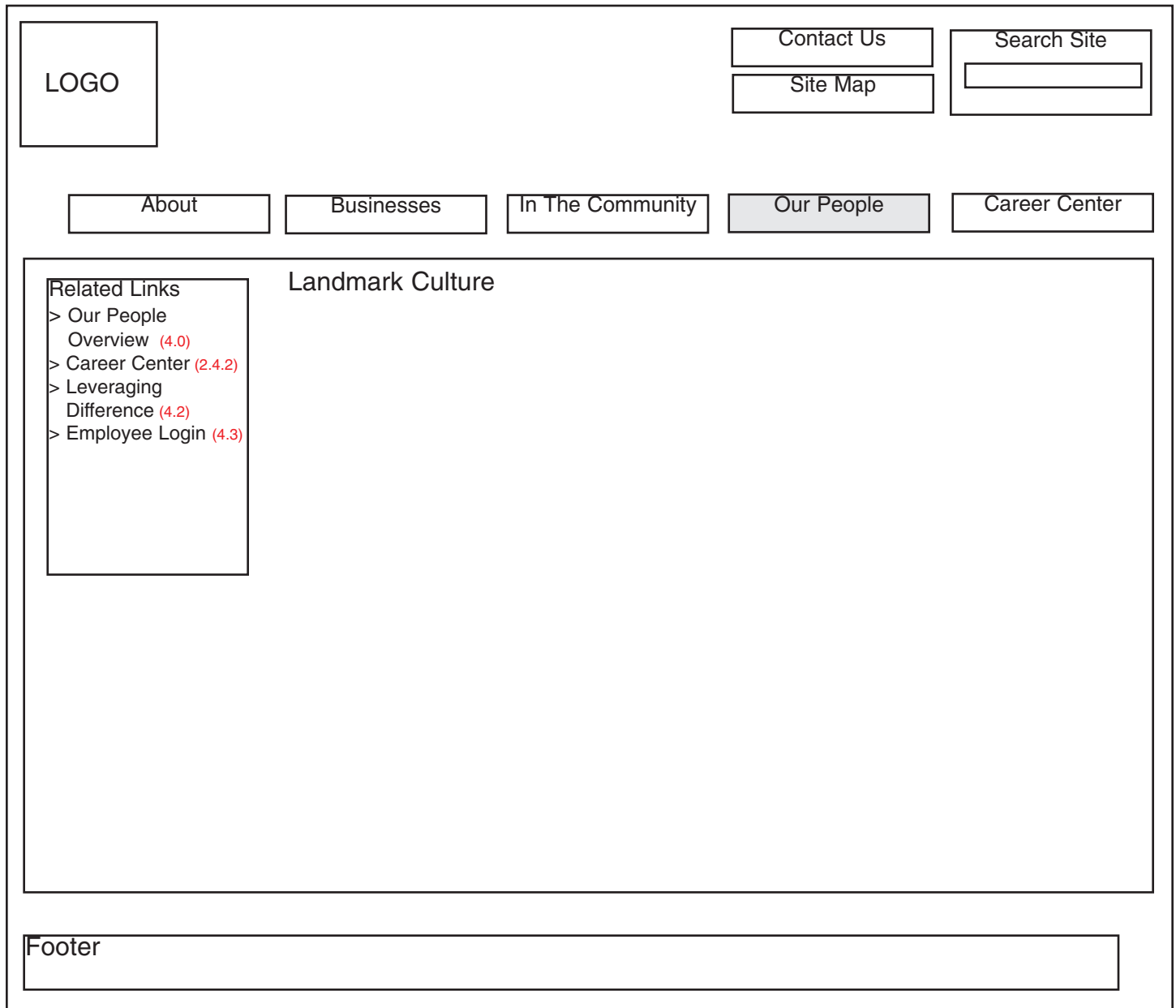https://landmarkcom.ats.hrsmart.com/cgi-bin/a/editprofile.cgi?jobid=&jobtitle=

Returning User?
Have you already completed a Resume Profile? If so, please login to apply online for a job or edit your information.
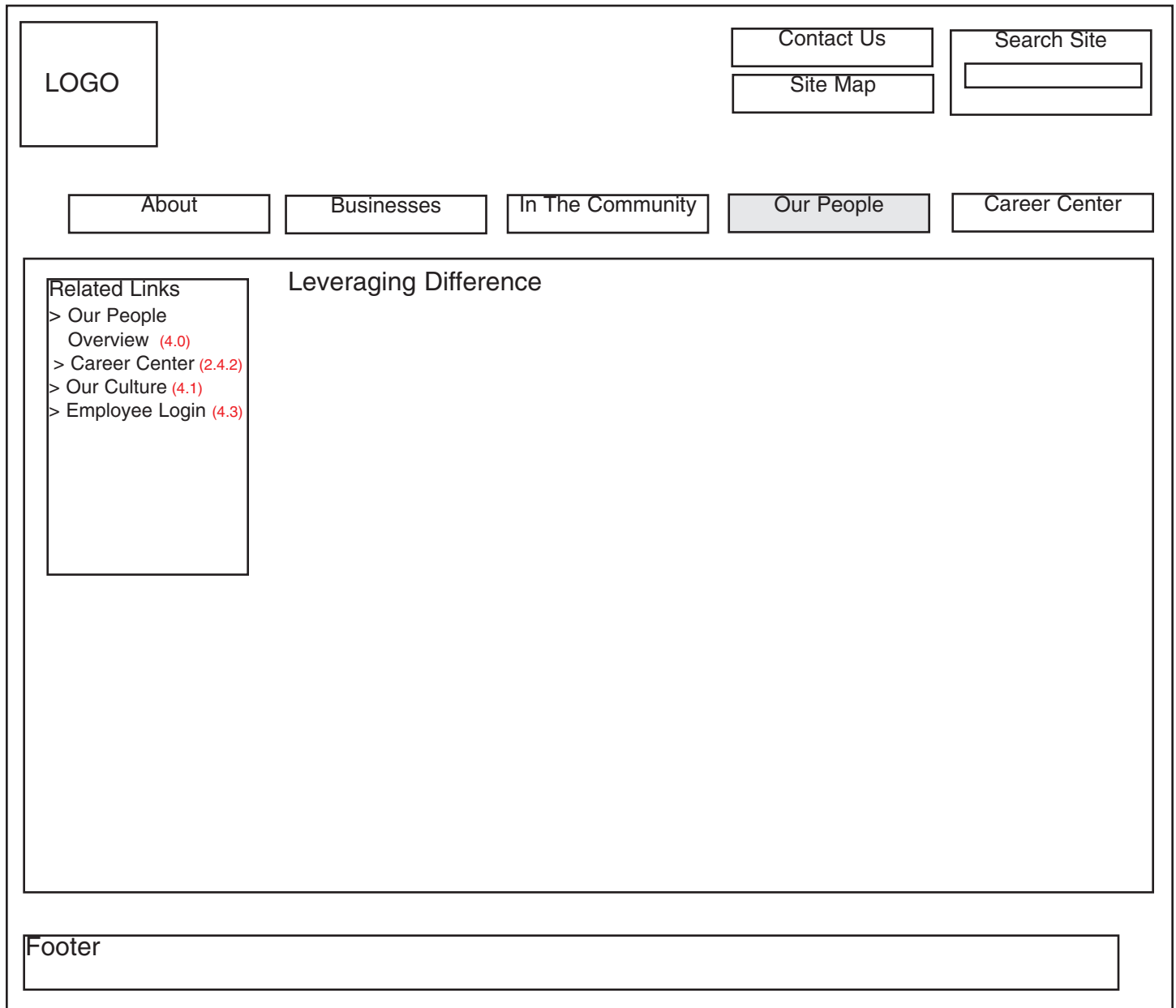Username:
Password:

https://landmarkcom.ats.hrsmart.com/cgi-bin/a/viewprofile.cgi

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Welcome John Q. Public

> Log Out

> Benefits Handbook
Intro (4.3.1- PDF Download)

> Training Opportunities
   Intro (4.3.2)

> Partners in Performance
   Toolkit
   Intro (4.3.3)

> Employee Surveys
(Database Module)
Intro (4.3.4)

Administrator privileges
Only
> Write New Survey
> Viiew Survey(s)

My Profile
View/Edit my Resume Profile
(4.3_)
Manage my Skills Profile
(4.3_)
My Job Search Agents
(4.3_)

Apply History
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My Resume Profile
https://landmarkcom.ats.hrsmart.com/cgi-bin/a/editprofile.cgi

My Profile
View/Edit my Resume Profile
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Manage my Skills Profile
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My Job Search Agents
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Apply History
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Retrieve my Password
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Change my Password
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• Error reporting for required fields.
• Reume is stored on searchable database
User can add, chnage or delete resume.

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Bruce let's Discuss New Organizationand Segmentation

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> Job Opportunities (5.1)

> Benefits at a Glance (5.2)

> Professional Training
& Development (5.3)

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> Just for Students (5.6)

> Recruiters Login (5.1)

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Name
Email
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Comments
> Submit

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