Congratulations on the purchase of your new Dex Media™ website!

dex media™

We're ready to begin the development of your new website

Your Website Account Specialist Is:

Hello! I will be your Account Specialist during the initial development of your new website. During this time, I will oversee all of the details of the development so that you can focus on running your business. We have an appointment scheduled together in the next few days at which time I will conduct a guided interview to learn more about your business and fill in the details on this form based on our conversation. There is no need for you to personally fill in any of the information prior to your appointment but I encourage you to look over the form to get an idea of the type of questions I will be asking as a way to help prepare for the interview.

About the website development process

You may receive this form twice during the initial stages of your website construction. Time allowing, you will receive a pre-consultation version containing some basic information about your business. If you have time, please review the information and verify that what I have gathered so far is accurate. If you find any information that is not accurate, please let me know on our call and I will have it updated.

Once your consultation is complete, I will send you a second *revised* copy that will contain the complete details gathered during our conversation to provide you the opportunity to review the information and respond back with any corrections or additions you may have. *Keep in mind that the content on this form will not necessarily be the final copy that will appear on your website*. Unless noted, our team of expert copy writers will use the notes I have captured here as a starting point and will elaborate and enhance the copy if necessary. Our goal is to deliver a balance of interesting, informative and Search Engine friendly content for the final site.

From there, our design team will build an attractive and competitive web presence for your business in a site concept that is modern, well organized and contains appealing visual elements that are arranged in an easy to navigate design. Once the development team has a design concept ready, I will send you a preview of your new website and we will review it together. My hope is that it will meet and exceed your expectations, but I will ensure that any modifications you may need are taken care of while your presence on the internet is launched.

I look forward to speaking with you soon and working to build a lasting relationship with your business. In the meantime, if you have any questions regarding your website, the development process or any other topic related to your Dex Media products, please feel free to e-mail or call me directly!

I appreciate your business and would like to thank you for choosing Dex Media.

- Website Account Specialist

(For Internal Purposes Only. No Content to Publish)

Business Name:_____ List Phone:_____ PID: _____

Address: _____ CITY:_____ ST:_____ ZIP:_____

Interview:
☐ Business Contact: _____ PHONE: _____ E-MAIL: _____

☐ Media Consultant: _____ PHONE: _____ E-MAIL: _____

Alternate/Additional Info: _____

Domain: _____ ○ New   ○ Existing _____
                                              ☐ What/Where   ○ Transfer ○ Migration ○ Retaining Existing

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Website Development
Content Consultation Form

Website Content
The following information collected will be used to create content for your new website. Unless otherwise noted, our copy writing team will be enhancing the notes captured on this form and our design team will organize and design your site following industry standards and practices to achieve the best results. We recommend allowing the development team as much latitude as possible during the initial stages to accomplish this. You will have an opportunity to review your new site prior to launch and can make any modifications you require at that time.

Business Basics
The content in this section is what will appear on your website and will be set exactly as shown.

Business Name: _____

Primary Phone #: _____ Fax #: _____ Alt #: _____

Include Map: ◯ No ◯ Yes
Note: A FULL business address is required for inclusion of a map on the website.

Address: ◯ List Full Address   ◯ List City/State/Zip Only   ◯ Do Not Publish Address

PRIMARY LOCATION: _____ CITY _____ STATE ____ ZIP _____

SECOND LOCATION: _____ CITY _____ STATE ____ ZIP _____

E-Mail Address:
Publish On Site: ◯ YES ◯ NO
Submission Form: ◯ YES ◯ NO
(If Yes to Either) E-mail to Use: _____

Your Registered Domain Is: _____

Website Content

1. Describe your business in no more than two to three sentences.

2. What makes your products/services different than your competitors? Please provide a detailed response.
   Example: Rather than saying "We provide great customer service" provide more detail such as: "Since 1987 we have been creating custom kitchens in Orange County. We have built our business by making each customer's job a priority and standing behind our workmanship. Quality is our Mission."
   Include your Business History or any Biographical content in the field to the right.

   List Any Business History/Bio Information Here

3. What is your Top or Main Product, Service, Area of Practice or Brand or a product/service you'd like to promote or feature?

Website Content

4. List all of the products, services, areas of practice and/or brands along with a description of each.
   If you have any Frequently Asked Questions and/or Customer Testmonials, list them in the fields on the right.

List Any FAQs to Include on the Site

List Any Testimonials To Include

5. Would you like to list any special offers on your website? ◯ No ◯ Yes [List text for your offer(s) below:]

6. Which of the following types of images do you have available and would like to include for your website?

☐ Business Logo   ☐ Pictures of Product(s)

☐ Pictures of Jobsite / Services / Completed Projects

☐ Interior/Exterior of Business   ☐ Other

☐ No/Limited Images to Provide; Use Stock Photography

To send your images, click here:
https://dexmedia.sendthisfile.com

From = *Your E-mail Address*

Recipient =

Subject = *Your Business Name & Telephone #*

Website Content

7. If you were looking online for a business like yours, for instance a competitor, what words and/or phrases might you use in your search? List up to three searches you might perform.

8. Please indicate any color preferences for your website:

9. What area(s) would you like to list that you service?

10. Describe your typical customer or the demographic you are attempting to reach with your website (if any). ⭕ N/A

⭕ Male ⭕ Female ⭕ Both   Age Range: _____   Income Level: _____   Other/Add'l Demographic Info:

11. Do you have a motto or slogan that you'd like to use on your website?

12. How would you like to list when your business was established and/or your personal industry experience?

13. Would you like to include any awards, recognitions or achievements your business has earned?
Are you a member of any business/industry related associations/organizations? Do you have any certifications/licenses?

* Better Business Bureau and Angie's List require a special code (embed code) that is supplied to member businesses. We are unable to use the logos or mention these associations in text without this code. Unless specifically requested, all other business associations/affiliates will be listed as text on the website.

☐ 🅱 ACCREDITED BUSINESS

☐ Angie's list

15. Are there any Landmarks that would help customers find you? *Example: Across From City Hall*   **If yes, list landmark details:**

⭕ No
[Field Must Be Blank]

⭕ Yes
[Details Required:]

Website Content

16. What methods of payment does your business accept? ☐ **List No Payment Forms*** ☐ **Cash Only***

* If either option is selected, no other forms of payment may be chosen.

☐ Visa	☐ MasterCard	☐ American Express	☐ Discover	☐ Debit Cards
☐ Cash	☐ Personal Checks	☐ Money Orders	☐ Travelers Cheques	☐ Carte Blanche
☐ PayPal	☐ Google Checkout	☐ Credit Terms Available	☐ Financing Available OAC	☐ Diner's Club

☐ Other: _____

17. What are your regular business / office hours? ☐ No Business Hours To List

Monday _____   Saturday _____

Tuesday _____   Sunday _____

Wednesday _____   ◯ Appointments Available   ◯ Reservations Accepted

Thursday _____   ◯ Phones Answered 24-Hours

Friday _____   ◯ 24-Hour Emergency Service Available

Additional Details: _____

18. Please use the open space below to provide any specific instructions you may have to the website development team and for any additional information not already listed in other areas of the form.