

ATTENTION: Completing This Simple Checklist Will Save Your Web Designer HOURS Of Time!

Complete This List & We'll Give You 30% Off Your Package Price!

This simple checklist will help you prepare for your web designer so that he/she can make you an excellent site and within the quoted time frame.

The Technical “Geeky” Stuff Comes First.

STEP #1

Domain Name/Hosting Access:

You will need to provide your designer with access to your domain name control panel or your web hosting control panel so they can install/setup everything they need to.

Domain:

Provide Username:

Provide Password:

Hosting:

Provide Username:

Provide Password:

With this information your designer can access what they'll need to without bothering you for information all the time.

STEP #2



Signup For A Google Gmail Account **(eg. yourcompanyname@gmail.com)**

If you already have a gmail, do this anyways. It makes it much easier for your web marketer when he/she is setting up your Google Analytics, Google Places and other online accounts and then you won't have to provide them with access to your sensitive main email account.

Provide Gmail Account Username:
Provide Gmail Account Password:

When your designer is finished, you'll have one central location to check/receive/monitor all of your SEO related emails, from directory and listing sites etc.. Or we'll monitor it for you.

STEP #3

Provide Your Written Content Or Ideas:

Generally YOU will be responsible for the following pages:

- **About Us** - just your company bio, etc...
- **Warranty** - provide your warranty information.
- **Testimonials** – provide any written testimonials from your clients.
- **Special Content?** - provide any additional ideas or details you might have.

It's your designers job to take whatever basic content you can supply and transform it into web friendly and eye appealing content for your visitors search engines.

STEP #4

Provide Your Photos And/Or Job Portfolio

These are an important part of your web presence as they showcase the quality of your work. Please only provide your designer with good quality images, preferably taken with a modern digital camera. If you cannot provide sufficient images, most designers allow for stock photography within their package or quote.

Some More Photo Tips:

- Upload all of your photos to somewhere like www.dropbox.com or www.yousendit.com to send large amounts of files in one shot. It makes it easy to share them with your designer.
- Do provide the full-size original images when possible. If you don't know what you are doing, it doesn't help the designer when you "crop" for them.
- Do try and NAME your photos appropriately like "kitchen1.jpg, bathroom1.jpg" etc.. This saves your designer lots of time when editing your photos.

STEP #5

Provide Your List Of Services

This is important and often overlooked. The goal of your website is to cast a wide net in the local search results for your services so potential customers can find you. In order to do this your designer (if they are good at what they do) will need you to provide them with a list of ALL of the services you provide. Good designers will create a targeted "landing page" for each one of your services to make sure you've got a solid search footprint.

Here are two example service lists for a remodeling contractor and a painting contractor just to show you how much content potential you really have.

- **Kitchen Remodeling**
 - custom countertops
 - custom cabinets
 - skylight additions
 - appliance fitting
 - tile flooring
- **Bathroom Remodeling**
 - Tile Showers
 - Custom Countertops
 - Jacuzzi Tubs
- **Basement Finishing**
 - mancave construction
 - rental suite conversions
 - entertainment rooms
 - in-law suite conversions
- **New Construction**
 - custom home building
 - garage construction
 - shed construction
 - shop construction
 - sunroom construction
 - outdoor landscaping
 - custom deck building

- **Interior Painting**
 - wallpaper removal
 - interior trim/molding
 - themed rooms
 - wall texturing
 - entire home repaints
- **Exterior Painting**
 - house repainting
 - wood staining
 - fence painting
 - deck refinishing
 - front door refinishing
- **Pressure Washing**
 - sidewalk cleaning
 - vinyl siding cleaning
 - driveway cleaning
 - patio cleaning
- **Handyman Services**
 - rotten wood replacement
 - drywall and plaster repair
 - exterior trim
 - fascia board replacement

If these lists seems long, THEY ARE and this is what you want! The more targeted and relevant pages your website has, the more likely someone will be able to find you when they search.

That's already 20-25 potential pages of content right there that could potentially be found by searchers for 100's if not 1000's of keyword combinations associated with those services.



You Need To Develop A Similar List For Your Company

STEP #6

Provide Your List Of Service Areas

This is another important list for your designer. It's not realistic to expect your designer to optimize you for your entire service area right of the gates but they can certainly narrow in on a few key areas you'd like to do more business in.

- Provide a list of 10 service areas. (city/town or county names)
- Provide the zip code for each area.

Your Designer Will Be Able To Take It From There.

If you take the time to gather this information for your web designer when building or re-building your website you'll find the process goes a lot smoother, takes less time and your webmaster will love you for it!

**Do Everything In This List And We'll Offer You
A 30% discount On Your Initial Package With Us!**

**Request
Your Review**

100%
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