seotrust
POWERED BY PINPOINT LOCAL

Website
Order Form

Date: _____

Website Order Details

Client Name	
SEO Trust Partner/Franchisee Name	
SEO Trust Account Manager's Name	
Business Name	
Business Address	
Business Phone Number	
Website URL for this Order	
Contact Form Email Address	

Type of Website *(Please check one)*

☐ **Standard Website**   ☐ **Advanced Website** *(by agreement)*   ☐ **Redesign** *(by prior agreement)*

How long has your client been in business?	
What does your business do?	
What is your tagline, mission statement and/or elevator pitch?	
How many services/products will you be listing?	
List the business services or products:	
Do you have a list of all the products and their images that you would like to display on your website? Images need to be JPG or PNG	☐ **YES** ☐ **NO** If YES, please upload it to the Opportunities section of the SEO Trust portal as an attachment via zip file or via google drive link. (If google drive link, please press Share-> Share with others -> Anyone with the link).
Do you have a logo? Logos should be provided in JPG or PNG format	☐ **YES** ☐ **NO** If YES, please upload it to the Opportunities section of the SEO Trust portal as an attachment.

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Info@seotrust.us

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l-844-636-8676

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87 N. Raymond Ave.,
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Do you already have branded materials, a business card, and/or stationery? (We do not advise on branding so SEO Trust will use existing brand assets to match color scheme for brand direction)	☐ **YES** ☐ **NO** If YES, please upload samples to the Opportunities section of the SEO Trust portal as an attachment.
What are you clients preferred colors? Our design team will use your preferred colors as input to select the perfect suite of complementary colors for your website. Use the tools on www.colorschemer.com/online.html to select your favorite colors (up to 4.)	Please provide the 6-digit code for each color, for example "#r54d82". Color for Header: Color for Footer: Color for Background: Color for Text: Color for Buttons:
Does your client have prepared content? The client is responsible for providing content. Refer to Module 12 for suggested pages & content.	☐ **YES** ☐ **NO** If YES, please upload it to the Opportunities section of the SEO Trust portal as an attachment.
Please list 3 – 5 websites that your likes.	

Existing Website Details

What are the features of the existing website that were ineffective/ to be resolved with new website? If No Existing Website, Type N/A.	
What are the features you like on your existing website? (If No existing website, type N/A)	
What specific challenges are you facing with your website/business that you believe can be resolved by a new website?	

Competitors & Features

List some of your competitors (include their websites)	

Must Haves/Special Features

Please tell us if there are any "must haves or special features" you want included.

Example: (Ecommerce, Scheduling function, Messaging, Live Chat, Geolocation, Online Bookings, Multi-languages,

Social Media Business Pages Details

Facebook URL's/Names	
Instagram URL's/Names	
LinkedIn URL's/Names	
YouTube URL's/Names	
Twitter URL's/Names	
Other Social Media URL's/Names	

Login Details of Existing Website

Do you have an existing website on the domain already? If YES, Enter URL to Admin area.	
Enter Username	
Enter Password	
Is there a change of url/extension (ex: .com, .org, .net, etc)	☐ **YES** ☐ **NO** If YES, what is the new extension?
Do you want to copy content from existing website?	☐ **YES** ☐ **NO**

Domain Name Registrar *(Ex: GoDaddy, Namecheap, etc.)*

Enter Name of Domain Name Registrar	
Enter URL of Domain Registrar	
Enter Username	
Enter Password	

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Hosting

Do you need Hosting?	☐ **YES** ☐ **NO**

If you answered yes to needing hosting, please fill out a separate request for Premium Hosting.

Name of Current Web Hosting Provider	
Do you use a cPanel for this hosting?	
URL to Current Hosting Provider (cPanel)	
cPanel Username	
cPanel Password	

FTP *(If no cpanel) See Notes***

FTP Username	
FTP Password	

SEO

Is there a separate quote being prepared for SEO for your client?	☐ **YES** ☐ **NO** If YES, to needing SEO, please fill out a separate SEO Form.

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Summary of Client Requirements

Please summarize this project highlighting all important requirements for features, content, add-on functionality, etc.

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Checklist

Before submitting the project for Web Design, please ensure that you have uploaded all of the pertinent information to the Attachments folders.

Section 1

Include the following immediately for any NEW WEBSITE REQUEST. This is necessary to confirm website cost.

- ☐ Links to sites that the client likes.
- ☐ Special Requests or detailed instructions.
- ☐ All information about the client and their requirements as requested in this form.

Section 2

The following items are necessary for your website mockup and must be uploaded prior to an invoice being issued:

The client is responsible for the content:

- ☐ Content for the Home Page

Check items you have uploaded:

- ☐ Login credentials to the Admin area of existing site where applicable.
- ☐ Login credentials to the cPanel (Hosting) of existing site where applicable.
- ☐ Preferred site colors.
- ☐ Links to sites that the client likes.
- ☐ Map of website re-design if necessary.
- ☐ Logo (JPG or PNG).
- ☐ Images (images need to be JPG or PNG format) Please name all images (this helps with SEO).

Note: Projects will commence on the next business day after the invoice is paid.

Section 3

The following information is required by the end of Week 1 of your client's project (any delay will delay the project delivery):

- ☐ Content for all pages (see Module 12 for suggested pages)
- ☐ About Us
- ☐ Services
- ☐ Testimonials
- ☐ News/Blog

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☐ Images for Gallery or Portfolio (JPG or PNG) (name all images)
☐ Contact Us (include email where the contact form needs to be sent to)
☐ FAQ's
☐ Other (Privacy, T & C)

Notes

Regarding additional functionality:

Fixed prices for additional work:

- If the client is looking for additional functionality (e.g. ecommerce and scheduling integrations), please ask us for an additional quote at the beginning of the job. We will let you know how much we will charge and how much to charge your client.

Regarding information provided by your client:

- Ultimately the website will be created from the information provided to us so please encourage your client to provide as much specific information as possible. The more relevant information we have, the better.

Regarding costs falling outside the scope of this project:

- Please note the client is responsible for any additional application licenses costs (such as CRM and e-commerce-related apps if relevant), and for that reason the website may be subject to additional third-party costs going forward pertaining to the website, and which would fall outside the scope of this project, not borne by SEO Trust or its franchisee partners.

**Regarding FTP:

- FTP is the protocol by which your website files are transferred over the internet.

Please note, if cPanel access is granted, it will not be necessary to find the information:

Here are two ways to find out the FTP information:

1. Replace the "http" in your URL with an "ftp." You may need to enter it in the form: "ftp://websiteaddress.com" or "ftp://ftp.websiteaddress.com." If the FTP is under a sub-domain, it may be listed as "ftp.subdomain.hostdomain.com" or ftp://ftp.subdomain.hostdomain.com.
2. Contact your web host for the FTP address.

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