1. When Admin will upload the job post what necessary fields he need to fill to get the job published? At which section of the website this job will be displayed? (I mean like under Recruitment Tab??)

Perhaps it could be on the main page (Home, About. Service, **Recruitment, Business Consultation)**

2. When END User is applying for the job what specific details he need to fill up during applying the job? like name email location phone number

# Employee

Apply for a job Form

Title

Full Name

Home Address

City

Postcode

Email Address

Telephone

Job title

Available start date

How did you hear about us?

Attach CV (choose file)

Optional upload

# Employers (please create a form for the employee to request for a call back )

Finding the right candidate for a position in your establishment can be a long and tricky process, requiring you to scan through many CV’s, carry out research on multiple candidates, interview multiple candidates, and make some tough decisions. Why not let **employment experts** take care of all this quickly and efficiently?

Parkers Recruitment humbly offers employers our professional services to assist you in finding **the very best candidates to join your workforce**. We vet our job-seekers thoroughly, compiling their relevant experience, their qualifications, and their suitability to your open position so you only receive the best people for the job.

Our experts will take all of your requirements and preferences into account during the entire process, meaning we will only send the very best-suited candidates your way, making your decisions that much more simple to make.

It’s worth noting that Parkers Recruitment offers this specialist service at an **extremely competitive finder’s fee of only 10%**, the lowest one can find in the recruitment and employment industry. At this fair rate, you will save both time and manpower that would no doubt be better spent running and operating your business.

Don’t sacrifice your valuable time and resources with a long and sometimes fruitless recruitment process, instead seek the services of a well-established recruitment agency that will get you the candidate you need first-time.

Parkers Recruitment is an established recruitment agency dedicated to finding the best-suited professionals available for your positions. By allowing us to source your staff for you, you can expect to only receive candidates who would be a fantastic asset to your company.

Employers should get in touch with Parkers Recruitment today, we can take you through our process of how we bring you the employees you need in detail.

You can use [our contact form](http://www.hrrecruitmentservices.com/contact-us/) to get in touch with us, or email us directly at contact@parkersconsultancy.co.uk, we look forward to hearing from you.

Contact Form

* Name
* Address
* Telephone
* Email Address
* Company Name
* How did you hear about us?
* Comments

3. When the Sales Executive completed the sales at the time of Payment what details from the client needed to be captured? Do we have any specific details to be capture?? if yes please list those

Well, I was hoping to create an individual agreement for each service that we have and when the consultant completes the application an automated agreement gets created and then sent to the client. So for example, if the consultant was to sell a package then an agreement will be automatically be generated with the information from the form to the agreement and auto send email to the client.

Give me a few days to come up with a generic agreement for the services and then I will share it with you.

4. While closing a deal/Project what necessary details is required by the sales Executive to capture ??

**Sales agreement**

*Select the service from the list. One service can be selected at one given time. The service that gets selected will generate the relevant form. Once the form is completed then the agreement can be generated from the information provided to the form. Another word, an agreement can be created with the information that gets filled on the sales agreement form. I will create an individual agreement for each service so it can be auto-filled by individual form.*

**Digital marketing Form**

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Website Address

Set-up cost

Digital marketing Charge

Agreement length (1-12 months) drop-down menu to select number of months

Deposit

Date

Comment

Optional upload (allow multiple upload options)

**Submit Order**

SMO Form

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

SMO package (option Basic, Moderate, Advance or Other)

Set-Up Fee (field to in-put the amount)

SMO monthly management Charge

Agreement length (1-12 months) drop-down menu to select the number of months

Deposit

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

Website design Form

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

Website package (option Starter Package, Value Package, unlimited package or Other)

Complete Website cost

Website maintenance length (eg 1-12 months)

Maintenance charge (eg 0-250)

Deposit

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

Graphic Design Form

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

Graphic Design: Field to write required design request (e.g marketing material)

Graphic design cost:

Deposit

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

Web development Form

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

Web development: (Title of the web development)

Web development cost:

Deposit

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

**SEO** Form

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

SEO Package: Option Basic Moderate advance or other

SEO monthly cost:

Deposit

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

**Pay Per Click Advertising**

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

PPCA cost:

Deposit

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

**Branding services**

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

Brading cost:

Deposit

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

**Mobile application**

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

Mobile application cost:

Deposit

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

**Finance and Accountancy**

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

Accountant cost (no need to take the deposit. Order can be completed without be completing the information)

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

**Other Service**

*Once the service is selected then the Order ID gets created*

Title

Name

Occupation

Company Name

Address

Telephone

Email

Company Website

Name of the service (allows to write the name of the service)

cost:

Deposit (deposit optional)

Date

Comment (leave enough space for the consultant to write detailed information about the service requirements)

Optional upload (allow multiple upload options)

**Submit Order**

5. What are the different packages that you will be offering to the client? list those please with Price and complete details.

Website Package (Our price are not set as it can change depending on industry)

|  |  |  |
| --- | --- | --- |
| **Starter Pack**  **Online Presence for starters** | **Value Pack**  **Enhance your Web Presence** | **Ultimate Pack**  **Beat your competitors online** |
|  |  |  |
| **Package Details** | **Package Details** | **Package Details** |
| Upto 5 pages | Upto 15 pages | Upto 35 pages |
| 50% upfront, 50% after completion before final delivery | 50% upfront, 50% after completion before final delivery | 40% upfront, 30% midway, and 30% balance after completion |
| Timeframe 2-4 Weeks | Timeframe 4-6 Weeks | Timeframe 10 Weeks |
| Custom Design | Custom Design | Custom Design |
| Dedicated customer service for 12 months | Dedicated customer service for 12 months | Dedicated customer service for 12 months |
| Responsive/ Bootstrap Website Design | Responsive/ Bootstrap Website Design | Responsive/ Bootstrap Website Design |
| Stock Photo up to 5 | Stock Photo up to 10 | Stock Photo up to 35 |
| On Page Optimization | On Page Optimization | On Page Optimization |
| Essential elements of successful Design | Essential elements of successful Design | Essential elements of successful Design |
| Lead capture | Lead capture | Lead capture |
| Logo (2 drafts) | Logo (3 drafts) | Logo (4 drafts) |
| Blog (+ £200) | Blog | Blog |
| CMS | CMS | CMS |
| eCommerce (+ £200) | eCommerce (+ £200) | eCommerce (\*included) |
| Lead magnet | Lead magnet | Lead magnet |
| Web hosting | Web hosting | Web hosting |
| Strategy session | Strategy session | Strategy session |
| Full source code | Full source code | Full source code |

**SMO Package**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Category** | **Basic** | **Moderate** | **Advance** |
| **1** | **Time Period** | **12 Months** | **12 Months** | **12 Months** |
| **2** | **Facebook** | **Any 1 Platforms** | **Any 2 Platforms** | **Any 3 Platforms** |
| **3** | **Instagram** |
| **4** | **Twitter** |
| **5** | **LinkedIn** |
| **6** | **Youtube** |
| **7** | **Google My Business** |
| **Facebook Setup** | | | | |
| **1** | **Initial Facebook Page Setup** | **Yes** | **Yes** | **Yes** |
| **2** | **Profile Optimisation** | **Yes** | **Yes** | **Yes** |
| **3** | **Creative Post** | **5 Per week** | **7 Per Week** | **9 Per Week** |
| **4** | **Post Sharing In Group** | **2** | **3** | **5** |
| **5** | **Cover Image Creative** | **1** | **1** | **2** |
| **6** | **Video Sharing** | **No** | **No** | **1** |
| **7** | **Fb page inside monitoring** | **Yes** | **Yes** | **Yes** |
| **8** | **Blog Creation** | **No** | **No** | **1 Per Month** |
| **9** | **FB Review Posting** | **No** | **No** | **2 Per Month** |
| **10** | **Fb Boost post** | **No** | **No** | **1 per month** |
| **11** | **Fb Ads (Additional Cost)** | **Yes** | **Yes** | **Yes** |
| **Instagram Setup** | | | | |
| **1** | **Profile Optimisation** | **Yes** | **Yes** | **Yes** |
| **2** | **Instagram Posting** | **5 Per week** | **7 Per Week** | **9 Per Week** |
| **3** | **Target Instagram Followers** | **Yes** | **Yes** | **Yes** |
| **4** | **Hashtag Trend Research** | **No** | **No** | **Yes** |
| **5** | **Comment and like Management Strategy** | **Yes** | **Yes** | **Yes** |
| **6** | **Video Sharing** | **No** | **No** | **Yes** |
| **Twitter Setup** | | | | |
| **1** | **Profile Optimisation** | **Yes** | **Yes** | **Yes** |
| **2** | **No. of Tweets** | **5 Per Week** | **7 Per Week** | **9 Per Week** |
| **3** | **Targeted Twitter Follower Increasing** | **Yes** | **Yes** | **Yes** |
| **4** | **Retweets** | **No** | **No** | **Yes** |
| **5** | **Cover Image Creative** | **1** | **1** | **2** |
| **6** | **Hashtag Trend Research** | **Yes** | **Yes** | **Yes** |
| **7** | **Sponsored Tweets** | **No** | **No** | **1 Per Month** |
| **8** | **Twitter Analytics monitoring** | **Yes** | **Yes** | **Yes** |
| **LinkedIn Setup** | | | | |
| **1** | **Profile Optimisation** | **Yes** | **Yes** | **Yes** |
| **2** | **LinkedIn Post Sharing** | **5 Per month** | **7 Per Week** | **9 Per Week** |
| **3** | **Target LinkedIn Connection** | **Yes** | **Yes** | **Yes** |
| **4** | **Company Page Creation** | **Yes** | **Yes** | **Yes** |
| **5** | **Company Page Followers** | **Yes** | **Yes** | **Yes** |
| **6** | **Relevant Group Joining** | **No** | **No** | **Yes** |
| **7** | **Post Sharing In Group** | **No** | **No** | **Yes** |
| **8** | **Article Sharing** | **No** | **No** | **1 Per Month** |
| **9** | **Sponsored Post** | **No** | **No** | **No** |
| **10** | **Cover Image Creation** | **Yes** | **Yes** | **Yes** |
| **Google+ Setup** | | | | |
| **1** | **Profile Optimisation** | **Yes** | **Yes** | **Yes** |
| **2** |  |  |  |  |
| **3** | **Post sharing** | **5 Per Week** | **7 per week** | **9 Per Week** |
| **4** | **Creative cover Image** | **Yes** | **Yes** | **Yes** |
| **5** | **Followers Increase** | **Yes** | **Yes** | **Yes** |
| **6** | **Post Sharing In Group** | **No** | **Yes** | **Yes** |
| **Youtube Setup** | | | | |
| **1** | **Youtube Channel Creation** | **Yes** | **Yes** | **Yes** |
| **2** | **Channel Optimisation** | **Yes** | **Yes** | **Yes** |
| **3** | **Video Upload Provided By Clients** | **Yes** | **Yes** | **Yes** |
| **4** | **Video By us** | **No** | **No** | **1 Per Month** |
| **5** | **Video Title & Meta Optimisation** | **No** | **No** | **Yes** |
| **6** | **Creative Thumbnails For Video** | **No** | **No** | **Yes** |
| **7** | **Youtube Subscribers** | **Yes** | **Yes** | **Yes** |
| **8** | **Youtube Video Views** | **Yes** | **Yes** | **Yes** |
| **9** | **Sponsored Youtube Ads (Additional Cost)** | **Yes** | **Yes** | **Yes** |

**SEO**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SEO Plans** | | | | |
| **S.No.** | **Category** | **Basic** | **Moderate** | **Advance** |
| 1 | Keywords Plan | Upto 7 | Upto 12 | Upto 20 |
|  |  |  |  |  |
|  |  |  |  |  |
| **Initial Review & Analysis** | | | | |
| 3 | In-Depth Site Analysis | Yes | Yes | Yes |
| 4 | Duplicate Content Check | Yes | Yes | Yes |
| 5 | Competition Analysis | Yes | Yes | Yes |
| 6 | Keyword Analysis | Yes | Yes | Yes |
| 7 | Baseline Ranking Check | Yes | Yes | Yes |
| 8 | Keyword URL Mapping | Yes | Yes | Yes |
| 9 | Broken Links Check | Yes | Yes | Yes |
| 10 | Google Penalty Check | Yes | Yes | Yes |
|  |  |  |  |  |
| **On Page Optimization** | | | | |
| 11 | Canonicalization | Yes | Yes | Yes |
| 12 | Header Tags Optimization | Yes | Yes | Yes |
| 13 | Internal Link Structuring & Optimization | Yes | Yes | Yes |
| 14 | Existing Content Optimization | Yes | Yes | Yes |
| 15 | Robots.Txt Creation/Analysis | Yes | Yes | Yes |
| 16 | Xml Sitemap/Analysis | Yes | Yes | Yes |
| 17 | Google Webmaster Tools Set Up (if not set up) | Yes | Yes | Yes |
| 18 | Google Analytics Set Up (if not setup) | Yes | Yes | Yes |
| 19 | Page Speed Optimization Analysis | No | Yes | Yes |
| 20 | Fresh Web Content Suggestions | Yes | Yes | Yes |
| 21 | Google Analytics setup with conversion tracking | No | Yes | Yes |
| 22 | Title & Meta Tags Optimization | 5 Pages | 10 Pages | 15 Pages |
| 23 | Image & Hyperlink Optimization | Yes | Yes | Yes |
| 24 | Bing Webmaster Tools Set Up (if not set up) | No | Yes | Yes |
| 25 | HTML Site Map Creation | Yes | Yes | Yes |
| 26 | Optimization of robots.txt & Google Bot crawls | Yes | Yes | Yes |
| 27 | Footer Optimization | No | Yes | Yes |
| 28 | Website usability analysis | Yes | Yes | Yes |
| 29 | Check Header Status, Meta Robots, Google Cache of Pages | Yes | Yes | Yes |
| 30 | Check Mobility Issues | Yes | Yes | Yes |
| 31 | Custom 404 Page | Yes | Yes | Yes |
| 32 | URL structure Analysis | Yes | Yes | Yes |
| 33 | Pagination Tags Analysis | No | Yes | Yes |
| 34 | Follow on External Links | No | Yes | Yes |
| 35 | Html Code Analysis of Target Pages | No | No | Yes |
|  |  |  |  |  |
| **Local Search Optimization** | | | | |
| 36 | Google My Business Setup & Verification | Yes | Yes | Yes |
| 37 | Local Business Directory/ Citations | 1 | 3 | 5 |
| 38 | Customer Reviews/Ratings Submissions | 1 | 2 | 3 |
| 39 | Contact Address in Footer | Yes | Yes | Yes |
|  |  |  |  |  |
| **Content Marketing (per month)** | | | | |
| 40 | Guest Blog Writing | 0 | 2 | 4 |
| 41 | Webpage Blog Writing on Client' Website | No | 1 | 2 |
| 42 | Press Release Writing | No | No | Yes |
| 43 | Social Posts Writing | No | No | Yes |
| 44 | Share each Infographics on Social Media Networks | No | No | Yes |
| 45 | Infographics Writing | No | 1 in 6 month | 1 in 4 month |
| 46 | Premium Press Release Writing | No | 1 in 6 month | 1 in 4 month |
| 47 | Meta Tags Writing | Yes | Yes | Yes |
| 48 | Web 2.0 Profile Writing | 0 | 1 | 2 |
| 49 | Classified Writing | 1 | 2 | 3 |
| 50 | Google Business Page Writing | 1 | 2 | 3 |

All above details are required so i can get started with the Custom form development and implement the same as soon as possible.

**NOTE:- Regarding the Payment Gateway please share the user name and password to get third implemented:**

|  |  |
| --- | --- |
| Stripe.com | [parkersconsultancy@gmail.com](mailto:parkersconsultancy@gmail.com)  Jannah08 |

|  |  |
| --- | --- |
| Live Chat | Jivochat.com  <script src="//code.jivosite.com/widget.js" jv-id="BjtfFVXyNJ" async></script> |

*Do let me know if i missed out anything to include. Look forward too hear soon*