

# NEW WEBSITE CUSTOMIZATION CHECKLIST

## WHAT TO DO NOW:

### Social Site Preparations:

- ☐ Set up business accounts for Facebook, Twitter, and LinkedIn. Be sure you are having MarketingTango content pushed to those accounts. Other site links: Google+, Stumble Upon, YouTube.
- ☐ Set up a Flickr account for your Portfolio. You will need to have or create a Yahoo Login.
- ☐ Start gathering and taking photos of your work for your Flickr page.
- ☐ Upload photos (and videos) to Flickr. Be sure to add a title, tags and a description to each image for improved SEO.
- ☐ Create albums for your photos. Here are suggestions for album names:
  - Printing & Copying (or separate, Variable Print, Digital Printing, etc.)
  - Direct Marketing (or separate, Direct Mail, Dimensional Mail, Email, etc.)
  - Signs (or consider using the categories below)
    - ~ Banners & Posters
    - ~ Window Decals & Graphics
    - ~ Car Graphics & Wraps
    - ~ Banner Stands & Flags
    - ~ Wall Decals & Graphics
    - ~ Floor Decals & Graphics
    - ~ Directional Signs
    - ~ ADA & MUTCD Signs
    - ~ Yard Signs
    - ~ Digital Signs
    - ~ Tradeshow Signs
    - ~ Restaurant Signs
    - ~ Real Estate Signs
  - Websites Design
  - Mobile Marketing
  - Content Marketing
  - Online Storefronts
  - Creative Services
  - Promotional Products
  - Social Media Marketing

## About Us / Testimonials / Affiliates Preparations:

- ☐ Take professional photos of you and your staff for your About Us page. Consider black-and-white or full-color images. (Photo size: 280x280px)
- ☐ Write your story for the Why We're Different page.
- ☐ Take a photo of your center and/or do a video for your Why We're Different page. (Photo size: 605x341px – horizontal)
- ☐ Collect testimonials from customers. Get their written approval and get their company logo. (Logo size: 400x200px PNG file)
- ☐ Collect logos of companies/associations you are affiliated with (ie. Chamber) (Logo size: 190x72px PNG file)

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## WHAT TO DO DURING PRE-LAUNCH PERIOD:

### Contact Us / Social Media / Subscriptions:

- ☐ Phone, Fax, Email, Address, Store Hours
- ☐ Replace the following social site URLs with your own (some will be prepopulated with the national URL): Facebook, Twitter, YouTube, Flickr, MarketingTango, Stumble Upon, LinkedIn, Google+
- ☐ Determine the email address for: Subscriptions.
- ☐ Determine the email address for: Job Resumes/Applications.
- ☐ Determine the email address for: RAQ/SAF information.
- ☐ Determine the email address for: Whitepaper download lead information.

### Flickr

- ☐ If not already done, create a Flickr account and upload your photos. Be sure to add a title, tags and description for improved SEO
- ☐ Send the URL for your Flickr portfolio to customersupport@franserv.com so we can link it to your website portfolio page.

### Products & Services / Shop Online

- ☐ Select and determine the display order of the Products and Services you wish to feature on your site
- ☐ Determine your e-commerce (Shop Online) partners. Select the corresponding banner ad and link to your site.
- ☐ Call Customer Support if you need a Shop Online interface created for a new e-commerce partner.

### Banner Ads / Local Promotions / Local Partners

- ☐ Select the rotating **"Billboard" banner ads** for your home page and the order in which you want them to appear.
- ☐ Select the **Local promotion(s) banner ad(s)** you wish to feature on your home page. Choose either one Jumbo or two Standard.
- ☐ Add **Local Affiliates** such as your Chamber or other partners/associations. This section only accepts logos or image files. (190x72px PNG file)

**Why We're Different / Our Team / Open Positions / Testimonials**


## Why We're Different

- ☐ Upload your story to replace the default copy, or keep the default and add to it.
- ☐ Add an appropriate image or video, such as a photo of your center.

## Our Team

- ☐ Upload staff images or select gender specific silhouettes.
- ☐ Add staff contact info: Name, Title, Office Phone, Mobile Phone, Email. (Optional)

## Open Positions

-  Add open positions you are hiring for at your center. Either select and modify the default job descriptions provided on the Web Admin (see below) or upload your own.
- General Manager
  - Customer Service Rep
  - Prepress/Graphics
  - Outside Salesperson
  - Inside Sales Representative
  - Marketing and Advertising Coordinator/Intern
  - Direct Marketing Specialist/Manager
  - Production Manager
  - Press Operator
  - Digital/Copy Operator
  - Bindery Operator
  - Delivery Driver

## Testimonials

- ☐ Add testimonials from customers. (Default copy and an image are provided as an example only. Replace with your own.) Use of a logo or image is optional.