Welcome to Your Website

We're as excited as you are to get started on building your new website! Now that you've purchased your personalized website, your dedicated fulfillment team is getting to work strategizing a plan. The next step is collaborating with you!

On this page, check out some helpful tips to make the most out of your consultation with your dedicated fulfillment coordinator!
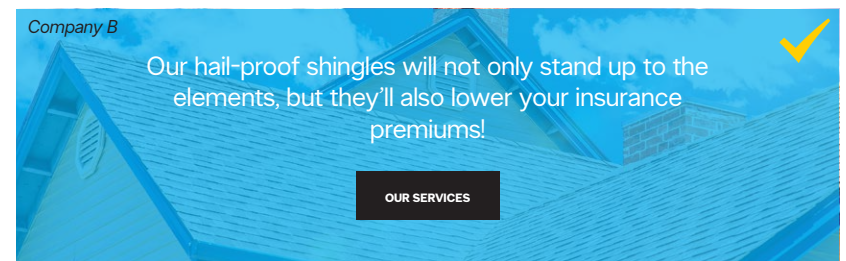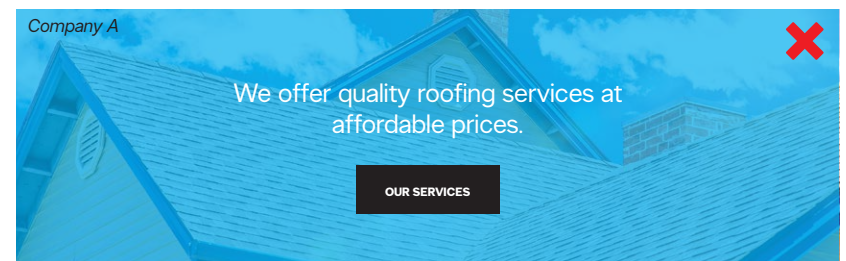
What Sets You Apart?

We don't want to just inform people about your products or services — **we want to wow them**! Why do clients choose you over your competitors? Is it because of your state-of-the-art technology or your unique selection of products? Be specific!

Imagine, for a second, that you're a potential client browsing websites of competing roofing companies. Which website is more likely to catch your eye:

Company A

We offer quality roofing services at affordable prices.

OUR SERVICES

Company B

Our hail-proof shingles will not only stand up to the elements, but they'll also lower your insurance premiums!

OUR SERVICES

Info You Should Share with Us

- Brands you carry
- Special offers, deals or promotions
- Testimonials or user reviews
- Your process with each client

- Photos/logos
- Staff bios/qualifications
- Anything else that makes you unique!

Browse Our Website Portfolio

Get inspired by seeing other websites we've built! View our website portfolio at Websiteportfolio.yp.ca. Each website has a code (e.g. WEB031). We recommend picking your top 3 websites and telling us what you like or dislike about them.

My Favorite Sites

Website Journey

Point of Purchase
Congratulations on your new website! At the point of sale, we will introduce you to your personalized product and gather some initial information about your business. You'll then schedule a time during the next 3 to 5 business days for your website consultation. As our team begins work on your website, you can use this take home package to help you understand the fundamentals of your web product.

Team Strategy Session
Your dedicated website team will familiarize themselves with your business information, study local competition and begin conceptualizing ideas for your site.
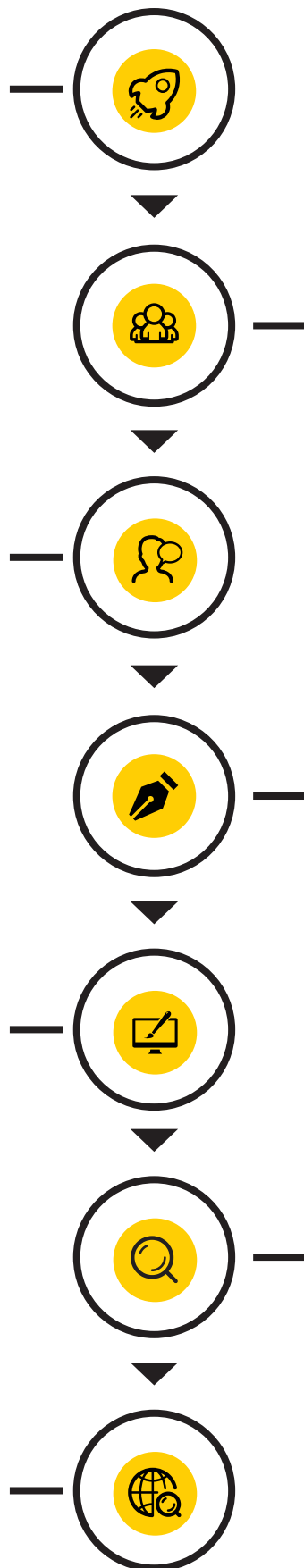
Consultation
Your fulfillment coordinator will conduct a consultation with you to further develop plans for your personalized website. The consultation is a critical stage in the process, where we can expand on the information we've gathered to better understand the website needs of your business, allowing us to make a finished product that is unique to your enterprise and full of content that is relevant to your prospective clients.

Copywriting
Your copywriting specialist will utilize the information gathered at the point of sale, the strategy session and the consultation to write web-friendly, concise and engaging content for your website.

Web Design
Your web designer will take the written content and build a customized website that reflects your design goals and business ethos. This website will be designed to adapt to any device, including cell phones, tablets and computers.

Review and Revise
Your fulfillment coordinator will send you a link to review your website and will follow up with you to identify any changes you would like to make regarding the content or design of your website. Once we finish this revision, your website will be ready to go live!

Publication
Once the revision is complete, we are ready to publish your brand new website! Following publication, our post-production fulfillment team is available to make any further revisions to your website. For example, adding a new promotion, photos, or changing business hours.*

*Please note in order to get your site indexed and presented to potential clients, we will move forward with launching your site in the event we are unable to reach out during the review / revise period.

Elements of a Site

Navigation Bar
1
A roadmap to every page of your website.

Primary Call to Action
2
An opening statement highlighting a primary service that calls the reader to take action.

Hero Image
3
The first image a potential client will see when visiting your website — it sets the tone and theme of your online presence.

H1 (Heading 1)
4
Primary headline, often featuring a service and location that have a high chance of being searched on Google; e.g. "General Contractor/Home Construction Vancouver"

Hyperlinks
5
Text links that allow readers to jump to other pages on your website.
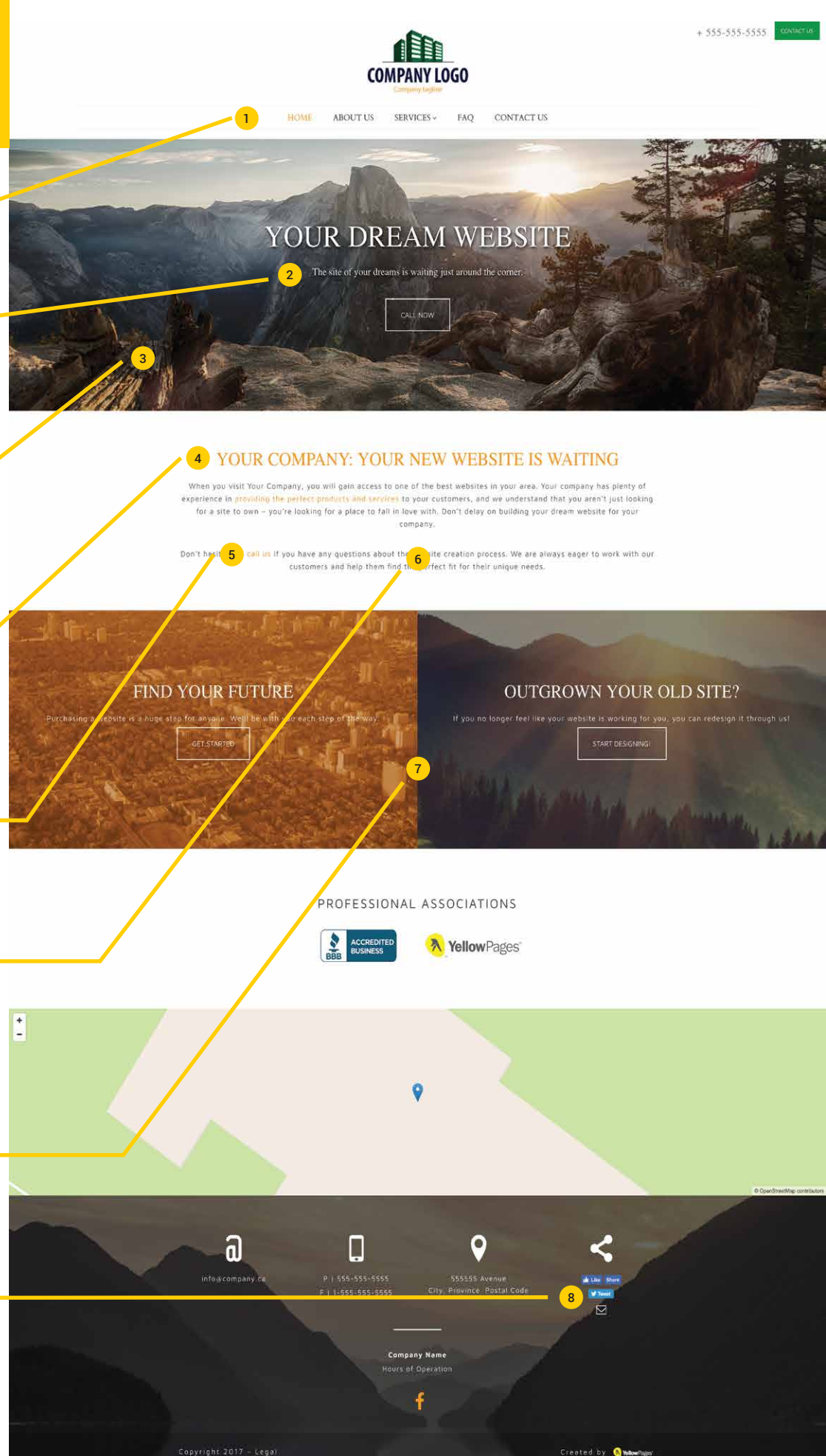
Supporting Copy
6
Our professional copywriter highlights your services in an engaging manner, expanding on the benefits of choosing your company over the competition.

Secondary Call to Actions
7
Encourages readers to explore other areas of the site or to contact your company.

Share Buttons
8
Buttons found at the bottom of the page that allows users to share your website through their own email and social media channels.

Website mockup content

+ 555-555-5555 CONTACT US

COMPANY LOGO
Company tagline

HOME | ABOUT US | SERVICES | FAQ | CONTACT US

YOUR DREAM WEBSITE
The site of your dreams is waiting just around the corner.

CALL NOW

YOUR COMPANY: YOUR NEW WEBSITE IS WAITING

When you visit Your Company, you will gain access to one of the best websites in your area. Your company has plenty of experience in providing the perfect products and services to your customers, and we understand that you aren't just looking for a site to own – you're looking for a place to fall in love with. Don't delay on building your dream website for your company.

Don't hesitate to call us if you have any questions about the website creation process. We are always eager to work with our customers and help them find the perfect fit for their unique needs.

FIND YOUR FUTURE
Purchasing a website is a huge step for anyone. We'll be with you each step of the way.
GET STARTED

OUTGROWN YOUR OLD SITE?
If you no longer feel like your website is working for you, you can redesign it through us!
START DESIGNING!

PROFESSIONAL ASSOCIATIONS

BBB ACCREDITED BUSINESS | YellowPages

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info@company.ca | P | 555-555-5555 F | 1-555-555-5555 | 555555 Avenue City, Province Postal Code

Like Share Tweet

**Company Name**
Hours of Operation

Preparing Your Photos

We have a vast library of high-quality, industry specific photos that we can use on your website, but we also encourage you to supply us with some of your own photos. There are a few things to keep in mind to make your photos truly pop! See our Best Practices below to learn more about photo sizing, formatting and placement.

Don't have photos? We offer photography and videography services. Contact your sales representative to learn more!

Best Practices When Providing Photos
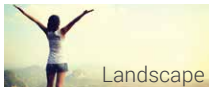
Landscape

Portrait

Portrait vs Landscape Photos

Landscape: has a width longer than height, often used for banners and galleries

Portrait: height longer than width, looks great adjacent to written content

And don't forget: the bigger the photo, the better!

YOUR DREAM WEBSITE

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CALL NOW

MINIMUM 1900 PIXELS WIDE

Example of a Banner Photo

• Landscape format   • Bigger than 1900* pixels wide

Pixels are the unit of measurement indicating the width and height of your photo

Logo Formats

Vector Formats
These are the preferred file formats, as they have more customization options (including resizing and having a transparent background).

.ai, .eps, .svs, .pdf

Raster Formats
These can't be edited and lose quality when enlarged.

.jpg, .jpeg, .png (can have transparent background)

VECTOR LOGO
Transparent background

VECTOR LOGO
Transparent background

RASTER LOGO
Opaque background

RASTER LOGO
Opaque background

Your Website Domain and Email Addresses

WWW

What Is a Domain?
This is your website address that can be typed into an internet browser (e.g. Chrome, Firefox) to take someone directly to your site. For example, www.yellowpages.ca is the domain name for Yellow Pages' website.

What Are Your Options?

If You Own a Domain Name
If you already own a domain name, there are a couple of options for you to choose from:

Domain NameTransfer

We can help you to transfer your domain name over from your current registrar/host. With this option, you would need to contact your registrar and request your login ID and password for your account, or ask for your EPP/authorization code. Either of these options works for us.

Do you have any emails attached to your domain name (e.g. info@yourdomain.ca)? No problem! Yellow Pages can host your email addresses along with your domain name. Before switching to Yellow Pages, remember to back up the contents on your inbox.

Do you have a complicated email set up? No problem! We can transfer your domain name without touching your email set up. In order to leave your emails with your current registrar, Yellow Pages will need your MX records.

Do-It-Yourself

You will keep your domain name with your current registrar. Your new Yellow Pages website will appear online after you make a few changes to your domain name settings, but you will retain full control of your domain name.

If You Don't Have a Domain

As part of your website package, our fulfilment coordinator can assist you in finding the most appropriate domain name available, and secure it for you. If you would like to find out what domains are available, you can go to **www.enom.com** and type your desired domain into their search bar and it will show you its availability.

After Your Website Is Published

Our Digital Experts Continue to Serve You
Once your site is published, our bilingual team of digital experts is available to assist you via phone or email Monday to Friday between the hours of 9:00 AM and 5:00 PM. Similar to our fulfilment coordinators, our digital experts will assist you with any technical support issues and website edits — for instance, if you want to showcase a new promotion or adjust the colour scheme of your site.

The great thing about our website products is that they can be changed at any time — nothing is written in stone!

The Importance of Publishing Your Site on Time

While we understand that you may want to continue making minor changes until the site is "perfect" before publishing, the reality is that this can be counterproductive.

Here's why: when your website is published, it will be indexed by search engines like Google — a process that typically takes between 4 days and 4 weeks. The sooner your site is published, the sooner it will be indexed, and the better your search engine rankings will be. By publishing your site on time, this crucial process will begin more quickly. If you change and update your website when it's already published, this will help your search engine ranking because it indicates that you have an "active" website.

Analytics

YP Analytics lets you track the performance of your digital products in real time: see how many people have viewed your website, how many phone calls you have received, and who has watched your videos. You can see which of your products are thriving and plan your marketing strategy accordingly.