**Wilbert Licensee Migration Quick Start**

Please complete the following worksheet and return to **Peacock Marketing Group (info@peacockmarketing.net)**.

**\*Photos/Logos**: To attach a photo to this document, place your cursor in the correct cell of the worksheet and select *Insert* and then *Picture* from the Word toolbar. All images should be low resolution and jpg or png.

**So We Can Get Started**

**Refer to www.wilbertcore.com to see which sections can be customized. Visit wilbertcore.com/websiteinfo for Samples.**

**Peacock Marketing Group Contacts**

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|  |  |
| --- | --- |
| **Company name:** |  |
| **HOME PAGE** |  |
| **Banner Image** *select one* | Please select a stock image for me.  Custom image (please name it ”home-banner” and attach to your message. Specs:1400 x 600 pixels)  \*You will be able to change this image through the CMS as often as you like. |
| **Banner Headline**  *select one* | Wilbert is the leading provider of burial vaults, cremation urns and gravesite services.  Commemorating Life with Respect.  The first name in memorialization.  Wilbert has been serving the funeral industry since 1928.  Other: Please specify: |
| **Banner Green Button Text** | Use default: VIEW VAULTS  Replace with your text choice and page link: |
| A screenshot of a cell phone  Description automatically generated | I am interested in the Special Announcement Banner add-on ($100) |
| **Green Text Box under Banner**  *select one* | Use Default: First Responder logo, text and button  Replace with the following Text and link:  For logo replacement, please send file in .png |
| **Videos**  *select 4* | Burial Vault Selection  Value of a Committal Service Burial Vault Key Differences  Cremation Choices (2 mins) Clear Vault  Cremation Choices (4 mins) Other (please insert link or embed code from YouTube or Vimeo): |
| **Personalization Section** | Use Default: Personalization (text and image) Other: Please provide title, text and choice of product for image (240 – 260 characters, ~44 words). |
| **Photo Slider** | Name of Album to Insert: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (caskets for example, but the photos could be anything like photos of events, office, etc). \*Licensee must load images into an album through the CMS with captions. Minimum of 3 images. Ideally the same pixel width and height.  Specs: 370 x 260 pixels |
| **Team Section** | Yes, I want to show team members (upload photos to team album in CMS)  I prefer to hide this section  Substitute photos of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ instead.  Specs: 130 x 130 pixels |
| **Customer Quote Section** | Yes, I want to use a quote (funeral home, Wilbert, or other):  Omit this section.  Please insert this text instead: |
| **Partners Section** | Yes, I want to list logos of partners (please attach logos or screenshots in .jpg or .png format)  Omit this section.  I prefer to use this section for: |
| **PREFERRED NEW MENU** |  |
| ***Please determine the titles and sequence of the main menu.*** *Use the suggested titles or create your own. Number the menus, starting with #1, of how you want them to appear left to right.* | Burial Vaults Personalization Cremation Urns Pet Cremation  Crematory Concrete Products Caskets About  \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ |
| **About Page**  *select all that apply* \*Other content will be migrated from current website. | Include Ultimate Service Provider  Replace Ultimate Service Provider with the below text and attach .png image to email  Include Photo Slider; specify name of album from CMS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Personalization Page**  *Select all that apply* | I would like to add photos of my custom vault images (upload .jpg photos to 2 albums in CMS; 1 with horizontal images; 1 with vertical images).  Include standard Wilbert Legacy images |
| **Activate Job Postings?** | Yes, activate Job Postings; please attach text in word document or email.  No, activate Job Postings later.  I am also interested in adding an online job application ($750). |