**Wilbert Website Licensee 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:** |  |
| **Physical Address:** |  |
| **Main Phone #:** |  |
| **Company logo** (if different from Wilbert logo): |  |
| **Counties in your territory:** |  |
| **Products to omit from website** (for example, The Citadel): |  |
| **Name(s) and email address(es) of employees that should have Administration rights:**(to make website updates) |  |
| **Billing Name, Address, and Email** (50% upfront/50% at completion) |  |
| **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: |
| **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  |
| A screenshot of a cell phone  Description automatically generated | [ ]  I am interested in the Special Announcement Banner add-on ($100)  |
| **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 \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ |
| * **For addl pages (monuments, caskets etc) insert content** (text + images):
 |  |
| **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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |
| **History of Company:** |  |
|  **Company Photos** (historical or current): |  |
| **Vault Services Offered** | [ ] Tents [ ] Grass [ ] chairs [x] Grave Digging [ ] Other  |
| **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). |

**Technical Items**

|  |  |
| --- | --- |
| **Do you have a website?** | [ ] Yes [ ] NoIf Yes, please provide hosting contact information for transfer of ownership: |
| **Do you own a website *domain*(s)?** | [ ] Yes [ ] NoIf Yes, please include domain name and person who has control/access: |
| **Website Main Contact(s)**(future correspondence from Peacock Marketing)**:**  |  |