

# Mobile Website – New Look and Feel



# How it looks on screen:

<http://localedgestandarddemo.prohost.mobi/preview/>

(Preview Mode)

<http://localedgestandarddemo.prohost.mobi/>

The desktop view of the mobile website for 'the Local Ledge cafe' features a light brown background. At the top, the logo 'the Local Ledge cafe' is displayed in a mix of script and sans-serif fonts. Below the logo, the text 'Wednesday Special 50% Off Lattes!' is centered. A vertical list of nine menu items is presented in rounded rectangular buttons with right-pointing chevrons: 'Call: 716-875-9100', 'Text: 716-875-9100', 'Directions', 'Video', 'About Us', 'Breakfast Menu', 'Lunch Menu', 'Blog', and 'Contact Us'. At the bottom of the page, a Google Maps snippet shows the location at the intersection of Sheridan Dr and Glencove Rd. Below the map, the address '1945 Sheridan Drive Buffalo, NY 14228' and phone number '716-875-9100' are listed, followed by social media icons for Facebook, Twitter, Google+, and another Twitter icon.



# How it looks on paper:

## Mobile Website Worksheet

BOOK <b>Demo / 12</b>	ACCOUNT # <b>Demo</b>	SALES REP NAME/# <b>Tyran A. Saurus</b>
BILL TO NAME <b>Loca Ledge Cafe</b>		BILL TO PHONE WITH AREA CODE <b>716-875-9100</b>
CUSTOMER NAME <b>Bronto Saurus</b>	CUSTOMER PHONE <b>716-875-9100</b>	CUSTOMER EMAIL <b>bronto.saurus@gmail.com</b>
LANDING PAGE ID #		CONTRACT #

Domain Name: **localedgestandarddemo.com**  
 (URL for the Direct code)

Site Name: **localedgecafe**

Theme: **STANDARD-ARTIST DISCRETION**

Logo Barcode #: **0001156123**  
(Optional - upload to TAC. If none provided one will be created at Artists Discretion)

Include Blog (SMM Customers Only)

Include Click-To-Text **716-875-9100**

Call Number (must be able to receive texts)

Include Weather Application (Info pulled from Business Information - only if zip code is provided)

Include RSS Feed URL

(URL, man and in .rss or .xml) **http://**

Include StoreLocator

(D-ID location) **fill out CSV StoreLocator Template and upload to TAC**

Include Ecommerce  
(Customer PayPal Email Address)

**FOR PRODUCTION USE ONLY - LABEL AREA**

**Site Notes**

Artist's Discretion & Standard Template will be used when creating this Mobile Website. If wanting to provide a specific layout, please fill out the Mobile Website Worksheet - Full Version instead.

<b>Business Information (Address/City/State/Zip/Phone #)</b> <small>Will appear as text on Mobile Website. At least one Phone Number is mandatory and will be used for "Click-To-Call". Address/City/State/Zip are optional and if provided will be used to create "Map" and if noted above, the "Weather Application". Recommended 1-2 Locations. If 2-10 Locations, it is recommended to fill out StoreLocator Template and use the StoreLocator option noted above instead.</small>	<b>1945 Sheridan Dr.</b> <b>Tonawanda, NY 14223</b> <b>716-875-9100</b>
<b>Specials (Call To Action)</b> <b>Wednesday Special 50% off Lattes!</b>	

<b>About Us</b> <small>Typically the Home Page of customer's website.</small> Use content from Webpage: <b>localedgestandarddemo.com</b> <small>(Provide the Webpage URL or Page Name)</small> Use content from Landing Page section: <small>(Ex. The About Us section in the Business Description)</small> Images: <small>(Barcodes or Pick up Artwork From)</small> Notes:	<b>Page Name 1: Breakfast Menu</b> Use content from Webpage: <b>http://www.localedgestandarddemo.com/breakfast_menu</b> <small>(Provide the Webpage URL or Page Name)</small> Use content from Landing Page section: <small>(Ex. The About Us section in the Business Description)</small> Images: <small>(Barcodes or Pick up Artwork From)</small> Notes:
<b>Page Name 2: Lunch Menu</b> Use content from Webpage: <b>http://www.localedgestandarddemo.com/lunch_menu</b> <small>(Provide the Webpage URL or Page Name)</small> Use content from Landing Page section: <small>(Ex. The About Us section in the Business Description)</small> Images: <small>(Barcodes or Pick up Artwork From)</small> Notes:	<b>Page Name 3:</b> Use content from Webpage: <small>(Provide the Webpage URL or Page Name)</small> Use content from Landing Page section: <small>(Ex. The About Us section in the Business Description)</small> Images: <small>(Barcodes or Pick up Artwork From)</small> Notes:

<b>Contact Us</b> <small>Contact Us page contains Email Form with Name, Phone or Email, and Comments fields. Please indicate any additional information to add if any. If no email address is provided, a Contact Us page will not be made.</small> Additional Content or Notes:	<b>Footer</b> <small>The Business Information will be in the Footer of the Mobile Website. Please indicate any additional information to add. If any.</small> <b>Additional Content or Notes:</b> <b>1945 Sheridan Dr.</b> <b>Tonawanda, NY 14223</b> <b>716-875-9100</b> <input checked="" type="checkbox"/> Include SMM Links (SMM Customers Only)
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Email Address forms should go to: **bronto.saurus@gmail.com**

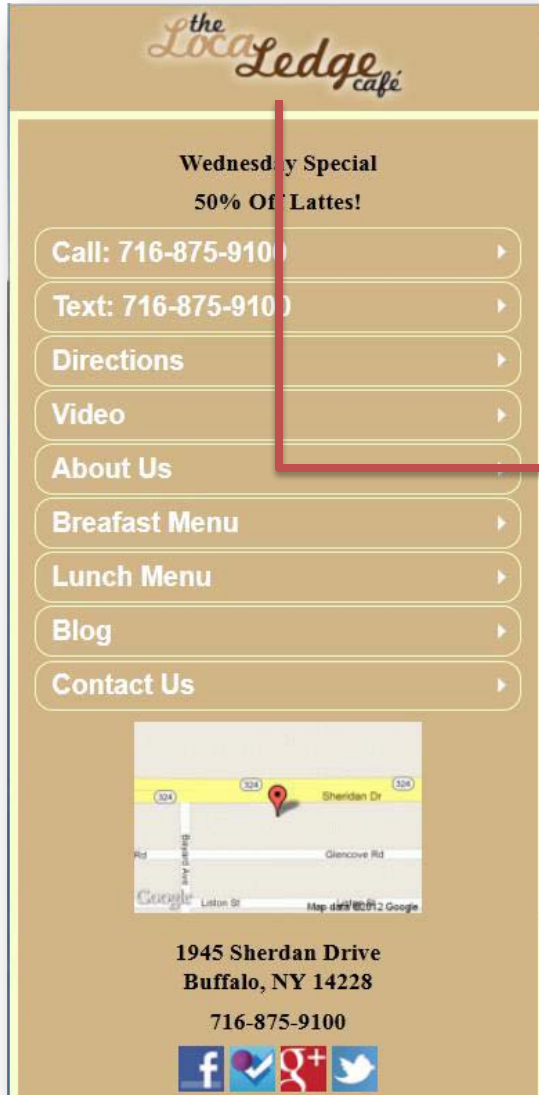
Rev 07.26.2012

# The Logo

The Logo is a very important piece to any mobile website.

Possible customers immediately know they are in the right place because they see and recognize the clients logo.

If a logo is not provided by a client, we will create one.



## Mobile Website Worksheet

BOOK	Demo / 12	ACCOUNT #	Demo	SALES REP NAME/#	Tyran A. Saurus
BILL TO NAME	Loca Ledge Cafe		BILL TO PHONE WITH AREA CODE	716-875-9100	
CUSTOMER NAME	Bronto Saurus	CUSTOMER PHONE	716-875-9100	CUSTOMER EMAIL	bronto.saurus@gmail.com
LANDING PAGE ID #			CONTRACT #		

Domain Name: localledgestandarddemo.com  
(URL For Re-Direct code)

Site Name: localledgecafe

Theme:  
(Standard - Select Theme / Advanced - Select 'ADVANCED') STANDARD-ARTIST DISCRETION

Logo Barcode #:  
(Optional - Upload To TAC, if none provided one will be created at Artists Discretion) 0001156123

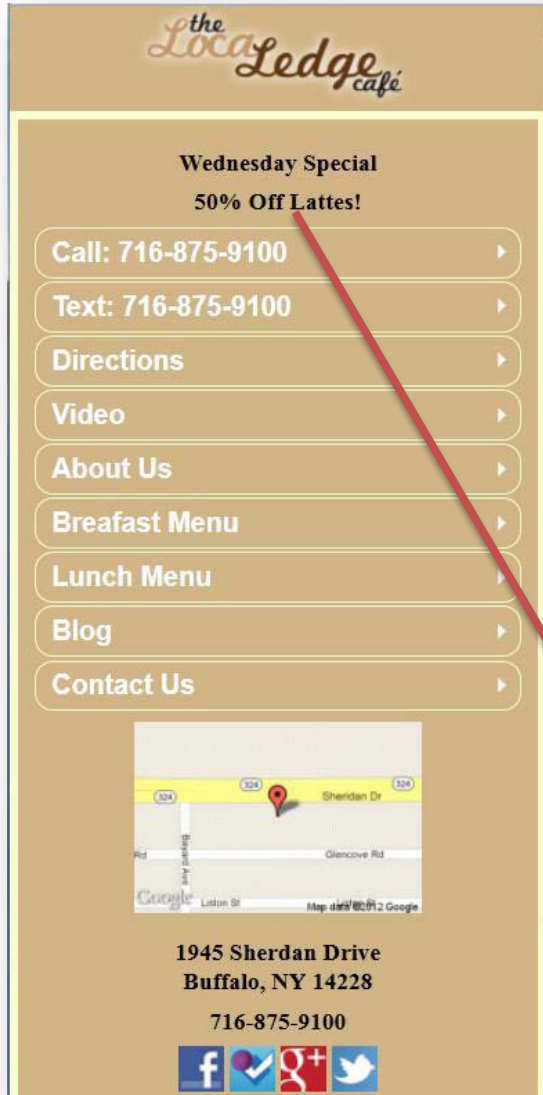
- Include Blog (SMM Customers Only)
- Include Click-To-Text 716-875-9100  
Cell Number (must be able to receive texts):
- Include Weather Application (Info pulled from Business Information - only if zip code is provided)
- Include RSS Feed URL  
(URL must end in .rss or .xml) http://
- Include StoreLocator  
(3-10 Locations/Fill out .CSV StoreLocator Template and upload to TAC)
- Include Ecommerce  
(Customer PayPal Email Address)

**FOR PRODUCTION USE ONLY - LABEL AREA**

### Site Notes

Artist's Discretion & Standard Template will be used when creating this Mobile Website. If wanting to provide a specific layout, please fill out the Mobile Website Worksheet - Full Version instead.

# Where we pull the specials from



All accounts require a special to be listed within the Mobile Website.

Updating a clients specials regularly will help Keep their customers coming back.

If a special is not listed by the client, default specials are available on the paperwork.

## Business Information (Address/City/State/Zip/Phone #)

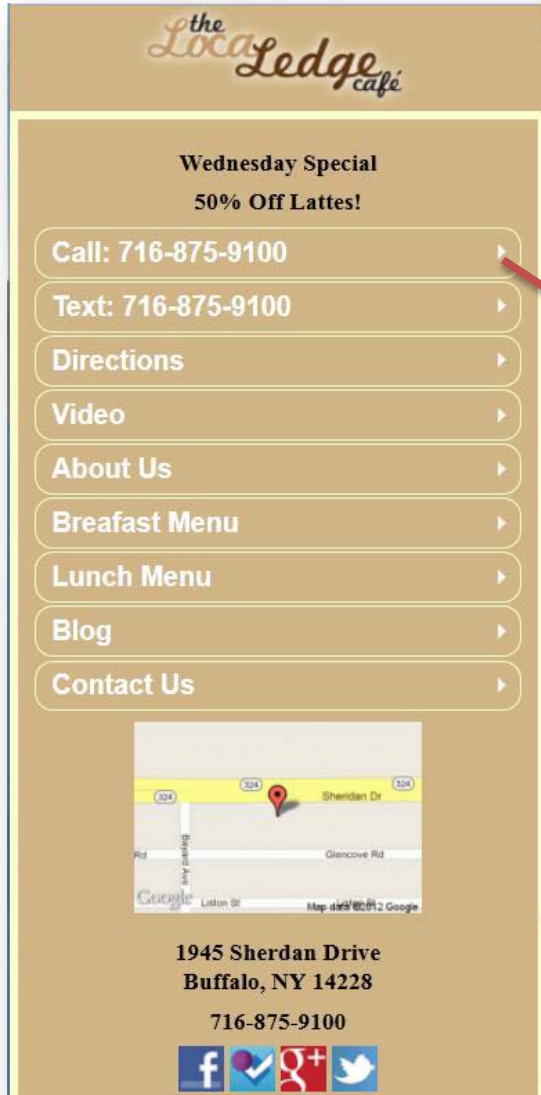
*Will appear as text on Mobile Website. Atleast one Phone Number is mandatory and will be used for 'Click-To-Call'. Address/City/State/Zip are optional and if provided will be used to create 'Map' and if noted above, the 'Weather Application'. Recommended 1-2 Locations. If 3-10 Locations, it is recommended to fill out StoreLocator Template and use the StoreLocator option noted above instead.*

1945 Sheridan Dr.  
Tonawanda, NY 14223  
716-875-9100

## Specials (Call To Action)

Wednesday Special 50% off Lattes!

# Where we pull the CTC from



Click to call is required for all mobile website accounts

Click to call is the easiest way for a customer to reach your client

Used in tandem with a RCF line, we can show the clients Immediate ROI

## Business Information (Address/City/State/Zip/Phone #)

*Will appear as text on Mobile Website. Atleast one Phone Number is mandatory and will be used for 'Click-To-Call'. Address/City/State/Zip are optional and if provided will be used to create 'Map' and if noted above, the 'Weather Application'. Recommended 1-2 Locations. If 3-10 Locations, it is recommended to fill out StoreLocator Template and use the StoreLocator option noted above instead.*

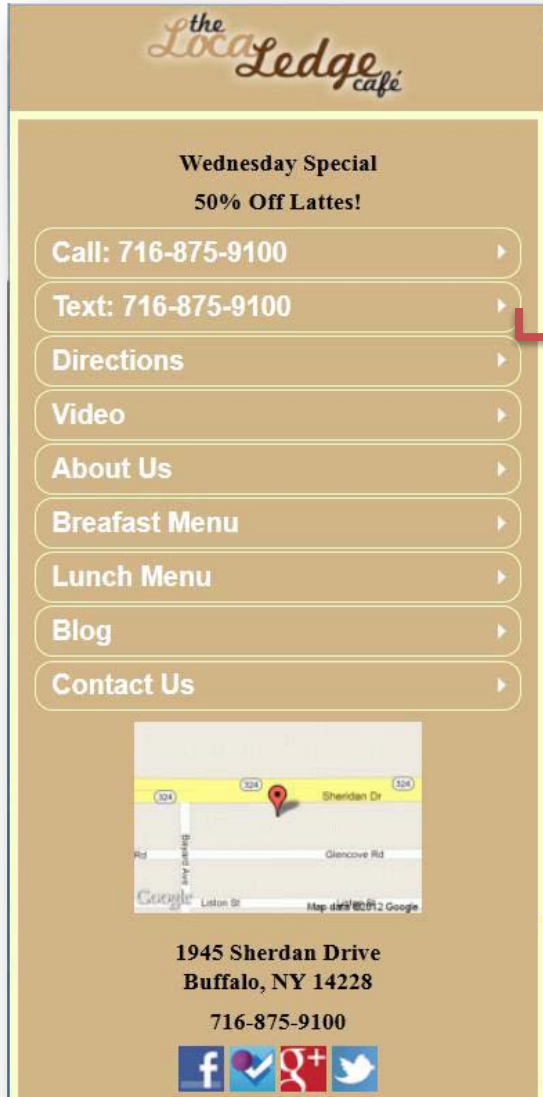
1945 Sheridan Dr.  
Tonawanda, NY 14223  
716-875-9100

## Specials (Call To Action)

Wednesday Special 50% off Lattes!




# Where we pull the CTT from



Another beneficial tool for clients who are mobile savvy

This field is optional

 **Mobile Website Worksheet**

BOOK	Demo / 12	ACCOUNT #	Demo	SALES REP NAME/#	Tyran A. Saurus
BILL TO NAME	Loca Ledge Cafe			BILL TO PHONE WITH AREA CODE	716-875-9100
CUSTOMER NAME	Bronto Saurus	CUSTOMER PHONE	716-875-9100	CUSTOMER EMAIL	bronto.saurus@gmail.com
LANDING PAGE ID #	CONTRACT #				

Domain Name: localedgestandarddemo.com  
(URL For Re-Direct code)

Site Name: localedgecafe

Theme: -----STANDARD-ARTIST DISCRETION-----

Logo Barcode #: 0001456123  
(Optional - Upload To TAC, if none provided one will be created at Artists Discretion)

Include Blog (SMM Customers Only)

Include Click-To-Text 716-875-9100  
Cell Number (must be able to receive texts):

Include Weather Application (Info pulled from Business Information - only if zip code is provided)

Include RSS Feed URL  
(URL must end in .rss or.xml) http://

Include StoreLocator  
(3-10 Locations/Fill out .CSV StoreLocator Template and upload to TAC)

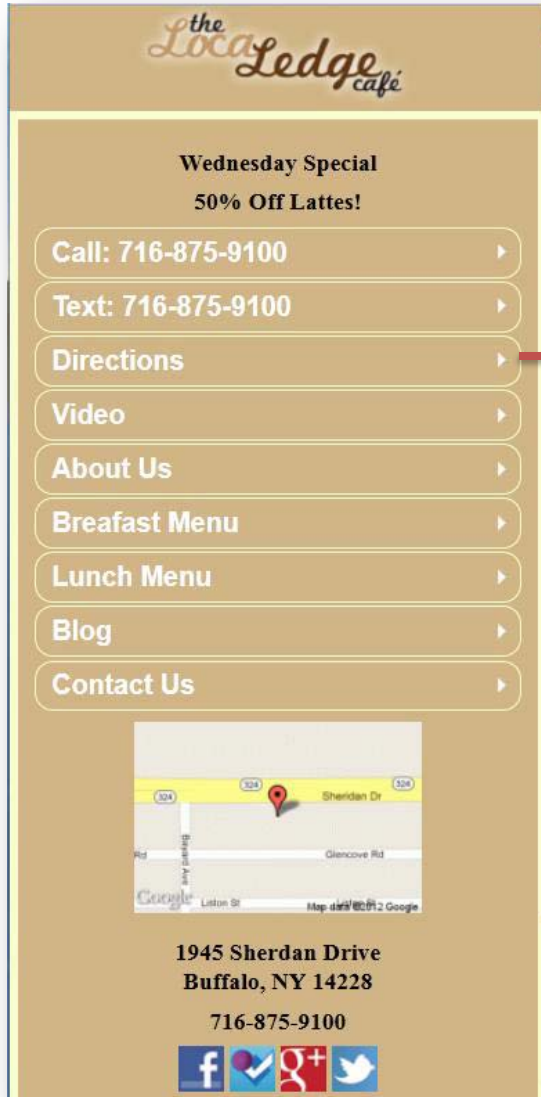
Include Ecommerce  
(Customer PayPal Email Address)

**FOR PRODUCTION USE ONLY - LABEL AREA**

**Site Notes**

*Artist's Discretion & Standard Template will be used when creating this Mobile Website. If wanting to provide a specific layout, please fill out the Mobile Website Worksheet - Full Version instead.*

# Where we pull the Directions from



the Local Ledge cafe

Wednesday Special  
50% Off Lattes!

Call: 716-875-9100

Text: 716-875-9100

Directions

Video


About Us

Breakfast Menu


Lunch Menu

Blog

Contact Us



1945 Sherdan Drive  
Buffalo, NY 14228  
716-875-9100



How do we find you?

It's simple with the new "directions" tab , users can click the Clients address and depending on the phones OS be taken Straight to the map application or Google Maps.

## Business Information (Address/City/State/Zip/Phone #)

*Will appear as text on Mobile Web. At least one Phone Number is mandatory and will be used for 'Click-To-Call'. Address/City/State/Zip are optional and if provided will be used to create 'Map' and if noted above, the 'Weather Application'. Recommended 1-2 Locations. If 3-10 Locations, it is recommended to fill out StoreLocator Template and use the StoreLocator option noted above instead.*

1945 Sheridan Dr.  
Tonawanda, NY 14223  
716-875-9100

## Specials (Call To Action)

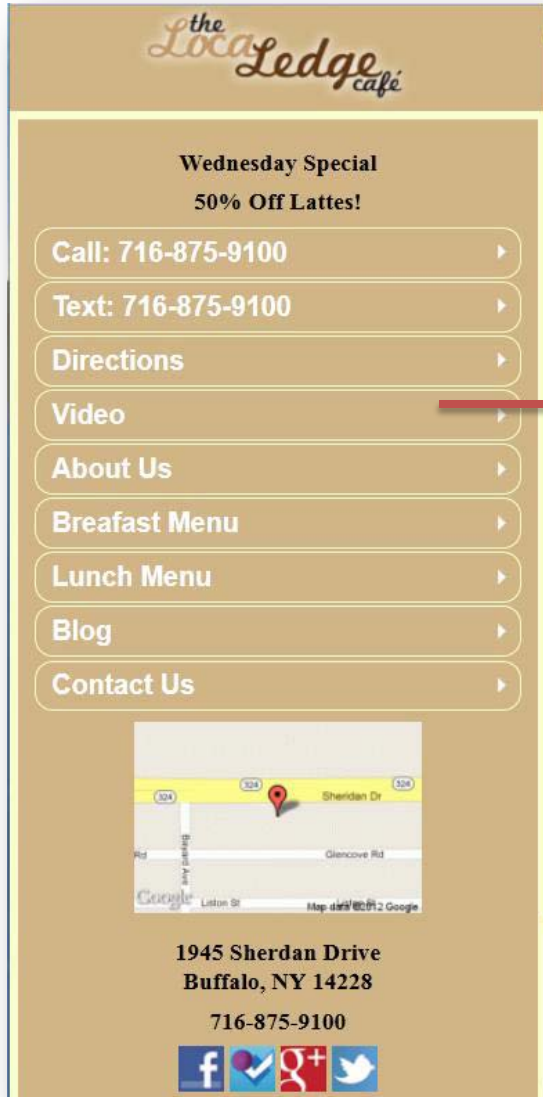
Wednesday Special 50% off Lattes!



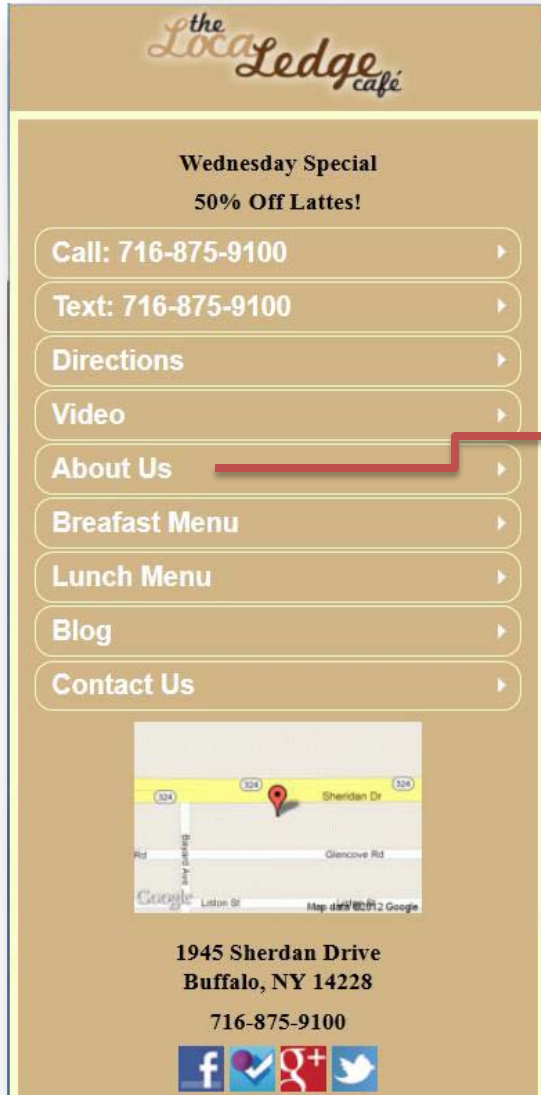
# The Video

The customers video will be pulled from the customer youtube video link.

On a mobile device the video will open the users youtube app or web browser depending on the phones OS.



# About Us



This field is optional

This is the old "Home page"

Content Page – Text & Images can simply be pulled straight from the customers website, at the processing artists discretion.

**About Us** *Typically the Home Page of customer's website.*

Use content from **Webpage:** localedgestandarddemo.com  
(Provide the Webpage URL or Page Name) \_\_\_\_\_

Use content from **Landing Page section:**  
(Ex. The About Us section in the Business Description) \_\_\_\_\_

**Images:**  
(Barcodes or Pick up Artwork From) \_\_\_\_\_

**Notes:**

# Additional Content Pages

Content Pages – Text & Images can simply be pulled straight from the customers website or at the processing artists discretion.

The screenshot shows the mobile app interface for 'the Local Ledge cafe'. At the top, it displays the logo and a 'Wednesday Special' offering '50% Off Lattes!'. Below this are several menu items with right-pointing arrows: 'Call: 716-875-9100', 'Text: 716-875-9100', 'Directions', 'Video', 'About Us', 'Breakfast Menu', 'Lunch Menu', 'Blog', and 'Contact Us'. At the bottom, there is a Google Maps snippet showing the location at 1945 Sheridan Drive, Buffalo, NY 14228, with the phone number 716-875-9100 and social media icons for Facebook, Nextdoor, Google+, and Twitter.

<p><b>About Us</b> <small>Typically the Home Page of customer's website.</small> Use content from Webpage: <u>localedgestandarddemo.com</u> <small>(Provide the Webpage URL or Page Name)</small> Use content from Landing Page section: <small>(Ex. The About Us section in the Business Description)</small> Images: <small>(Barcodes or Pick up Artwork From)</small> Notes:</p>	<p><b>Page Name 1:</b> <u>Breakfast Menu</u> Use content from Webpage: <u>http://www.localedgestandarddemo.com/breakfast_menu</u> <small>(Provide the Webpage URL or Page Name)</small> Use content from Landing Page section: <small>(Ex. The About Us section in the Business Description)</small> Images: <small>(Barcodes or Pick up Artwork From)</small> Notes:</p>
<p><b>Page Name 2:</b> <u>Lunch Menu</u> Use content from Webpage: <u>http://www.localedgestandarddemo.com/lunch_menu</u> <small>(Provide the Webpage URL or Page Name)</small> Use content from Landing Page section: <small>(Ex. The About Us section in the Business Description)</small> Images: <small>(Barcodes or Pick up Artwork From)</small> Notes:</p>	<p><b>Page Name 3:</b> _____ Use content from Webpage: _____ <small>(Provide the Webpage URL or Page Name)</small> Use content from Landing Page section: <small>(Ex. The About Us section in the Business Description)</small> Images: <small>(Barcodes or Pick up Artwork From)</small> Notes:</p>

# AHHH! The Blog.



For customers with a lot to say, we can implement their blog right into the mobile site

OPTIONAL (SMM CUSTOMERS ONLY)

Create RSS Link from Landing Page Blog

*the*  
**Loca Ledge**  
café

**Wednesday Special**  
50% Off Lattes!

Call: 716-875-9100 ▶

Text: 716-875-9100 ▶

Directions ▶

Video ▶

About Us ▶

Breakfast Menu ▶

Lunch Menu ▶

Blog ▶

Contact Us ▶

1945 Sheridan Drive  
Buffalo, NY 14228  
716-875-9100



## Mobile Website Worksheet

BOOK	Demo / 12	ACCOUNT #	Demo	SALES REP NAME/#	Tyran A. Saurus
BILL TO NAME	Loca Ledge Cafe			BILL TO PHONE WITH AREA CODE	716-875-9100
CUSTOMER NAME	Bronto Saurus	CUSTOMER PHONE	716-875-9100	CUSTOMER EMAIL	bronto.saurus@gmail.com
LANDING PAGE ID #	CONTRACT #				

Domain Name: localedgestandarddemo.com  
(URL For Re-Direct code)

Site Name: localedgecafe

Theme: ----STANDARD-ARTIST DISCRETION----  
(Standard - Select Theme/Advanced - Select 'ADVANCED')

Logo Barcode #: 0001156123  
(Optional - Upload To TAC, if none provided, one will be created at Artists Discretion)

Include Blog (SMM Customers Only)

Include Click-To-Text  
Cell Number (must be able to receive texts): 716-875-9100

Include Weather Application (Info pulled from Business Information - only if zip code is provided)

Include RSS Feed URL  
(URL must end in .rss or.xml) http:// \_\_\_\_\_

Include StoreLocator  
(3-10 Locations/Fill out .CSV)

StoreLocator Template and upload to TAC

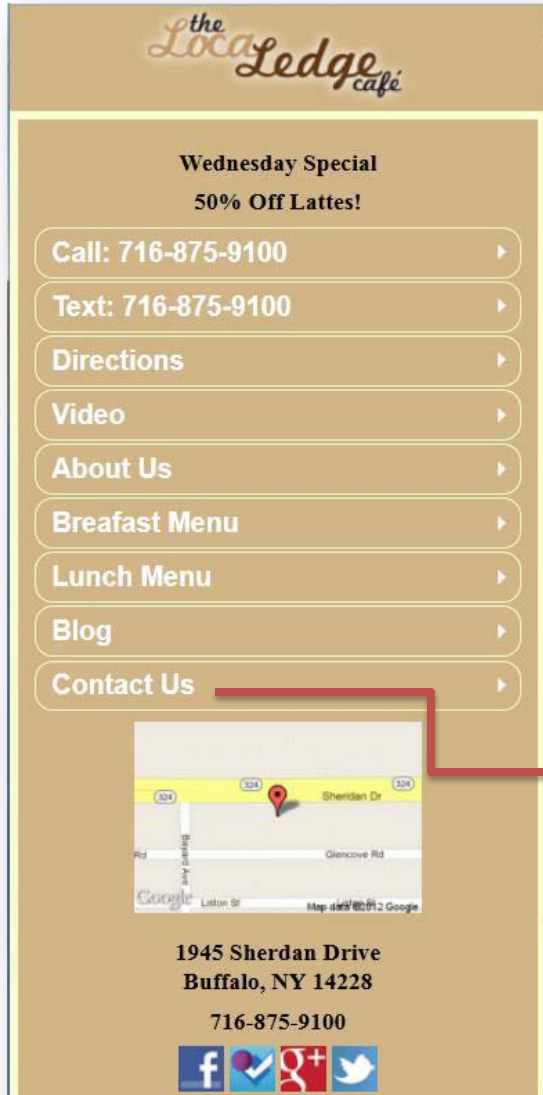
Include Ecommerce  
(Customer PayPal Email Address)

FOR PRODUCTION USE  
ONLY - LABEL AREA

### Site Notes

Artist's Discretion & Standard Template will be used when creating this Mobile Website. If wanting to provide a specific layout, please fill out the Mobile Website Worksheet - Full Version instead.

# Contact Us



The Local Ledge cafe

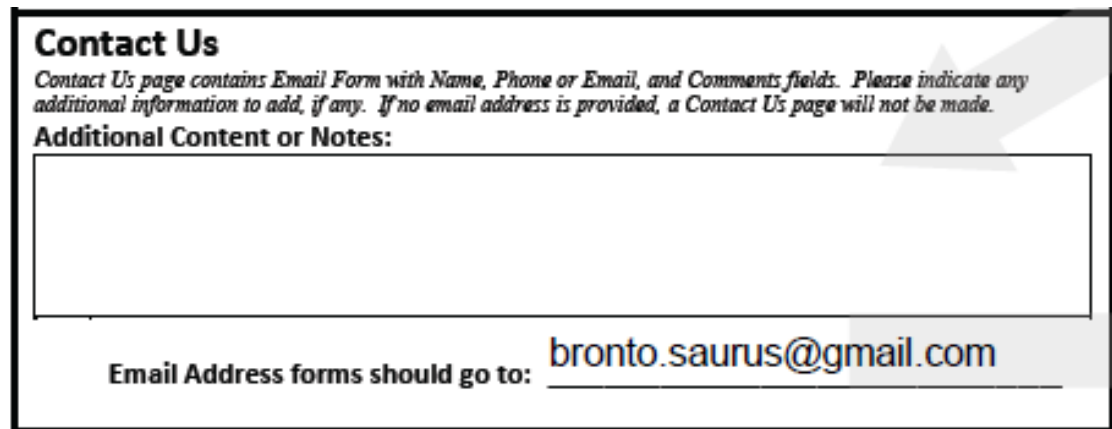
Wednesday Special  
50% Off Lattes!

- Call: 716-875-9100
- Text: 716-875-9100
- Directions
- Video
- About Us
- Breakfast Menu
- Lunch Menu
- Blog
- Contact Us

1945 Sheridan Drive  
Buffalo, NY 14228  
716-875-9100

Facebook, Twitter, Google+, and other social media icons.

- OPTIONAL -- Contact Us page should be made if Email Form is wanted by Customer
- Click To Call Element with “Call: ” and then the phone Number listed out – MANDATORY -- Embedded under Header Element
- Click To Text Element with “Text: ” and then the phone Number listed out – OPTIONAL -- Embedded under Header Element
- Email Form – Name/Phone or Email/Comments Fields – Other Fields if customer requests – Embedded under Header Element

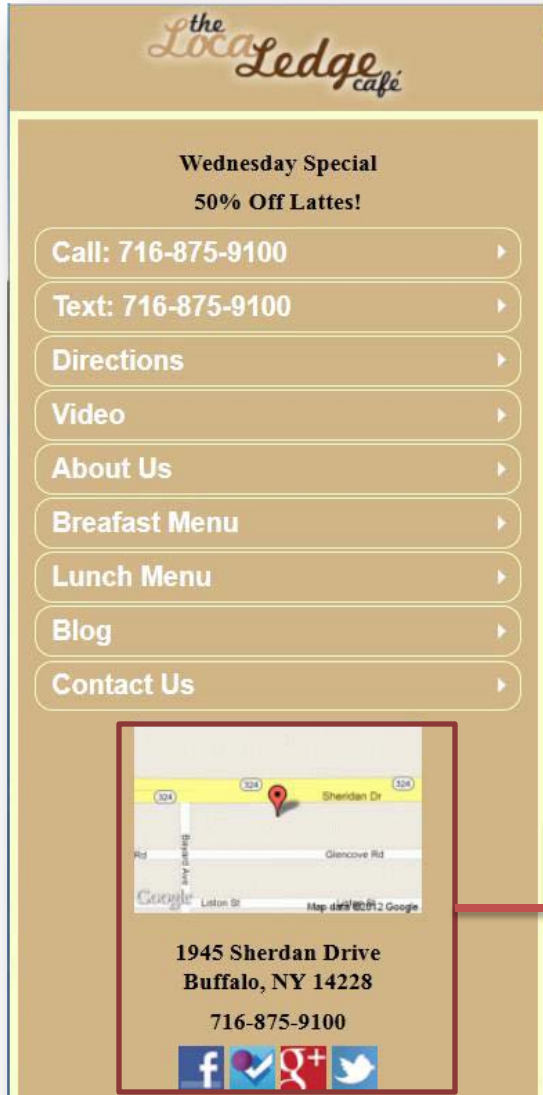


**Contact Us**  
*Contact Us page contains Email Form with Name, Phone or Email, and Comments fields. Please indicate any additional information to add, if any. If no email address is provided, a Contact Us page will not be made.*

**Additional Content or Notes:**

Email Address forms should go to: bronto.saurus@gmail.com

# Quick Map, Footer, & SMM Links



Customer quick reference maps are used for customers who's phones don't recognize text addresses.

A Footer is required for all accounts with listing information.

Quick SMM links will open the customers browser window or app depending on which SMM link is clicked.

**Footer**  
*The Business Information will be in the Footer of the Mobile Website. Please indicate any additional information to add, if any.*

**Additional Content or Notes:**

1945 Sheridan Dr.  
Tonawanda, NY 14223  
716-875-9100

Include SMM Links (SMM Customers Only)