



# **Web Hotline Quick Reference Guide**

Use this guide to attain content for the customers business website .

## **HOME:**

What is a current Special or Call to Action about your business (Ex. "Call us Today For..")?

What is the purpose of the business, what service/product does It provide to its customers?

What sets you apart from your competitors and why?

## **ABOUT:**

In what year was your business founded?

Is there any information about the history of your business that you would like to include?

Do you have any Certifications (ex. bonded and insured) or are a member of any organizations (ex. BBB)?

## **SERVICES (For a Service based business)**

Products/Services Details (Ex. Describe set-up, service, and clean-up):

What is the advantage to purchase the service from you versus your competitor?

## **PRODUCTS (For a Products based business)**

How does the customer benefit from purchasing your product?

What are your products major selling points?

What brands do you carry?

## **CONTACT US**

Do you want a Contact Us Email Form (Name/Phone/Email/Message)?

Do you want a Map displaying showing your Location?

Is there any other Contact Information you would like do display (Fax Number, Business Hours, emergency services contact):

Payments Accepted: