Tradie Web Guys’ onboarding brief.

## How to use this doc.

Please note, there are 7 sections to this document. This information comes from the onboarding form on <https://www.tradiewebguys.com.au/client-onboarding-form/>

If for whatever reason you have problems with the form on the above page, you can submit your information via this doc.

Please complete and share the doc with [support@tradiewebguys.com.au](mailto:support@tradiewebguys.com.au)

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## 

## 1-Business Information

Business name

|  |
| --- |
|  |

Directors’ first name

|  |
| --- |
|  |

Directors’ last name

|  |
| --- |
|  |

ABN (If an Australian company)

|  |
| --- |
|  |

Business establishment date

|  |
| --- |
|  |

Business’ *inbound* phone number

|  |
| --- |
|  |

Business’ email (for the website)

|  |
| --- |
|  |

Operating hours (Eg. Mon-Fri 7-4, or 24/7)

|  |
| --- |
|  |

Servicing Areas (Eg. Northern Beaches, Upper North Shore, Lower North Shore)

|  |
| --- |
|  |

Accepted Payment Methods (Y or N)

|  |  |
| --- | --- |
| **Select all** |  |
| Credit Card |  |
| Eftpos |  |
| Bank Transfer (EFT) |  |
| Cash |  |
| Cheque |  |

Type of website (Y or N)

|  |  |
| --- | --- |
| Gallery Showroom |  |
| Marketing Machine |  |
| One-Page Website or Landing Page |  |
| Other |  |

> > Comments on above (if required)

|  |
| --- |
|  |

Is this a new website or a rebuild? (Y or N)

|  |  |
| --- | --- |
| New (from scratch) |  |
| Rebuild (from existing framework) |  |

Current website logins (if relevant)  
*> If you prefer, you can create a new user for us at noc@tradiewebguys.com.au*

|  |  |
| --- | --- |
| Login URL |  |
| Username |  |
| Password |  |

## 2-Business Social Media Profile URL’s

|  |  |
| --- | --- |
| Facebook | https:// |
| LinkedIn | https:// |
| Instagram | https:// |
| Twitter | https:// |
| Pinterest | https:// |
| Other | https:// |

## 

## 3-Domain Details

Do you have a domain? If so, what domain will we be building your website on?

If not, what domain would you like us to try to secure for you?

|  |
| --- |
|  |

Domain registrar details

*> Please check these first to make sure they work.*

|  |  |
| --- | --- |
| Company website | https://www. |
| Username |  |
| Password |  |

Would you like Tradie Web Guys to migrate your domain into your dashboard so you can access everything from the one place? (Y/N)

|  |
| --- |
|  |

## 4-Google Assets

Do you have any of the following set up already? (Y/N/?)

|  |  |
| --- | --- |
| Google Analytics |  |
| Google Search Console |  |
| Google My Business |  |
| Google Ads |  |

*>> If you ticked YES to any of the above, you’ll receive an email with instructions on how to create a user for Tradie Web Guys.*

## 

## 5-About Your Business

To help us understand more about your business, we will ask some questions about your business to better understand it.

*> If you have an existing website, fel free to copy and paste the information. This may be a good time for you to update it.*

Tell us about your story for your ‘about us’ page. Business and personal.

|  |
| --- |
|  |

List your services and explain what they do.

*> Example: High pressure water jetting - prevents blocked sewers from occurring, which stops sewer surcharging into properties.*

|  |
| --- |
|  |

Who is your ideal customer/ Who are we looking to attract? (List and explain)

|  |
| --- |
|  |

What are your/is your call-to-action (CTA)?

*Examples. Call now, Book a Consultation, Download or Guide or Resource etc.*

|  |
| --- |
|  |

Website contact information

|  |  |
| --- | --- |
| Business Phone Number(s) |  |
| Address |  |
| Mailing Address (if different) |  |
| Business Email |  |
| Licences (types and numbers) |  |
| Types of insurances you’re covered for |  |

Please list your current review platform links.

|  |  |
| --- | --- |
| ***Platform*** | ***URL*** |
| *Example - Google* | [*https://g.page/TradieWebGuys/review?g*](https://g.page/TradieWebGuys/review?g) |
|  | https:// |
|  | https:// |
|  | https:// |

Do you currently have testimonials?

*Please share (links or copy and paste including names and details)*

|  |
| --- |
|  |

List three websites you like the look of and explain what you like about them.  
*Example; tradiewebguys.com.au - I like the simple navigation of this website and the lead magnet that enables people to subscribe to their marketing list.*

|  |  |
| --- | --- |
| ***URL*** | ***What you like about it (go into detail)*** |
| www. |  |
| www. |  |
| www. |  |
| www. |  |

List three of your main competitors’ websites.

|  |
| --- |
| www. |
| www. |
| www. |
| www. |

> > Comments on above (if required)

|  |
| --- |
|  |

## 6-Media and Images

Every website needs that visual appeal to it. So now we’re going to ask you to provide some images, branding elements etc.

**IMPORTANT.**

Please name your images so development knows that they are.

WRONG - IMG00456.jpeg

CORRECT - Blocked-Drain-00.jpeg

Here is a tutorial to help you name images - [[LINK]](https://youtu.be/vKUhx-BqY_4)

Please provide a link (or links) to a cloud folder where we can access your photos and videos. (Google Drive, Dropbox, OneDrive, etc).

|  |
| --- |
|  |

>> Here are two tutorials that will help you share your media with us.

* Sharing information using Google Drive - [[LINK]](https://youtu.be/PDZEYXgRHbc)
* Sharing files with Dropbox - [[LINK]](https://youtu.be/0KhfuPvsxow)

Please send us the link to your branding assets. (Logos, style guides, etc.)

|  |
| --- |
|  |

Please add the links to any company videos, channels, or playlists you already have.

|  |
| --- |
|  |

## 7-Last Question

Thanks for completing our onboarding form.🎉🎉

Do you have any closing comments/special mentions?

|  |
| --- |
|  |