

Content for Your Website

Thank you for choosing a website from Cozy Websites, part of CloudLions suite.

This questionnaire will help you to populate content for your website. This form is designed for a standard template website, however it will be helpful, if you ordered custom website too.

HOW TO USE THIS FORM

This is editable PDF. All fields are editable. Once you're done, please save this form, and send it back to us.

DO NOT print it or fill by hand or fax back. E-mail only, please.

FIELDS OF THE FORM

This form contains fields for text on the pages, short text, where necessary, titles, descriptions and keywords.

If you didn't order SEO services, the keywords, titles of the pages and descriptions will be placed as is, otherwise used for reference.

Title – the text that will show on the browser tab, when the page is open. It's recommended to always have the name of your business and the essence of the page content in a title.

For example: *"Best Dental Clinic – About Us"*

Description – it's a longer version of a title. It will show in search results as a brief description of your page. For example *"Best Dental Clinic is a reliable source of dental services in Long Island, NY. We have flexible office hours and accept all major insurances."*

Keywords – these are terms, which you believe patients can use, when searching for your establishment.

For example *"Dental Clinic, Long Island dentist, New York cosmetic dentistry, affordable dentures NY"*

Short text – this is an excerpt to use for a specific text as a preview. If left blank – beginning of the corresponding full text will be used.

If there are other requests for the content – you can use the **Other texts** section for smaller pieces, or attach them as separate files to your reply message.

Please note – unless you ordered technical writing services – your content will be transferred to a website as delivered. We do reserve the right to correct minor mistakes, if noticed, but we are not responsible for proofreading of supplied content.

OTHER MATERIALS

We will require other materials for completing your website as well:

- **before and after images** – minimum of 3 pairs recommended.
- **pictures of the office and team** – ask if you need help producing them
- **text for your online patient PDF form** – please send it as .doc file.
- **Your company logo** – best quality file you have available.

Please attach these and any other materials required for the site, and send all as one e-mail message.

General Info

Your address:

Phone to display on website (area code first):

E-mail to forward messages from website (e-mail you regularly check)

I need to have it created I already own it

E-mail to display on website:

Same as above I need to have it created I already own it

Website address (existing or desired)

www. _____

I need to have it registered I already own it, and will need help transferring it

Pages in social networks

I need help to set-up this page

(a charge applies for this service)



Facebook: _____

Instagram: _____

YouTube: _____

Twitter: _____

Google+: _____

Default title: this title will be shown on taps of a website on a homepage and pages, where title is not specified:

Default Description: this description will be attached to a homepage and pages, where description is not specified:

Default Keywords: these keywords will attached to a homepage and pages, where keywords are not specified

About Us page

Short Text (3-4 sentences, about 60 words recommended. Displayed on Homepage)

Long text (displayed on the page itself – any size possible, up to 300 words recommended)

Title of the page:

Description of the page:

Keywords for this page:

attaching the picture for this page

Our team page

Short Text (3-4 sentences, about 60 words recommended. Displayed on Homepage if blank the default is used)

Long text (name of the specialist, function on the office, short description or annotation)

Title of the page:

Description of the page:

Keywords for this page:

attaching pictures for this page

number of pictures

Our office page

Title of the page:

Description of the page:

Keywords for this page:

attaching pictures for this page

number of pictures

Services page

Short Text (just a list on items - refer to your design demo)

Long text (List of services with brief descriptions)

Title of the page:

Description of the page:

Keywords for this page:

attaching the picture for this page

Before and After page

Long text (patient name and procedures performed for each pair of photos supplied)

Title of the page:

Description of the page:

Keywords for this page:

attaching pictures for this page

number of pairs

Contact Us page

Long text

Is there anything besides the contact information, you'd like to say on this page?

Office hours:

When your office is regularly open?

Fax: _____

Address:

Phone:

E-mail:

Title of the page:

Description of the page:

Keywords for this page:

attaching the picture for this page

Patient forms page

Long text

Is there any directions or information you'd like to add on this page for patients preparing their paperwork in advance?

Title of the page:

Description of the page:

Keywords for this page:

Other texts (please specify)