Designer Checklist

Please be sure you have checked off each of these tasks before clicking “Work Done” on your Work Order

Info Pages

- Check all the business information and make sure it matches what is on the contract
- Make sure all additional links go to the correct page
- Read the About Us section to make sure that the spelling and grammar are correct and that it makes sense
- If the client has call tracking be sure to use that on the info page and that you have noted that it is the call tracking number
- Be sure to use the blank Info Page template that we have provided that includes the YPC Media header
- Save and attach it to the WO as a .rtf file

Special Offers

- Create a header that is consistent with what the client’s site currently looks like if they have one
- Make sure a 260 x 260 pixel logo is created and attached to the WO
- Make sure that the Special Offer message matches what is on the contract – if it is labeled as only an X – please add something there like “Call Today!”
- Double check all the info to make sure it matches what is on the contract
- Attach .psd, .jpg and any font files to the WO

Ads

- Make sure that the size of the ad matches what is listed on the contract
- Check the notes to make sure all the info is correct
- If they are a BBB client make sure that the BBB torch is large enough to be seen clearly
- Check your spelling
- Check the WO notes as well as the Contract notes for any special instructions
- Make sure there is a call to action (Click Here!) button
- Make sure as many services that can be listed and still be visually pleasing are listed
- Make sure that the mobile ad is consistent with the ad you have created
- Make sure to name the ad properly (CompanyNameTQP.jpg)
- If the client has call tracking be sure to use the call tracking number
- Attach .psd, .jpg and any font files to the WO
- State Farm and Nationwide – please be sure to use the templates that we have provided

Websites

- ☐ Check that all the info matches what is on the work order under the listing information section
- ☐ Check the WO notes as well as the Contract notes for any special instructions
- ☐ Check the attachments of the WO for any special instructions and/or a questionnaire
- ☐ If you have any questions about any special instructions PLEASE ASK (Lana, Donna, or Taylor)
- ☐ Once the website is complete please read the content to make sure that it makes sense
- ☐ Check spelling and grammar (if you use Firefox you can use this app to help: https://app.grammarly.com/apps)
- ☐ Make sure that the Meta info is different and relevant to each page
- ☐ Run site through SEO checker and fix whatever needs to be updated
- ☐ Update the Configure the Account Info Section
    - o Check the phone number and email address and make sure it matches the contract
    - o Add any social links if applicable
    - o Check off any credit cards if applicable
    - o For New clients add in the info page URLS – you can find them by going here: http://www.yellowpagecity.com/Misc/ManageListing.asp and inputing the phone number. If there is no listing please leave a note in the WO
    - o For renewal clients please make sure these links work and update if need be
    - o Please add in the domain URL if the client has a domain name ALREADY connected to the website – leave blank if the only way to see the site is through the ipagepro.com link
    - o Add the Google Place ID number – click the link that says "Get PlaceId" to get this number
- ☐ Click all links and make sure that they work and go to the correct place
- ☐ For BBB clients make sure that the years in business matches the years that they have been with the BBB
- ☐ Make sure that all psd, jpg and font files used are attached to the WO

Videos

- ☐ Check that all the info matches what is on the work order under the listing information section
- ☐ Check spelling and grammar
- ☐ Check that you have included all the services the client offers as well as some service areas
- ☐ If they are a BBB client be sure that the torch logo is large enough to been seen clearly
- ☐ If the client has call tracking be sure this is the number on the video
- ☐ Be sure to attach any relevant files to the WO
- ☐ Be sure to only click "Work in Progress" when done with this task