WDS + MSP Bundle

Greeting

- Hi, this is [agent name] from GoDaddy's Website Design Services. How are you today?
- If customer asked to record/transcribe: Yes, I am recording/taking notes so I can focus on our conversation.
- I'm making notes for your Consultation Call, which should last about 10 minutes. If you're not already, it's probably a good idea to get settled by a computer and have your calendar handy. We'll be scheduling a few calls and your website build!

If the customer is unable to hold the call:

- No worries, we can reschedule for a time that's more convenient for you.
- Great! I have you rescheduled for [new date, time, and zone]. I'll give you a call at [number]. After we hang up, you'll get a GoDaddy email reminder for your new Consultation Call, so look out for that.
- Okay, thank you for your time today! Please let us know if for some reason you don't receive your rescheduled call — our team is connected to Intelliti so that we can automatically reschedule any calls that are sent your way. Also, please reach out to us if you have any questions or would like to make changes before our next appointment. If any other questions come up between now and then, just give us a call! Have a wonderful night!
- [Call the list and update the necessary notes.]

Cool! Let's get started. I want to make sure you leave this call not only excited and interested for quality web training sessions, but with a detailed plan for success. So, to start, I'd love to learn a little bit more about you and your business. Can you please tell me your name and email address for our communications during this project. I have your phone as [number] and email as [address]. Everything still accurate?

[Yes/No]

Set agenda for the call

- Now that we've got that out of the way — let's go over the goals of today's call and how your dedicated team of website experts will work together to design your website.
- Today, I'll be handling your consultation call. First, I want to learn about you, your design options, and how your website started.
- The goal of this call is to collect as much information as possible so we can give you the most accurate draft of your website. Sound good?

If the customer is hesitant:

- After your website's drafted, I'll be sending over an email with a link to a member of our Design Team. The Design Team will create your website draft for you. I'll give more details about this later in the call.
- We'll also walk through how to use your Website Design Hub. Your Hub will become your primary communication tool for the rest of your website design journey.
- You can track your website's progress, upload your photos and files and more. I'll give you a quick tour of the Website Design Hub later in the call.
- Total process (start to finish) is approximately 4 weeks depending on how quickly we make it through.
- Any questions so far? [Wait for response]

Call prep

Before getting on the call, you need to:

1. See what customer already filled out (via Business Profile and Digital Onboarding)
2. Plan which questions you'll need/try to ask to get more info
3. Have ECC tab open and the Agent Handler worksheet open for the call
4. Check to see if customer purchased Logo Services

Build Qualification

Purpose: Let's dive into the specifics of your Website Design and Marketing Services Premium plan.

Here's what we'll be doing for you:

- Designing a custom website specific to your goals.
- Managing SEO and site maintenance, once you've published your new site.
- Sending you monthly recommendations for your site.
- Writing and publishing social posts (Facebook, Instagram and edit Facebook, Instagram)
- Managing any new reviews / help, Google.
- Sending email campaigns on your behalf

Any questions so far? As a reminder, one of my teammates will be reaching out to discuss your Brand Guide when it's ready to view.

If the customer purchased Logo Design Services, read through the section below. Otherwise, skip it.

If customer purchased Logo Services:

Since you also purchased Logo Design Services, we'll design a few logo options and send them to you for feedback. We'll get into that discussion more later!

Logo Services customers will still have a Revisions Call, and that's where we'll review their logo options.

Okay! If you don't have any questions, let's get into it. By the way, I'm going to take my screen on Zoom so you can see all the info I'm collecting.

Zoomers! In Zoom with your customer so that you may share the answers you're recording in the ECC. Do not share this worksheet window/tab or the Marketing Services questions.

Business Info Tab

Read our questions the customer filled out that you think would use more info.

The numbers actually filled out in questions do not match to again.

1. **Business name**
   Can you confirm the spelling of your business name, please?
2. **Industry**
   Is [industry] would you consider yourself a part of? *If this is obvious, like a restaurant, just ask the customer to verify that they're part of that industry.*
3. **What is the main goal of this site and why did you choose it?**
   Example: more sales, email subscribers, a new look, etc.
4. Since you've also purchased Marketing Services, we're going to want to get into all the details, so we'll select this field option here. The time estimate is for the business and design part of the consultation, but we'll have some additional time towards the end to schedule your promotional and get your social platforms set up.
   Do you have a domain?
   Do you have a domain name in mind, or is it free to use for this project? If so, what is it?

   Do you have a current website?

   What is the domain name?
   Is this domain your current website?

   Those questions belong on the Agent Handler worksheet — where you'll fill out the answers.
5. **Brief description**
   Tell me a little bit about what you do and how you got started. *Be sure to take accurate notes here — Marketing Services folks need clear answers to build questions.*
6. How long have you been in business?
7. What's your business main mission for?
   How big is your team?

   Do have to hire ISC?
8. **Select all the ways you currently do business**
   Do you sell products or services online, in person or at a store? Choose any & combination?
9. **Local area you serve**
   What local areas do you serve — a certain city or a county or a state?
10. What are 3-5 keys terms, services, or products you want to focus on promoting?
11. What sets you apart from your competitors?
12. **Reference sites**
    Are there any sites online that you've seen that look like what you'd want for your new website? If so, we can look at them together.
13. **Target audience**
    Who are you trying to help? Describe your target audience — the people you want to reach online? Can you tell me about their age, gender, or what they like to do?

    This is a very important question to ask. ECC Marketing Services Tab.
14. Can you work with me through what it'd be like to visit or shop at your business? Only ask if a customer has an existing website. If not, skip ahead to the next question.
15. Are you "set-it-and-forget-it" or do you want to be more involved?
    Short Call is perfect for this question.
16. Do you have a list of all your Services/products? We can assist with these! Now we have a few platform specific questions.
    Do you have an appointment
    Can I add Appointments? Some of your business. When we respond to reviews or comment as you, we'll use Yodel Jane "set. the "we have appointments." to find step, or would you prefer the first person, like "I have appointments"?
17. **Primary Number**
    Do you have a preference between me/him or their in comments and reviews? Some customers have a strong opinion. If you have a team of more than just you, we usually recommend the plural "they". However, we can use any of the following styles:
    - I/my/me
    - We/our/us
    - She/her/her
    - He/his/him
    - They/their/them
18. **Review Sign Off**
    For Google and Yelp, to enable to publish responses to reviews. It need the first name, last name, and business title of the person signing off on your reviews. Add their pic so someone else? *Collect first name, last name, and title. Ex: George M., Owner.*

    [Any thoughts & Reference from last 10-15 items customers, use this HYPHO question. Otherwise, skip.

Can you confirm whether your business requires NPNA compliance? This will ensure we're taking the appropriate steps to represent you in our website, social media, and your review pages. Is that clear with you?

19. Is there anything specific we haven't covered that you'd like to be sure we review for you, like sales or new customer specials?
20. Do you have any questions for me about your website or the process?
    Let's take a quick walkthrough of your Website Design Hub. You'll use this tool to:
    - Keep track of your website's progress.
    - Upload all your photos and files.
    - Schedule appointments as you need.
    - Submit website edits without a call.
    - Picture your website without a call.

    We'll email you when it's time for you to review your website draft inside your hub.

    Are you with me so far?
    [Wait for response]

Dual expectations for Website Design Hub shows your user adventure (CYOA) and next steps after customer sees their website draft)

- Your website rough draft will take [my business day based on build size] and we'll email you when this info is posted inside your hub.
- After you've viewed your website draft, you'll have two main options on how you'd like us to move forward with your site.
  - If you like some pieces of your website but want changes, click red "needs changes" button. Then, you'll be able to leave us feedback and we'll make your site live for you. We'll send an email confirmation once your site has been published.
- If you like the entire draft of your website and don't need any updates, click "go live" button. Then, you'll be able to leave us feedback and we'll make your site live for you. We'll send an email confirmation once your site has been published.
  - Any questions on these steps so far?
  - [Wait for response]
- Do you have any other questions about your hub?
  - [Wait for response]

Before the call, you'll check whether the customer has purchased Logo Services.

If they have Logo Services, skip the next question.

1. **Do you have a logo?**
   Ask if they've already uploaded a logo, you should be able to see the file. Verify we have it.
2. **Do you have colors or fonts associated with your business, like in your logo or other marketing materials?**
   Capture info about colors and fonts or inspection fields in ECC.
   1. Would you prefer a dark or light website — dark mode or light and airy?
   2. What colors or associations with your brand that we can use for your website and marketing?
   3. What about fonts — would you like our designers to choose something, or do you have a preference?

If Logo - only need for Logo Design Services customers

All following questions will be on the ECC Branding Tab - no Agent Handler worksheet in this section.

We're officially going to focus on your brand and website build for the rest of our time together.

Website Design Tab Overview

Review the following:

- How long is the Website Design Hub, mentions emails will include a link to their hub
- Show the customer where to upload assets — My Media tab
- **(U.S. ONLY)** Show the customer the Mail feature — lower right-hand corner while builders labeled "Contacts"
- Pointers to customer that they'll view their draft in the hub and be able to leave comments with feedback

Let's do a quick walkthrough of your Website Design Hub. You'll use this tool to:

- Keep track of your website's progress.
- Upload all your photos and files.
- Schedule appointments as you need.
- Submit website edits without a call.
- Picture your website without a call.

We'll email you when it's time for you to review your website draft inside your hub.

Are you with me so far?

[Wait for response]

Dual expectations for Website Design Hub shows your user adventure (CYOA) and next steps after customer sees their website draft)

- Your website rough draft will take [my business day based on build size] and we'll email you when this info is posted inside your hub.
- After you've viewed your website draft, you'll have two main options on how you'd like us to move forward with your site.
  - If you like some pieces of your website but want changes, click red "needs changes" button. Then, you'll be able to leave us feedback and we'll make your site live for you. We'll send an email confirmation once your site has been published.
- If you like the entire draft of your website and don't need any updates, click "go live" button. Then, you'll be able to leave us feedback and we'll make your site live for you. We'll send an email confirmation once your site has been published.
  - Any questions on these steps so far?
  - [Wait for response]
- Do you have any other questions about your hub?
  - [Wait for response]

Brand personality & logo

- **Brand Personality**
  How would you describe your brand's personality?
  1. Essentially, we just need a few words or phrases to describe your business. We'll use these words to frame how we write and design content for you. Maybe you want to sound more formal, or more laid-back. Would "professional," "innovative," and "creative" be interesting? Examples include: casual, formal, sophisticated, serious, playful, edgy, modern, down-to-earth, girly, outdoorsy, approachable, exclusive, luxurious, rugged, or anything else you can think of.
     Remember, these words aren't set in stone — they're just a jumping off point to get to work. When you see your Brand Guide preview, if something doesn't feel like a good fit, we can always make changes.

Logo - only need for Logo Design Services customers

All following questions will be on the ECC Branding Tab - no Agent Handler worksheet in this section.

We're officially going to focus on your brand and website build for the rest of our time together.

Let's start by looking at some site templates that'll help us with your brand's personality. Do you have a preference between what you see or not? Is it a lot like [a] or [b]? *Review site templates with customer.*

Website Details Tab

Now we'll go through individual site elements. Let's start with your home page.

- **Primary Header**
  We recommend keeping your Home page simple and easy to navigate — we'll include your logo, business name and your links to other pages. *Recommend one or more based on your understanding of the customer's personality & interests. If they mentioned a ton of photos, maybe a Photo Gallery. If they mentioned they're a law firm, maybe a Portfolio. Interpreting what your customers tell you is ____'s superpower. Be a good listener and you'll be on the right track.*
  Keep it looking fun! What do you think? [PAUSE] Perfect. We'll design the header to suit your logo, pages in your menu, and the header elements you've selected, while keeping your goals and performance in mind.
- **Hero Image**
  Next is your hero, the main image on your site. After your photo shoot, we'll select and use one of those images. Until then, is there an image you have in mind? We can also choose something from our stock library of photos.

  [If the customer has the photo ready:]
  Can you get that uploaded to the Media Library? I'll review the sizing to make sure it'll work well.

  [If the customer needs to source a stock image:]
  Perfect! Now would you describe the type of image you're looking for? This will help our designers find the right choice for your hero image. *If the customer wants to use a video:*
  Videos can be a great way to engage your visitors, but they can also be distracting. Would you like to include a video in your hero image? *If yes, ask for a video URL. If no, provide screenshots, and submit a note for the designer.*
  Videos can be an amazing way to engage your visitors, but they can also be distracting. Would you like to include a video in your hero image? *If yes, ask for a video URL. If no, provide screenshots, and submit a note for the designer.*
  Video