

**Thank you for considering the  
House-Hasson “Leading Edge” eCommerce platform.**

**Today’s shoppers are buying online. Therefore, your  
business needs an online presence.**

**If you have just signed up for the Leading Edge program,  
congratulations and we look forward to helping you to  
make the most of your new ecommerce website.**

**If you are still considering our website program, consider  
these statistics:**

**Although 61% of shoppers still prefer In Store shopping,  
60 – 70% of those shoppers have researched online before  
committing to a purchase.**

**80% have researched online before committing to a large  
dollar purchase.**

**As well, having your website / products available 24/7, adds  
convenience to the customers shopping experience.**

**We urge you consider getting your website now, before  
your competitor does.**

**PLEASE VISIT [www.hhhleadingedge.com](http://www.hhhleadingedge.com) for additional  
information and if you wish fill out the electronic version of  
the Start Up Information Form.**

**Thank You**



5. The service page lists the special service you offer in your store. We need to know all the services you want to promote in your store.

- Cabinet Design
- Carpet Cleaning Rental
- Chain Saw Chain Sharpening
- Deck Design
- Delivery
- Engraving Service
- Extension Cord Repair
- Full Line Of Fasteners
- Plexiglas Cutting
- Gas and Wood Fireplace Installation
- Glass Cutting
- Hardwood Floor Installation
- Kerosene Heater Repair
- Key Cutting Standard Keys
- Key Cutting Transponder Keys
- Keyless Remote Battery Tester
- Lamp Repair
- Lawn Equipment Repair
- Lawnmower Blade Sharpening
- Paint Color Matching
- Pipe Cutting
- Pipe Threading
- Pool Chemical Testing
- Professional Advice
- Propane Exchange
- Propane Tank Filling
- Re-Key Locks
- Rug Doctor Carpet Machine Rental
- Rental Center
- Screen Repair
- Small Appliance Repair
- Small Engine Repair
- Small Plumbing Repair
- Special Orders
- UPS Shipping
- Watch Battery Replacement
- Window Repair
- Wire Shelving Installation

**List any additional services here:**


1. Your general company email: \_\_\_\_\_

2. Hours of operation: Mon. \_\_\_\_\_ - \_\_\_\_\_

Tue. \_\_\_\_\_ - \_\_\_\_\_

Wed. \_\_\_\_\_ - \_\_\_\_\_

Thu. \_\_\_\_\_ - \_\_\_\_\_

Fri. \_\_\_\_\_ - \_\_\_\_\_

Sat. \_\_\_\_\_ - \_\_\_\_\_

Sun. \_\_\_\_\_ - \_\_\_\_\_

1. Technical Contact Name (Key contact person, who will administer the website)

\_\_\_\_\_

2. Birthday of Technical contact. \_\_\_\_/\_\_\_\_/\_\_\_\_

3. Technical contact's Mother's maiden name: \_\_\_\_\_

4. Login Information:

Username : \_\_\_\_\_

Password : \_\_\_\_\_

### Website search engine & social network customization

**Business Description Example:** *Merrilees Hardware locally owned hardware store servicing the Milan, Bright, and Cleves Communities. We pride ourselves on service, selection, and fair pricing.*

**Business Description:**


**Keywords & Key Vendors for search engines (words that people would use**

**to search for your store on a search engine like Google, Yahoo, Bing, etc.)**

**Example:** Case Knives, *Merrilees hardware store, Cleves hardware store, Bright hardware store, Milan Hardware store, hardware store, hardware retailer, hardware shop, hardware shops, hardware stores, home hardware, home repair*


Do you currently have an existing website:  Yes  No.

(If Yes, Existing website name):

http://www.\_\_\_\_\_

- If Yes, will this ecommerce website be replacing your existing website:  Yes  No

Do you currently have a Facebook Business Page:  Yes  No

- If Yes, what is the url of your Facebook Business Page:

\_\_\_\_\_

Do you currently have a Twitter Page for your business:  Yes  No

- If Yes, what is the url of your Twitter Business Page:

\_\_\_\_\_

Do you offer delivery:  Yes  No

- If yes, what is your delivery radius: \_\_\_\_\_ miles?

What is the next closest city you service? \_\_\_\_\_

Please list your payment options:

Cash  Check  Visa  Master Card  Discover Card

PayPal  Google Pay

Other \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Please list any professional affiliations, such as BBB or Chamber of Commerce:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What year was the business established? \_\_\_\_\_

What year was it purchased by the current owners? \_\_\_\_\_

Does your company have bilingual employees?  Yes  No

If yes, what languages are available: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Is the store wheelchair accessible:  Yes  No

Pictures of the outside and inside of the store are very helpful for use with Social Marketing. Please send all the images to Chris Collins at [ccollins@househasson.com](mailto:ccollins@househasson.com)

## **Ecommerce Website Process Outline:**

1. Sign up for an ecommerce website.
2. Sign up for ad-viewer (Circular Program).
  - <http://hhhleadingedge.com/wp-content/uploads/2014/11/Custom-instant-ad-signup-2015.pdf>
3. Fill out and fax or email Search Engine Optimization forms. (This Form)
4. Email logo and/or images to be used on the website.
5. Sign up for Paypal Payments Advanced Merchant account.
6. Email Chris Collins with Paypal information (For Paypal Store customization).
  - a. Confirm email address.
  - b. Add bank account.
  - c. Verify bank account.
7. Train with Kim Gibbs on using ad-viewer.
8. Train on how to use the website management area (The Dashboard) of your website.