

**BROOKSTONE**

CREATIVE STUDIO

# FAQ

Realign. Scale. Automate

# FAQ

## WHAT IS WIX?

Wix is a website building platform that includes a built-in Content Management System so it's easy to stay connected with your clients. It also allows you to update content at any time with a user-friendly drag and drop format.

## WHAT IS WORDPRESS?

WordPress is a framework that allows site owners to create and edit their own websites. It's written in PHP and uses MySQL or MariaDB as its database, but it takes more coding to achieve certain functionality.

## WHAT IS A LANDING PAGE?

A landing page is a follow up to any promises that you've made in your content. Essentially, it's the next step toward a visitor becoming a customer. Your landing page lets you make a trade, some sort of special offer, piece of information or a deal, in return for providing contact information.

# FAQ

## WHAT'S A LEAD MAGNET?

A lead magnet is a marketing term for a free item or service that is given away for the purpose of gathering contact details; for example, lead magnets can be trial subscriptions, samples, white papers, e-newsletters, and free consultations. Marketers use lead magnets to create sales leads.

## WHAT'S SEO?

SEO is the process of taking steps to help a website or piece of content rank higher on Google. ... To make it a bit simpler, search engine optimization means taking a piece of online content and optimizing it so search engines like Google show it towards the top of the page when someone searches for something.

## WHAT FILES WILL COME WITH MY LOGO?

Your logo will come with the following files:

Adobe Illustrator (AI) ,Editable PDF, EPS, SVG, JPEG, PNG.

# FAQ

## WILL MY BUSINESS CARD BE PRINT READY?

Yes it will.

## WHAT ARE BRANDED SOCIAL MEDIA TEMPS?

Social media templates are an image that businesses can use on various social media networks to help increase the organic reach of their posts. These graphics are typically branded, visually appealing and include some type of photo or vector graphic.

## WHAT ARE BRANDED SOCIAL MEDIA BANNERS?

Social cover banners are the images you see at the top of your Facebook, Twitter, and LinkedIn pages. Their aim is to catch the attention of your users with a beautiful image and design and supply you with additional branding space for your business.

# FAQ

## WHAT ARE BRANDED EMAIL DESIGNS?

Branded templates are customized to a company's brand identity. This could mean that they include specific design choices, such as the placement of logos, and it could also mean that they stick with certain types of color schemes or image choices.

## WHAT ARE BRANDED THANK YOU CARDS?

Show your appreciation with a customized business thank you card,

## WHAT'S A BRANDED WELCOME PACKET?

A curated collection of all of your policies, expectations, work experience, and more. In other words, everything you communicate to new clients through phone, email, or in person. The main benefit of a welcome packet is that everything is clearly organized in one place.

# FAQ

## WHAT'S A TRAINING SESSION?

Once your website is complete, I'll train you how to edit and update it.

## WHAT'S HOSTING?

Web hosting is an online service that allows you to publish your website files onto the internet. So, anyone who has access to the internet has access to your website.

## WHAT'S A DOMAIN?

Simply put, a domain name (or just 'domain') is the name of a website. It's what comes after “@” in an email address, or after “www.” in a web address. If someone asks how to find you online, what you tell them is usually your domain name.

# FAQ

## WHAT'S AN SSL CERTIFICATE?

SSL stands for Secure Sockets Layer, a security protocol that creates an encrypted link between a web server and a web browser. Companies and organizations need to add SSL certificates to their websites to secure online transactions and keep customer information private and secure.

## HOW LONG DOES THE WEBSITE TAKE?

As long as your content is ready, your website should take about 6 weeks to complete from start to finish.

## HOW LONG DOES THE LOGO TAKE?

A logo can take anywhere from a few minutes or several days to a few weeks for conceptualization and refinement; but realistically the process should take no more than a month to complete.

# FAQ

## HOW LONG IS SHIPPING?

5-7 business days.

## HOW MANY REVISIONS COME WITH THE LOGO/ANY DESIGN?

Every design comes with 3 free REVISIONS.

## HOW MANY REVISIONS COME WITH THE WEBSITE?

Every website comes with 1 free REVISION.

## HOW DO I PAY?

Before we start, you will RECEIVE an invoice from paypal and you can use that to pay.

## DO YOU HAVE PAYMENT PLANS?

Yes, we offer 3-4 interest free INSTALLMENTS.

# FAQ

## IF I'M NOT SATISFIED, CAN I GET A REFUND?

Please note that we do not offer refunds.

## WILL YOU EXPLAIN THE PROCESS BEFORE WE START?

Yes, before we start we will explain the process to you from start to finish so that we're all on the same page.

## DO I HAVE TO PROVIDE MY OWN CONTENT?

Yes, but we provide you a content workbook that will help you gather all of the NECESSARY information. We also have a preferred copy writer that we work with if you would like a professional touch!

# BROOKSTONE

CREATIVE STUDIO

## FAQ