

Sign Up Form



Erickson Web Designs

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Thank you for choosing Erickson Web Designs to have your website developed and hosted for your practice.

Please complete the information below the best you can. Please print.

1) Contact Information:

Your Name
Title (MA, PhD, etc.)
Practice Name (if applicable)
Office Address
City, State/Province, Zip
Office Phone
Office FAX
Cell Phone
Practice Email (required)
Area of practice / Specialty

2) Website Information:

<p>Preferred website names (domain name) e.g., www.yourpractice.com - please list a few domain names and I will let you know which are available and make recommendations. (Recommendations: Shorter domain names are better as they are easier to remember. Using your name, if easy to spell, is often an excellent choice. If you have a short slogan that too can be used.)</p>	
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<p>Do you currently own a domain name you would like to use? [If Yes, and you would like to use this domain name there are two options: 1) keep the domain where it is and forward the login/password to me so I can publish your site to your hosting service (you will continue to be responsible for paying and maintaining your domain name and hosting service); 2) the preferred method is to allow me to transfer the domain name to my servers and I will take responsibility for renewing your domain name <u>at my cost</u> (please note, industry standards prevent domain name transfers to once every 60 days).]</p>	No, Yes
<p>Preferred template color of your website: (Recommendation: pleasing colors tend to be better and also tend to be more universal across monitors; with white background for content areas is easier to read)</p>	

3) Website Content:

In order to build your site I need your page contents. **Please email content for each page.** Most important, your Home page should immediately state what services you offer. Think of your website as your brochure, you have to make your case quickly and be right to the point. Leave the other pages for more details. Remember, Internet users are like clients with ADD/ADHD – you literally have up to 8-seconds to capture their attention.

Please check the boxes below of the pages you would like on your website – *these are only recommendations, feel free to add others, and more can be added later.*

<input checked="" type="checkbox"/> Home Page [Required]	<input type="checkbox"/> Fees	<input type="checkbox"/> Testimonials
<input type="checkbox"/> Services / Specialties	<input type="checkbox"/> FAQ	<input type="checkbox"/> Mental Health Information
<input type="checkbox"/> Directions to your office (includes graphical map and point-to-point driving directions)	<input type="checkbox"/> About Me / Credentials (your experience, education, training, etc.)	<input type="checkbox"/> Media Releases, Interviews, Write-ups, etc.
<input type="checkbox"/> Appointments (w/ downloadable forms – E.g., Intake/History, Disclosure/Consent, Financial Agreement, etc.)	<input type="checkbox"/> Newsletters/Articles	<input type="checkbox"/> Other:
<input type="checkbox"/> Contact	<input type="checkbox"/> Links	

Please send your content (and images if you like) for each of your web pages via email (as attached Word document): ericksonwebdesigns@hotmail.com. Or if you prefer, on paper is also acceptable but will delay the site development - *thank you*.

Please enter any additional content/website information in the box below:

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4) Search Engine Visibility (e.g., Google)

To better promote your website it is crucial to be properly located in the major Search Engines. I will submit your completed site to the major search engines (for FREE).

Key Words clients and referral sources will use to find you on the Internet (E.g., your name, specialty services, etc.)	Description (the more the better <u>but be succinct</u>)

Referral Source: How did you hear about Erickson Web Designs?

<input type="checkbox"/> Colleague Referral*	<input type="checkbox"/> Conference Tote Bag insert	<input type="checkbox"/> Flyer / Letter
<input type="checkbox"/> ACA Counseling Today	<input type="checkbox"/> PsychologyToday	<input type="checkbox"/> Search Engine (e.g., Google)
<input type="checkbox"/> APA Monitor	<input type="checkbox"/> Psychotherapy Networker	<input type="checkbox"/> Other: _____

*Please indicate their name so they too earn 20% discount for 3-months! _____

Terms and Conditions: By submitting this Sign Up Form you confirm you have read, understand and agree to the [Terms and Conditions](#). Please initial to confirm: _____

Signature: _____ Date: _____

What happens next?

Once I have received your Sign Up Form and content I can start to develop your website. If I need additional information from you I will contact you. Once I have the first draft on the Internet I will let you know so you can review it and let me know what changes you would like.

Thank you very much and I look forward to developing your website!

Tom Erickson, MA, CSP, NCC, LMHC