LaGwana

ONLINE LISTINGS

CUSTOMER INFORMATION PACKET

LaGwana provides online listings for businesses through our established website in order to expand the reach of local businesses with an affordable online presence option. These listings offer businesses the opportunity to present their basic information online for a fraction of the cost of a traditional website.

YOUR *HOME* FOR ONLINE LISTINGS

LaGwana
ONLINE LISTINGS

PRODUCT DETAILS

PRODUCT DESCRIPTION

The LaGwana Online Listings are a collection of digital pages that feature businesses across a wide range of industries. Each business can have its own page dedicated to informing potential customers who they are and what they do; these pages, or online listings, are organized in a searchable, directory format.

SPECIFICATIONS

You can pay on a monthly or annual basis for your own unique webpage to be put online. Features include:

- One page listing
- Contact Information
- Location
- Store Hours
- Business Description text field - max 500 characters
- Products/Services Offered text field - max 500 characters
- Testimonial text field - max 500 characters
- Web security and hosting provided by LaGwana
- Shared domain
- Standard font
- Standard sizing
- Limited number of photos (x1)
- Optional Google Business Profile
- Up to 3 PDF files (menus, catalogs, etc.)

ADDITIONAL BENEFITS

By purchasing a listing on The People's Exchange Pages, you are given the chance to add a digital presence to your marketing strategy. You can make it easier for your customers to find you.
With the search and category features on the website, you can put your business right in front of potential customers who are looking for the solutions that your products or services offer.

PRICING

MONTHLY

$30 / Month

$360 / Year

ANNUALLY

$288 / Year

$24 / Month

LaGwana
ONLINE LISTINGS

GET YOUR LISTING

1. CALL, STOP IN, OR SUBMIT AN ONLINE FORM

Interested in getting your own online listing page? Give us a call at 260-768-7878. Ask for Erika in our Web Department or you can reach her directly at extension 1017.

2. TELL US ABOUT YOU

We will talk a little bit about what information you want to display on your listing and what photos you have to feature! We will also ask the following questions:

- Which template do you like the best? You can view our available templates at the end of this packet.
- Do you need to have any photos taken of your product or service?
- What accent color would you like displayed on your page?
- Would you like to see a proof of your page before it is launched? If so, what is the best way to send you the proof?

3. ASK ANY QUESTIONS YOU MAY HAVE

We are here to help you make your business look great, so please let us know how we can best assist you.

4. LAUNCH THE LISTING

Once the page has been created, we will launch the webpage. Please note that if you have requested a proof of your page, we will not post your page until it has been approved. Your URL will be as follows:
lagwana.com/projects/*your-business-name*

You will able to be search for your business directly or for businesses related to your industry by going to this webpage:

lagwana.com/lol

LaGwana
ONLINE LISTINGS

CUSTOMER INFO GUIDE

CONTACT INFORMATION

Information provided in this box will only be used for internal office use and will not be put on the listing unless specified by the customer.

Contact Name | Phone Number

Email Address | Fax Number

BUSINESS INFORMATION

Business Name | Business Email

Business Phone | Business Fax

Business Hours | Preferred Accent Color

Business Address | City | State | Zip

☐ Check this box if your business address is the same as your billing address.

Billing Address | City | State | Zip

Website/External Site Link (If Applicable) | Are you an existing customer with LaGwana? (Yes/No)

PRICING PLAN

☐ MONTHLY
$30 */ Month*
$360 / Year

☐ ANNUALLY
$288 */ Year*
$24 / Month

☐ By checking this box, you give permission for the card to be charged automatically every month and have a receipt sent to you.

GOOGLE BUSINESS PROFILE

☐ Check this box if you would like us to create and manage a free Google Business profile for you. We will get in touch with you for verification.

PROOF APPROVAL

☐ Check this box if you would like to see a proof of the listing before it is posted online.

BUSINESS CATEGORIES

- O Animals - General
- O Animals - Horses
- O Construction
- O Energy
- O Farm
- O General
- O Health & Wellness
- O Household
- O Outdoors
- O Realtor/Auction Services
- O Services
- O Shop/Tools
- O Transportation
- O Vacation/Leisure
- O Miscellaneous

BACK ⟶

BUSINESS DESCRIPTION - *ABOUT US*

Please provide a paragraph describing your business. Good things to describe are the values upon which the business operates, when it was started, and what the business does. Think of this as an "About Us" section.

PRODUCTS / SERVICES OFFERED

Please provide a paragraph describing what products and/or services your business provides. This could include popular items, in-demand services, and links to external catalogs.

TESTIMONIAL

Please provide a glowing review of your business that you want to be displayed on your listing, along with who provided it (or you can leave it anonymous).

TEMPLATE SELECTION

Circle the number that corresponds to the TEMPLATE you prefer. **1** **2** **3**

MEDIA UPLOADS

Up to five media files can be uploaded, including a logo, a cover photo, and several pdf documents. Media files can be sent to web@lagwana.com or dropped off at LaGwana. We will also have a selection of high-quality stock images available for the cover photo and gallery images, and we should have media files for existing customers.

- The business logo should be a high quality PNG file. If that is not possible, a high quality scan of the logo can also work.
- The cover photo should be a high quality image that represents your business. It will be displayed at the top of your listing.

We provide ONE free update to an online listing every quarter. If more updates are requested, we charge $96/hour in 15 minute increments. Items that can be updated are media files, template choice, theme color, and information provided in this form.

MEDIA USAGE PERMISSION

☐ By checking this box, you are giving permission to use the provided business logo, cover photo, and business information for the online listing.

ADDITIONAL MEDIA NEEDED

☐ Do you need photos taken? Check this box and our photographer will contact you to discuss details.

TEMPLATE 1



LaGwana ONLINE LISTINGS

(888) 888-8888

website.com

Email us!

BUSINESS DESCRIPTION - *ABOUT US*

Please provide a paragraph describing your business. Good things to describe are the values upon which the business operates, when it was started, and what the business does. Think of this as an "About Us" section.

PRODUCTS / SERVICES OFFERED

Please provide a paragraph describing what products and/or services your business provides. This could include popular items, in-demand services, and links to external catalogs.

PLEASE PROVIDE A GLOWING REVIEW OF YOUR BUSINESS THAT YOU WANT TO BE DISPLAYED ON YOUR LISTING, ALONG WITH WHO PROVIDED IT (OR YOU CAN LEAVE IT ANONYMOUS).

- Anonymous Reviewer

(888) 888-8888
Fax: 999-999-9999

Address Line 1
Address Line 2
City, State, Zip

9:00am - 5:00pm
Mon-Fri

LAGWANA ONLINE LISTINGS

TEMPLATE 2

(888) 888-8888

website.com

BUSINESS DESCRIPTION - *ABOUT US*

Please provide a paragraph describing your business. Good things to describe are the values upon which the business operates, when it was started, and what the business does. Think of this as an "About Us" section.



LaGwana ONLINE LISTINGS

PRODUCTS / SERVICES OFFERED

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- Anonymous Reviewer

Email us!

(888) 888-8888
Fax: 999-999-9999

Address Line 1
Address Line 2
City, State, Zip

9:00am - 5:00pm
Mon-Fri

LAGWANA ONLINE LISTINGS

TEMPLATE 3

(888) 888-8888

BUSINESS DESCRIPTION - *ABOUT US*

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Email Us!



LaGwana ONLINE LISTINGS

website.com

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LAGWANA ONLINE LISTINGS

FAQs

What does the online listing look like?

Each listing has its own simple page with a paragraph describing the business, a paragraph providing what products and services are offered, and a testimonial. A collection of templates are available for you to choose from. Listings are found in a directory that is organized by categories, for ease of searching for your customers.

Why should I have an online listing for my busines?

In the modern world, many people are becoming increasingly reliant on Google and the web to find businesses that will meet their needs. Companies with an online presence will find that their visibility is greatly increased as online searches will find their information and potentially bring about new customers.

What makes The LaGwana Online Listings different from other online listings?

Here at LaGwana, we are dedicated to helping our community and local businesses thrive through The People's Exchange, The Hometown Treasure, and years of print and design services. The LaGwana Online Listings are another step in making sure the high quality work of our community is featured and easy to find.

Who can I talk to if I have questions?

A key strength of Lagwana is that our customers can talk with representatives and develop friendly and personal relationships with the people who handle their advertising. That hasn't changed with the LaGwana Online Listings, and we intend to continue to respect the values of our customers and maintain our customer relationships with honesty, humility, and integrity.

If you are interested or want more information, call LaGwana and ask for Erika.

What if I want or need to change the information on my online listing?

Additions and/or changes may be made to the listings at set periodic times for free, although more frequent changes may require a change fee. A limited number of pre-made designs are available to get started.

How much does it cost to set up? Are there any hidden fees?

There is no set up fee! Just pay $30 per month to launch or opt to pay the annual subscription fee upfront and receive a 20% discount! At any time, a custom website can be initiated in order to implement more features and customization.