JL Content Guide

Hub Profiles/ Coming Soon Profile

Profile should follow the following layout:

- **H2**
- **Content block**
- **Services list**
- **H2**
- **Content block**
- **Right breakout image (please make unique)**
- **CTA**
- **Items We Take List**
- **Final CTA sentence, bold**
- **Owner Bio & Photo**

Copy the entire code from another hub profile and edit all copy/ images, just so you'll have the formatting. Add Coming Soon to company name until site is ready to go live - see another dealer as example.

- Working in a Google or Word doc is super helpful and then you can transfer it over to portal when you're done.
    - Start by copying over the code from an existing dealer in portal (Portal Admin>Companies>Company Profiles).
- Using the existing structure as a guide, replace the H2s, H3s, and copy with custom content.
    - You can leave the service lists (in the bullet points) as is
- Write out a custom meta title, meta description, and summary for the dealer profile.
    - The summary structure is a little different depending on the association, so looking at other dealers in portal or the hub site can help.
    - Be sure to Include local mentions and service mentions in the metas

Notes:

- Make sure to write out the company name, cities, and state name/abbreviation because the tokens don't work in dealer profiles.
- Don't forget to update image links and the alt text in the profile

Images

Uploaded to the File Manager for the **junkluggers.com domain**, NOT the domain for the site you are building
If you don't have any custom images for this dealer, add generic images.
Make sure to edit captions to reflect geo specific info!

Drive Location: Treehouse Resources> JL Images > Generic Images
How to Add photos training video:
https://www.loom.com/share/1eaebd76ed7141c2904f9006509e09d0

Owner Bio & Photo

If a questionnaire is provided, you may need to craft an owner bio based on the information.
Task should have the owner pic attached. (profile and site use the same about us bio)

Hub City, State, & Local City Pages

If your dealer is the first one in a given state, you'll have to create a hub state page-

- You can pull HTML from another state page that's activated, but remember to change all state mentions and scuff

Please add 3 hub city pages for your new dealer using the cities given in hub profile task (they may already exist so check hubsite first)

- Select your city page copy from here and please record which version you used
- Remember to create unique metas for city pages
- For the URL box, **please add "junk-removal" to the end of the URL**.
    - Example: atlanta-junk-removal

Add Content Task

Copy over pages to new domain using devtest96.basementsite.com

Home - always add
Junk Removal - always add
Items We Take - always add

Regular Services
Appliance Removal
Attic & Basement Cleanout
Curbside Pickup
Dumpster Rental Alternative
Estate Cleanout

Furniture Removal
Garage Cleanout
Hot Tub Removal
Help For Hoarders

Moving Services
Local Moving
Long Distance Moving
Apartment Moving
Student Moving
Office Moving
Delivery Services (can be added even if dealer doesn't offer moving)
Packing and Unpacking Services(can be added even if dealer doesn't offer moving)
Labor Only (can be added even if dealer doesn't offer moving)
Luggers Moving Cost
How Luggers Moving Works

Piano Removal
Storm and Disaster Cleanup
E-Waste Recycling
Mattress Removal
Dumpster Rental
Yard Debris & Waste Removal (double check the items list on this page against their onboarding checklist)

Commercial Services (double check the items list on this page against their onboarding
Construction Sites
Real Estate
Storage Unit Cleanout
Senior Living Communities
Property Management

About Us - always copy
Reviews - always copy (but should be hidden from all navs)
Charity Partners- always copy (but hide if they don't have any)
FAQ
Eco-Friendly Junk Removal - always
Refer - Give To Get - always
Contact us - not adding as of now
Service Area
Opinion Service
Opinion

Privacy Policy
Sitemap
Book Now - always

Homepage & About Us

Homepage

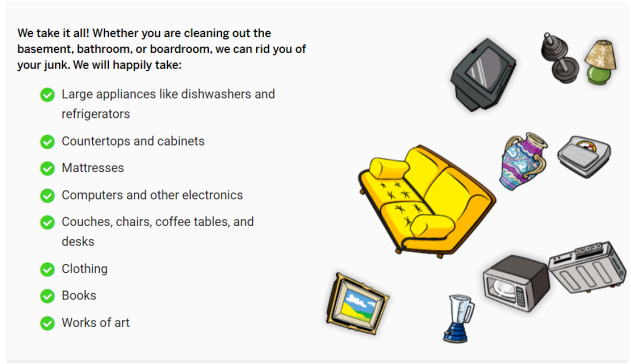
The only piece of the homepage that you edit, is the first Custom Module.
This appears as a slider on the homepage. A few things to keep in mind when editing this short amount of copy:

- Make sure arrows are aligning
- Make sure you're not cutting off any Book Now buttons

About Us



This page contains a graphic depicting junk removal items. Please leave this code intact after copying over. Edit anything else above this module.
←



About Us Top para:
Something unique about the franchise, the founding company, or the phenomenon of reusable junk in landfills. Some info you may be able to pull from their owner's bio about company values, etc. You can also talk about some services they offer and add geo-information, just like a traditional About Us page. If they do have unique photos uploaded into their folder in the drive (Junkluggers Images in Treehouse Resources), add a unique photo up top.

Make sure to add the Franchise ID Text to prevent Google penalties. Franchise ID Text: "[official company name] is an official franchisee of The Junkluggers. Franchisee Location #[franchise id]." Include this text above on the About Us page. Please include it at the bottom of the first section of content, aka above the 2nd headline/above the Book Now button.

About the Owner Bios

If a questionnaire is provided, you may need to craft an owner bio based on the information.
Task should have owner pic attached