

What the intake form asks for, and why

Why each question on the sign-up form is there, what to answer and how to finish it fast.

The form you fill in when you sign up takes about 20 minutes. Every question is there for a reason. If you know the reason, the answers come faster.

Your business

We ask	Because
Your name, as customers know it	It goes in your headline and in the title customers see in Google
What you do, in a sentence or two	Your homepage headline starts from your own words
Who your best customers are, and where you work	It decides whose questions the pages answer
The address to show, or "don't show it"	Home-based businesses often prefer not to list one
Phone, email and best way to reach you	It's the main button on your site
Your hours, including holidays	They must match your Google profile exactly

What you sell

We ask	Because
Up to six services or products, with a sentence each	Each one gets a section or a page
Prices or starting prices to show	We never guess a price. "Don't show prices" is fine
What makes you different, in your words	It shapes the writing without exaggerating
The questions customers ask most	They become your FAQ, which saves you calls

Look and feel

Your logo, five to fifteen photos, colors you like, a few sites you like and a few words that describe your business. Real photos of your place beat anything else, and the sites you like show us your taste without a design brief.

Accounts and access

Your website address and where you bought it (if you don't have one, we send you steps to buy it yourself, in your own name), your Google profile link, your social links and your current site, if any. We ask about your Google profile so we can add your new site's link to it on launch day. We use that access only for that link.

The tick box

It says the photos you sent are yours or free to use, that anyone who can be recognized in them has agreed (a parent, for anyone under 18), and that what you wrote is accurate. It protects you as much as us: you're the one who knows what's true about your business.

Tips

- "Don't show" and "none" are fine answers.
- If you're stuck, answer the first five questions and tell us. We'll finish by email.
- Never type a password into the form or an email.

If a question isn't clear, reply to your welcome email and we'll explain.

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like done, and we'll take care of it. We reply within one business day. See [Request a change](#).

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