**2023 ESP Templated (Basic) Websites**

**Procedures & Expectations**

**IMPORTANT:**

**Functionality cannot be changed. Only cosmetic changes apply.**

**The checkout process cannot be altered.**

1. Sales enters ESP Website order into Personify.
2. Personify auto-generates Welcome Member Letter (To Be Created) send to member and includes   
   link to Questionnaire form: <https://form.jotform.com/customwebdesign/esp-website-questionnaire>
3. Personify generates Daily Report issued to Coordination
4. Member completes and returns form within 48 hours to [webart@asicentral.com](mailto:webart@asicentral.com).   
   *If questionnaire is not received within 48 hours we will build the site to best match the member’s   
   brand, including (Brandfetch website can be used to assist with this):*
   1. *Company Logo If Found with Color Match*
   2. *All Contact Info from Personify*
   3. *Best Match to Core Industry*
5. If the member contacts the AE/AM with questions/comments about the website, it will be forwarded   
   to webart@asicentral.com (with proper subject line). Webart will follow up directly with the customer   
   and document in Personify.
6. Coordination matches Questionnaire submissions to Daily Report entries before building a site.  
   *Build to be complete in 7-9 business days from this point.*
7. Coordination gathers all materials needed to build site.
8. Design and/or Coordination builds website.
9. Coordination sends Live Letter email to customer; cc: AE & CSM; bcc: [ajward@asicentral.com](mailto:ajward@asicentral.com).   
   Live Letters are sent from [support@asicentral.com](mailto:support@asicentral.com).
10. If questionnaire is returned after the site is launched, the site will be changed to reflect the answers.   
    This process will take 5-7 business days.