



Aziz Sultan - 00:51

Sa. Hey, Mike. How are you?



Michael - 04:10

I'm good, how you doing?



Aziz Sultan - 04:12

Good. Let me share my screen. Happy Tuesday.



Michael - 04:17

Tuesday.



Aziz Sultan - 04:20

It's been a weird week because our team is actually off for two days. So behind the scenes it's been a little quieter, which I'm not used to, but it's good to have. But anyways, we have a few things to go over today. Figured I'd start with Adluj and just kind of get you settled on here, if that's okay. Yep, sure. So I think you're receiving the emails as they come in, right? Whenever someone contacts you.



Michael - 04:45

Yeah.



Aziz Sultan - 04:45

Perfect. One thing that you'll need to notice is in the title of the email or at least in the once you open it should say phone or form.



Michael - 04:54

I did see that. Yes.



Aziz Sultan - 04:55

Yeah. So phone means someone called you whether you picked it up or not. That is completely whether you picked it up or not. Right. But one thing you'll see here is a timestamp and what you can actually do is if you actually hover over this unknown number, 84022769. 917, You can press on the View button, which it'll then open up a page for this person that called you. But on the middle of my screen here, there's a calls button which you can click on and you can actually listen to it.



Michael - 05:28

Oh, nice.



Aziz Sultan - 05:29

So you can see here it's a 30 second call recording. I'm not going to actually listen to it now, but oftentimes if I see 30 seconds, it's either a wrong number or you were busy and you didn't pick up and it went to voicemail. So it's always good to kind of double check and listen to it.



Michael - 05:48

So I'm on the dashboard, I go to leads.



Aziz Sultan - 05:53

You always want to be on leads. That's really the main area. Yeah. And then you can hover over any one of these and click on View.

Michael - 06:03



Okay.



Aziz Sultan - 06:04

Now you'll notice Michael is the only one that actually has his name here. It's because he actually filled out the form on the website as opposed to calling you. Right. So naturally we can't pull a name or email if they have an unknown number enabled or if you know, you can't get an email from a phone call. So you can always go in later and fill in this information. So again, I'll hover over this first unknown number and click on View.



Michael - 06:31

So do I click on the far left where it says un and the mobile, like that is where the fingerprint shows up. Is that where you're clicking on so.



Aziz Sultan - 06:39

You can hover over it and then you'll see a little eye icon starts to pop up once you're hovering over it. Do you see that?



Michael - 06:47

No. When I click, when I hover over unknown and the phone number, nothing comes up. If I, if I go over like the. On the left, my. It turns into like a hand or a finger point that I can actually click. Or to the right it says preview or view or add a note.



Aziz Sultan - 07:02

Let me see if you end us. I don't think that will do anything. Do you not see what I'm seeing here? On mine, you should see a little. I'll zoom in so you can see it a bit better.



Michael - 07:16

Yes. Oh yeah, yeah.



Aziz Sultan - 07:18

So that's what you really care about. So view.



Michael - 07:21

Yes. Call duration 42 seconds. Yep. Okay.



Aziz Sultan - 07:24

Yeah, click on view. And that should open up a new page for you.



Michael - 07:30

Yep.



Aziz Sultan - 07:32

Did that work?



Michael - 07:33

Yep.



Aziz Sultan - 07:34

Perfect. And then once you scroll down, you should see on the blue bar it says notes, Tasks, Opportunities. Calls.



Michael - 07:43

Notes, Tasks.



Aziz Sultan - 07:44

Calls is what you want.



Michael - 07:47

I do, but they're not highlighted. Refresh. No activities found.



Aziz Sultan - 07:54

Where are you? Are you. Are you able to share your screen? I can kind of see it a bit better if you.



Michael - 08:00

I'm on my phone but on my computer, so no. So unknown. So once I can see yours. Oh, you went to calls. Got it.



Aziz Sultan - 08:12

Okay.



Michael - 08:12

Yep, I see it. Okay.



Aziz Sultan - 08:14

Okay. Does that work for you? Yep.



Michael - 08:16

Cool.



Aziz Sultan - 08:17

And then you can hear the call on the left hand side where it says name unknown. You can just click on that and actually type in their name if you know who it is.



Michael - 08:25

If I can change it.



Aziz Sultan - 08:26

Okay.



Michael - 08:26

Yep.



Aziz Sultan - 08:26

Yeah, that's why I like listening to the call, because they'll know. Okay, maybe John Doe called you. Then you can type in their name over here. You can add their email or whatever it may be. Now do you have your own system that you use for this stuff?

 Michael - 08:41

No. So there's something somewhat similar with Search Kings that they provide, but nothing. I don't do anything else other like this other than my. Obviously my CRM. But it doesn't. Doesn't track calls. It. We just put it in as we get them.

 Aziz Sultan - 08:56

Okay. If you want me to try and connect this to your CRM so that it automatically goes there. I can try. I'll just need access.

 Michael - 09:06

Actually, there is a couple of things. Thank you for reminding me. There's. When we get to it, the CRM that I'm using is housecall Pro.

 Aziz Sultan - 09:13

Yeah, we've used House Call Pro on a few clients.

 Michael - 09:15

Perfect. Okay. So in that, remember I sent you that really terrible, like colored in map of the areas that we're going to be. So they have a map section that actually has all the postal codes and like very specific colored in sections of like each individual area that we're going to provide. So I wanted to show you that so we can like, I don't know, look at the postal codes and verify where we're, you know, what we're talking about and the main four areas that we're going to be, you know, advertising in.

 Aziz Sultan - 09:45

Yeah, so we can definitely do that. But just coming back to ADL for now, we'll circle back to that. You can go back to leads, just to the main leads dashboard.



Michael - 09:55

Yep.



Aziz Sultan - 09:57

Now let's look at the person that filled out the form. Michael.



Michael - 10:01

Yep.



Aziz Sultan - 10:02

I'm not sure if this is you or someone else.



Michael - 10:04

No, it's somebody else. So it's actually a previous client of ours who used us before in like 2024, I believe, and so few of us. But that's so.



Aziz Sultan - 10:15

So that's an interesting case study. So how I would manage this now, all the way on the right for me, it says Medium and Source. Do you see that on your end?



Michael - 10:25

All the way on the right, yeah.



Aziz Sultan - 10:29

For, for Michael, it should say Medium and Source and Mode.



Michael - 10:36

So I'm not sure I'm looking.



Aziz Sultan - 10:39

Did you go back to when I.



Michael - 10:41

Hover over it and I get his.



Aziz Sultan - 10:42

Things or back to the main leads page where you see all of them listed?



Michael - 10:47

Yeah. Yeah. Okay.



Aziz Sultan - 10:49

Do you see the columns name, email conversion date? Yeah. What do you see all the way on the right?



Michael - 10:57

The columns on the right, it says assigned to.



Aziz Sultan - 11:01

Is that all you see?



Michael - 11:02

Yes, that's all I see. I don't see anything else past it.



Aziz Sultan - 11:05

Okay, so above it there's a mini search bar. And then it says columns with the nine dots. Can you click on the nine dots?



Michael - 11:14

Yeah.



Aziz Sultan - 11:15

And just scroll down and make sure that mode, Medium and Source are enabled.



Michael - 11:19

Mode, Medium and Source. Got it. Okay. And save.



Aziz Sultan - 11:23

And then save. Yeah.



Michael - 11:24

Anything else? None of the other ones.



Aziz Sultan - 11:26

I think for now you should be okay with that. You can do tags if you want, but I think that's okay.



Michael - 11:32

Got it. Okay, so Google Search. Okay. Yep.



Aziz Sultan - 11:35

Okay, so now let's look at Michael again. Look at Mode, Medium and Source. So yeah, you can see that he actually looked for you via Google Search. And you can see whether he called you or filled out a form. We know it's a form. And then Medium is important because it's Essentially, organic just means it's through Google search or Bing or Yahoo.



Michael - 11:58

Would it. Would it mean that they searched me up, like, directly? Like, they put in JS Home services and found me in Google organically like that.



Aziz Sultan - 12:05

So that's one way. And the other way is to maybe search for a plumber. Got it right. They Googled plumber near me or something.



Michael - 12:12

But if they did that, if they did Google plumber near me and then the top whatever, three, four, five things are paid ads, they would have to scroll past those. If I'm in those. If I'm in those top paid ads, if I'm there, they'll click on those and there'll be a paid ad. But if they. If they are like one of those people that don't use those and they scroll past it and then find me lower, then it'll be organic.



Aziz Sultan - 12:35

Exactly. So we're not actually tracking paid ads. We can do that. I just have to talk to Jenny.



Michael - 12:43

We're not. We're not doing paid ads right now anyway. I mean, JS is just like. This is. This is good to know, but basically, I'm eager to kind of do this with. With tributary.



Aziz Sultan - 12:53

Okay, with tributary. Yeah. If we're setting up Google Ads for you, we'll have it all there. But if we're just doing SEO, then this is kind of what you'll see here. The. The last lead that you see. The direct one.



Michael - 13:07

Yes.



Aziz Sultan - 13:08

So what direct means is they already know your website. So JS Home services, they've manually typed that into the search bar or their address bar on their browser. So these guys already know who you are. If you go to a house and you give someone your business card and they see JS and they.



Michael - 13:24

Yep.



Aziz Sultan - 13:25

You know, type it in, it just means they're an existing customer. Right.



Michael - 13:29

Okay. Yeah.



Aziz Sultan - 13:30

Now, some customers, like Michael here, won't do that. They'll search you up on Google instead. Unfortunately, we can't control if people choose to Google search you instead of, you know, have your website memorized. But it's a good. You know, I'd say 50% of the time, it catches people that already know who you are. So keep that in mind. Now for Michael here, let's click on View on him again. Just because I want to show you one more thing. So the little eye emoji.



Michael - 14:02

Yep.



Aziz Sultan - 14:03

Now, if you scroll down, you'll see the calls button isn't there anymore.



Michael - 14:10

Scroll down.

Aziz Sultan - 14:13



Once you're on his page.



Michael - 14:15

Yeah, yeah.



Aziz Sultan - 14:16

Remember, we have the calls, so you could listen to the calls for the other ones. Oh, Michael.



Michael - 14:21

Yeah, it's not there anymore. Yeah, that's right.



Aziz Sultan - 14:22

Yeah. So click on Notes.



Michael - 14:25

Okay.



Aziz Sultan - 14:26

And then scroll down.



Michael - 14:27

Yes.



Aziz Sultan - 14:28

You're able to add a note, but you can also see Michael's comment here.



Michael - 14:31

Oh, yep.



Aziz Sultan - 14:33

So of course you're going to get an email for this. So you don't really need to look at it here. But if you're ever like trying to remember, you know, it's. It's all here. Got it. And then you can click on Visits at the top where the call button was. You can see what pages they actually went through. Right. So they actually visited you twice. So 10:00am and then they came back at 12:00pm Got it.



Michael - 14:57

Okay.



Aziz Sultan - 14:58

And they contacted you twice, so.



Michael - 15:01

Okay. Yeah, nice. There you go. If we go back to leads and then go to that nine button columns.



Aziz Sultan - 15:09

Yeah.



Michael - 15:10

And then you scroll down. Just out of curiosity. Obviously, you know, I don't get ahead of myself, but like the campaign name, the tag name, first touch, Last touch. Are those all from like, let's say if you. They found me on YouTube and then last Touch is on my website kind of thing. Is that sort of like the detail that it'll get into?



Aziz Sultan - 15:28

So Last Touch is really when is the last time they contacted you? Because sometimes people will contact you numerous times. So that's what it's referring to. So contact meaning if someone calls you three times.



Michael - 15:41

Yep.



Aziz Sultan - 15:41

The Last Touch is the latest time they called you.



Michael - 15:44

It'll report the last time they called. Got it. Okay. And then the IP address or any of those other stuff, like is it just anything that you normally use or.



Aziz Sultan - 15:55

You don't really need it, I think for tag name. If you ever start franchising and let's say you're running Google Ads one account for all the franchisees, then you could do one for Aurora, you could do one for Scarborough, whatever it may be. Right. So you can have a tag for each of the franchisees.



Michael - 16:14

Okay.



Aziz Sultan - 16:15

And then when a lead comes in, yourself, Michael, can assign it to, you know, your franchisee. Now, looking at these leads again, I just want to show you a few more things. So let's look at this top lead again. Do you see where it says assigned to?



Michael - 16:36

Yes. Yep.



Aziz Sultan - 16:38

So you can double click that and assign it to yourself and we can add more people to the account. But for now it's just you. Right, so got it. So right now it's just that stage, this is fully customizable to whatever you want the stages to be kind of like what a House called Pro Does. But again, you don't need to use this if you don't need to. So. Okay, Keep that in mind. The one thing that I think is kind of important is status. Now, where it says lead, we just need to know if these people that are contacting you, whether they're customers, prospects or trash or spam, especially once we start running ads for you. Right. Because let's say you're spending \$2,000 a month. You want to make sure that you're getting valuable customers or qualified customers from those \$2,000 you spend.



Michael - 17:26

Right.



Aziz Sultan - 17:26

So we like to know, okay, of the 30, 40 leads that we got you, how many of those actually converted into customers? Right.



Michael - 17:33

So got it. Okay.



Aziz Sultan - 17:35

I think that's the only thing that I'd really kind of urge you to do is the status column.



Michael - 17:40

So. So how. How integral is that? Like, is that, like you just mentioned it literally. Like, is that a big deal to make sure that the campaigns and the things that we are doing run smoothly or efficiently? Is that like a deal breaker type situation? If I really wanted to, like, do well.



Aziz Sultan - 17:59

So once Tributary launches, Right now I'm not introducing you to your account manager because we're not running anything right yet.



Michael - 18:04

Yes.



Aziz Sultan - 18:05

But when we do, I will introduce you to your account manager, who will report to you every month on how things are performing. Yeah, but if you don't tell us, okay, the quality on these leads aren't great, how are we going to know how to improve them for you? Right. So this is one of the ways you can communicate with us is say, okay, if this is trash. So when we say trash, we mean either someone's calling for a job or like a actual job with your company, or maybe they're looking for something that you don't do or service that you don't offer, then we'd mark it as trash. Right. Spam is if it's like a Russian bot or something. Right. So it won't really directly affect your ads, but it will help us be proactive in making the necessary changes for you. So.



Michael - 18:56

Got it.



Aziz Sultan - 18:56

Yeah.



Michael - 18:57

Okay. Yep.



Aziz Sultan - 19:00

That's. I mean, there's a report section on average, but again, until we launch things for a Tributary, there's not going to be much there. So keep that in mind.



Michael - 19:10

Okay.



Aziz Sultan - 19:13

Yeah, I think that's all I'll show you for now. When we launch Tributary, I'll do a proper breakdown of everything. Okay.



Michael - 19:19

Okay. Yeah, that's perfect.



Aziz Sultan - 19:21

For now, just keep an eye out on the emails, and if you need to log in, you're More than welcome to kind of mess around. Okay, perfect. Let's move on from there. The brown book, did you get a chance to look at it last night? I did. It was kind of late. Yeah, yeah.



Michael - 19:38

No, I did absolutely. Well, this early this morning, I looked at it.



Aziz Sultan - 19:41

Okay.



Michael - 19:42

So here, let me see if I forward it to myself. What things did I have questions on. Yesterday? Where's the brand book? I know I opened? It.



Aziz Sultan - 20:21

Should all be in my latest email to you.



Michael - 20:24

Yeah. 2:14Am There you go. What are you doing some emails at.



Aziz Sultan - 20:30

2Am it's just easier for me.



Michael - 20:34

All right, so you want to stay. You want to start on the brand book? Is that where you want to start with?



Aziz Sultan - 20:44

Yeah, I think that would make the most sense.



Michael - 20:47

Okay, so actually, we can.



Aziz Sultan - 20:49

We can look at the logo options first. Because there's some variations with them,.



Michael - 20:54

So they're all pretty much identical.



Aziz Sultan - 20:56

It's. It's the font that's different.



Michael - 20:57

It's just the font. Yeah.



Aziz Sultan - 20:59

So the.



Michael - 20:59

So the. The one that I like the most is the top one. I think literally just the tributary name is different than. Than the rest of them. Maybe some colors on the bottom of. Like in the plumbing company portion.



Aziz Sultan - 21:09

Yes. Tributary and the plumbing company font weights. So it's thicker and ver. Like, version one is thin, version two is thick.



Michael - 21:16

Yeah.



Aziz Sultan - 21:16

So Boulder, if you. If you want that. Boulder look. Version threes.



Michael - 21:20

So the. The typography that I'm looking to do is very similar to the. And I don't know what it's called, but maybe you guys can have a more professional aim for it is the one that the Minnesota Timberwolves use for the NBA team. Let's see.



Aziz Sultan - 21:38

Minnesota Timber Bulls.



Michael - 21:42

And that's for the tributary portion.



Aziz Sultan - 21:44

Right? Okay. Okay.



Michael - 21:45

So. And then the. The bottom part.



Aziz Sultan - 21:50

This one specifically. Yeah. The rounded one.



Michael - 21:53

Yeah. Where is it? Let me look at mine, see if there's anything. I don't think there's anything really particular about it. I think the one that you have is fine. Okay. Where's my p. Yeah, it's just the. The plumbing co is, like, very. Just standard, like, boxy type. Like, nothing really intricate about it. Very simple. But just the. The tributary name is like. That is more like the. The Minnesota Timberwolves type of typography.



Aziz Sultan - 22:36

Got it. Okay.



Michael - 22:37

Just. Just white. No. No rainbowy colors in there.



Aziz Sultan - 22:41

Yeah, fair enough. Okay. Then we can move on to the brand book. I mean, really, the brand book, as you see, it's kind of just rules on what to follow in terms of Spacing and color schemes, signage print, things like that. So you can adjust the typography based on that. Or the Minnesota Timberwolves that you mentioned. Things like logo usage, what's allowed and what's not allowed. Brand colors. Any preference on brand colors?



Michael - 23:20

I mean, I don't know where we're getting that. That lime. That lime color from.



Aziz Sultan - 23:27

It's just an accent to kind of help things stick out.



Michael - 23:30

Okay. Is it in. Is it in the logo somewhere?



Aziz Sultan - 23:33

No, but it doesn't need to be. Right. So this is just for the website. And you can see a proportion and layout. So it's mainly blue, and the second is birch, and then it's lime, and then the third is others.



Michael - 23:48

So. Okay.



Aziz Sultan - 23:49

It's very subtle if we do use it.



Michael - 23:53

Yeah.



Aziz Sultan - 23:53

But, yeah, keep that in mind. The mascot, Hudson. Yeah. So you can see the. The. The lime behind them.



Michael - 24:02

Oh, yeah, that's where it is. Okay.



Aziz Sultan - 24:04

All right, so brand collateral. And you can see where Section 8, that's where the lime's coming in again on the number 21 on the like, so. Okay.



Michael - 24:15

Yeah, so this keeps. Keep scrolling. You can see the truck. I can't see it in your screen. So that was the other thing. I actually like the back. I like how the back is like that, but the back doesn't translate well to the sides. So I remember I sent you a truck layout where Hudson was on the far left and tributary was more straight across. Okay. On the right.



Aziz Sultan - 24:35

Yep.



Michael - 24:36

So I would say keep it more in line with that. I am actually getting a truck done probably within the next two weeks. Okay. Because I have. I have to get that done to those and, like, uniforms, like some kind of stationary to be able to get my Google Maps verified. So. But I. I like the back. I think the back is really good. I like how it's, like, centered and. And arched. But the sides, if you can get them to redo it, that. It's more in line with the. The truck proposal that I'd sent. That way there's no, like, you know, one of my guys doesn't, you know, do a truck like that. And it looks like, you know, obviously I don't want that.



Aziz Sultan - 25:13

So it makes sense.



Michael - 25:14

They're like. Well, it's in the brand book. I'm like, God.



Aziz Sultan - 25:17

So anyway, yeah, I'm just noting this down. Give me one second.



Michael - 25:21

Yep.



Aziz Sultan - 25:28

How's the front of the truck? I didn't see the front of the truck. Oh, it's not much there. But it says TR above.



Michael - 25:36

Actually, nothing. No, I don't really want anything on the front of the truck, to be honest with you. It's going to be Kinetico stuff which I want to talk to you more about when we come to the website. So from like the, from the passenger door forward on both sides, like the driver, like the front doors forward. I don't want anything on it. So the scenery and everything is going to stop at the doors and the doors will have like branding for our water

softening equipment. Kinetico product. Okay.



Aziz Sultan - 26:10

Sorry, you said from the door onwards.



Michael - 26:12

Yeah. So from the front doors.



Aziz Sultan - 26:14

Okay.



Michael - 26:14

Forward is going to be just white with some like small logos, empty space with like a small logo for Connectico.



Aziz Sultan - 26:31

Then you may add other logos as well over time. Yeah, so we'll just leave it empty and then.



Michael - 26:35

Yeah, yeah. Nothing on the fronts. Yeah.



Aziz Sultan - 26:37

Okay, Perfect. Awesome. So easy changes. We'll get those addressed and then can go from there and then I'll send you this once it's updated. Okay? Okay, perfect. Let's move on to the homepage. So the changes you requested are done. I just have one note, is his uniform is a little dark for Hudson.



Michael - 27:08

Okay.



Aziz Sultan - 27:09

I'm not sure if you want to brighten it at all or keep it. It's up to you.



Michael - 27:12

But I did notice that, I mean this is the website, right. I noticed it was yeah, a little bit dark. I mean I'm not, at the end of the day, I'm not like trying to overanalyze it. So if you think that it'll look better or like stand out more with a slightly lighter blue. Like I don't want it to be a baby blue like in the.



Aziz Sultan - 27:31

Yeah.



Michael - 27:32

In the Kinetico like badge there. But if it's a little bit lighter that way his badges stand out and stuff and his tool belts a little more. But still a navy blue.



Aziz Sultan - 27:43

Okay.



Michael - 27:44

Yeah.



Aziz Sultan - 27:45

I'm not gonna make this a priority for now obviously. I know you just want to move on right now. So we'll leave that as maybe a post launch revision if we need to. Okay.



Michael - 27:55

Okay.



Aziz Sultan - 27:56

But let's talk about the homepage. Was there any comments overall? I know you mentioned Kinetico but is there anything. Let me go to the Kinetico section. So for now we have this and then when people click on learn more about water treatment it'll go to Connecticut page.



Michael - 28:10

Yeah.



Aziz Sultan - 28:12

Is there anything else that you want to do specific to Connecticut?



Michael - 28:17

So instead of having that picture of the girl holding the glasses, where did you get that photo from by the way?



Aziz Sultan - 28:24

From their website, I believe Their website.



Michael - 28:25

Oh, okay. All of it.



Aziz Sultan - 28:28

They probably photoshopped a few things together.



Michael - 28:30

Okay. All right. Because I say they might have something a bit more engaging or, like, graphically. I know they have, like, a really cool picture of, like, kids or, you know, people like, physically drinking the water or like, I don't know. They have some really cool. They have some really cool photos on their.



Aziz Sultan - 28:45

You said you have. Yeah. You said you have a portal, right?



Michael - 28:48

Yeah, I think I sent you the access to it. I can send it again.



Aziz Sultan - 28:54

Yeah, that would be helpful. I don't think I saw that or maybe I missed it or something. Let me just double check. There it goes. Connecticut page. So you sent me this one, but I don't think.



Michael - 29:24

I thought I saw you. I sent you like a. Like a password and.



Aziz Sultan - 29:30

Oh, you did. It was in the email for. Okay.



Michael - 29:33

So you have to find like. I'll send. I think I sent you the link to the page and the password to use to. Yeah.



Aziz Sultan - 29:40

Okay. So here. I'll say image.



Michael - 29:52

Again. Not. I don't. It's not bad. It's just there might be something better to use and we can readily really utilize the. The marketing stuff for. For when you click on the Kinetico page.



Aziz Sultan - 30:07

Got it. Okay, let me just open it up real quick. Okay. Do you remember where it is specifically?



Michael - 30:34

So I don't. It looks different on yours. Go to the. Go to the top should be like in. So marketing. And then like scroll down. There should be so web and digital marketing. So there should be. Or go back up to marketing again. There should be one for, like, for like. Keep scrolling down. There should be one for like pictures, like actual, like things that you can use.

Aziz Sultan - 31:07



I think that was on the homepage maybe. Media library.



Michael - 31:11

Yeah, the media library. Yeah.



Aziz Sultan - 31:14

How to download assets, logos. Okay.



Michael - 31:22

It should be like a. Like a. An area where you click on it and it has all the different, like, assets.



Aziz Sultan - 31:28

Right. All the different lifestyle images. Yeah.



Michael - 31:32

So if you click on lifestyle images.



Aziz Sultan - 31:37

Right.



Michael - 31:38

So they have.

 Aziz Sultan - 31:39

Yeah. So I will just point the team here. Right.

 Michael - 31:48

And then they have other ones for like equipment, like point of use or point of entry.

 Aziz Sultan - 31:52

Right.

 Michael - 31:52

So those are all different. Different types of equipment that can be used or, you know, bad water effects.

 Aziz Sultan - 32:00

Right.

 Michael - 32:00

So like when water systems aren't doing their job, what it looks like. So. Yeah.

 Aziz Sultan - 32:05

Right. Okay. And then I'll just add this comment here. Perfect. Okay, let's go back to the top now. I think it's a little too noisy at the moment.



Michael - 32:21

Okay.



Aziz Sultan - 32:21

So what I would recommend is either moving the Kinetico or the promotion.



Michael - 32:28

So the promotion, obviously. Is that just a placeholder? Like, we have to.



Aziz Sultan - 32:32

Yeah, it is a placeholder. It is a placeholder.



Michael - 32:34

That's fine.



Aziz Sultan - 32:35

What you could do is do something like this. Once it loads, you could have it all the way at the top instead, so that it's not kind of in the middle here.



Michael - 32:47

Got it.



Aziz Sultan - 32:48

Right.



Michael - 32:48

Okay. All right. I'm fine with something like that. Again, it'll be a link to doing whatever. Yeah. Okay.



Aziz Sultan - 32:54

So here it says claim, offer, and essentially that'll just take them to kind of reach out to you.



Michael - 32:59

Yep.



Aziz Sultan - 33:01

So, yeah, you can always do something like that.



Michael - 33:03

Okay, I'm okay with that.



Aziz Sultan - 33:05

Okay. Comment there.



Michael - 33:09

Well, okay, so actually do have a bit of a critique. So the mobile version for js, the. The logo is actually kind of. And I'm fine. I don't really care. I don't want you to change it, but I'm more concerned about when we do this one. It's squished.



Aziz Sultan - 33:24

Okay. Let me just check that this will be. This. This will be a fresh website. With js, we kind of had to work. Yep. With what were given.



Michael - 33:34

But just so you know what I'm talking about, again, I don't want you to change it or, like, worry about it. I'm just saying, like, when we do, this one will, like, the logos and the beaver and everything won't be, like, squished. It'll look, like, proportionate.



Aziz Sultan - 33:47

Yeah.



Michael - 33:47

Right.



Aziz Sultan - 33:48

It's a custom set. Oh, I see it. Yeah. So space limitation with this one, for sure. It'll. It'll be a custom design, so.



Michael - 33:58

Okay, that's fine then. I'm not worried about it. Don't. Yeah, I just wanted to bring it, like, as a point of reference.



Aziz Sultan - 34:05

Okay. And then proudly Canadian, I may move this to be next to the Kinetico.



Michael - 34:11

Okay.



Aziz Sultan - 34:11

And just redo it a bit just so that it's a little more cohesive.



Michael - 34:15

Okay. Is that Kinetico badge again, something you found online or is it from the. The marketing page that we just referenced?



Aziz Sultan - 34:24

It was online, but I can definitely check the marketing materials.



Michael - 34:28

Okay.



Aziz Sultan - 34:28

And see if they have something. Okay. Yeah.



Michael - 34:30

Okay.



Aziz Sultan - 34:34

Okay then.



Michael - 34:46

Okay.



Aziz Sultan - 34:46

Get your free quote. Is there any other questions you want to ask during the free quote?



Michael - 34:52

What the questions do I have there.



Aziz Sultan - 34:54

A name or number, phone service needed? It'll be a drop down and they can kind of pick.



Michael - 34:59

I think that's fine. I don't.



Aziz Sultan - 35:00

Okay. Yeah, perfect. The locations will automatically scroll, so keep that in mind.



Michael - 35:05

Okay.



Aziz Sultan - 35:06

Kind of just cycle non stop.



Michael - 35:08

Okay. I Guess we just keep them. All of them, right? Yeah. Okay, never mind.



Aziz Sultan - 35:12

Yeah, yeah. I wouldn't worry too much about franchisees or anything like that right now about that, but if you need to change it later, we can.



Michael - 35:23

So just so you know that, that part is happening. I do have. I'm actually going through the franchisee, like, I've started the whole process. So they will be creating a, a franchise like page where if somebody wants to inquire about purchasing a franchise, so they're going to create that page and I guess then I would just, you know, tell you guys and you guys would like coordinate and put a backlink on it. So it's literally part of the website, but they just, they create that page to it. So it's like a link back to that. Does that make sense?



Aziz Sultan - 36:00

Who's creating it? Sorry.



Michael - 36:01

So the, the team that's doing the franchise portion. So they create a, like a single page franchise opportunity to purchase franchise. It's part of the, it's part of their deal or whatever. Right. So I guess they would just link back to it somehow or attach it to my website.



Aziz Sultan - 36:24

Do you know if it would kind of live on your website or is it going to live on their website?



Michael - 36:31

Because it's gonna, I think it's gonna live on theirs and we're just gonna link to it. I believe I'm not mistaken, but I think otherwise. Yeah.



Aziz Sultan - 36:41

It is much better to have it on your website. We can kind of just duplicate what they give us.



Michael - 36:46

Sure.



Aziz Sultan - 36:48

It's just for the sake of your SEO. It does so much better. If it's kind of your website, you have ownership of it. If you ever cancel your services with them or with us or with whoever. Yeah. You will always have full ownership of it. Right. So.



Michael - 37:02

Okay.

 Aziz Sultan - 37:03

Yeah, yeah. I'm not a fan of third party because it's just. They can screw you over anytime and it's not ideal.

 Michael - 37:10

Yeah.

 Aziz Sultan - 37:11

So, yeah, that's just how I think about it.

 Michael - 37:14

And to be totally honest with you, I don't know. I don't know all the ins and outs of how that page gets set up. So I'm just telling you that they are creating something along those lines and I don't know how it gets, but we'll cross that bridge. But it is how exactly?

 Aziz Sultan - 37:27

Exactly. Okay, so just send it to me whenever it's ready and then we'll go from there. Any other comments for anything else that you see on the page so far though?

 Michael - 37:37

No, not necessarily. So the phone Number can get updated.

 Aziz Sultan - 37:40

Yeah. Phone numbers, placeholder. So that's okay.



Michael - 37:43

And then the whole, like, next page or. Oh, this is the outside. Right. This is the main page.



Aziz Sultan - 37:48

We're not talking about the inside page.



Michael - 37:49

Yeah, no, I'm fine with it. I think it looks. I think it's great.



Aziz Sultan - 37:53

Prices. We can change packages. We can change later on.



Michael - 37:57

Yeah.



Aziz Sultan - 37:58

Any comments on the person here? The technician, the new person?



Michael - 38:02

Yeah, no, he's better. Better.



Aziz Sultan - 38:04

Yeah, better. Okay. Just. I'll update the logo on his uniform.



Michael - 38:09

It doesn't have to be like the whole, like, beaver logo. I'm not going to be doing that. I'm actually going to be doing just like, either. Just the. Just. Just tributary.



Aziz Sultan - 38:18

Right. Okay.



Michael - 38:22

I'll send you a couple. A couple things, actually. I was gonna.



Aziz Sultan - 38:27

Here.



Michael - 38:28

How do I do this? You know what? I'll email it to you really quickly right now, actually. And all it is a simple, like, Tributary Plumbing company badge that I was gonna put on a hat. I needed something very simple to be able to, you know, work with. So it's nothing fancy, but go ahead while I'm doing this one there. Let's move forward.



Aziz Sultan - 38:56

No, I just wanted to know if there's any other feedback on the homepage. But if not, then that's okay.



Michael - 39:00

Nope, it's all good.



Aziz Sultan - 39:04

Okay. So the map I will reference. Well, I guess do you want to share the new map that you have on Homestar or Housecloth Pro or.



Michael - 39:18

I can. I'd have to share my screen on my computer, I guess.



Aziz Sultan - 39:22

Or you can screenshot it and email it to me if that works.



Michael - 39:26

Okay.



Aziz Sultan - 39:27

Otherwise I can use what you emailed me previously.



Michael - 39:32

Yeah. That's terrible. Yeah, I mean, it gets the idea, but I mean, well, we.



Aziz Sultan - 39:37

We'd recreate it, but I just meant, like, we'd use the rough idea of what you've provided us here.



Michael - 39:43

Right.



Aziz Sultan - 39:46

Okay.



Michael - 39:52

Where's this? There it is. Okay. Emailed you the badge that I'm going to use. It's very simple for hats and like the crest on a shirt type thing. Okay. It's either that or it's just the. Just the. Like the. The typography of. Of Tributary Plumbing Company that you'd see on the truck. That type of thing on the. On the. On the side. Not the whole beaver logo. It's too much.



Aziz Sultan - 40:27

Okay. I haven't received it yet. Takes a while to send, apparently. Okay. I will just add a note here to change all these circular logos, then. There it is. I think I just got it. This patch here Yep. So where are you going to be using this?



Michael - 41:14

Just like on hats and. And the analog shirt.



Aziz Sultan - 41:19

This is what you want us to use?



Michael - 41:22

Just like on, like if you're going to put a patch on the guy's like, uniform.



Aziz Sultan - 41:26

Okay.



Michael - 41:27

Then yes. But not anywhere else. Not on, like the headers or footers or anything like that. It's just. It's literally just something that was easy to embroider.



Aziz Sultan - 41:36

Okay.



Michael - 41:37

That's why I did it.



Aziz Sultan - 41:38

Got it. I'll have to share this with the team. Let me just add a quick note. Okay. Okay. I guess you can move on to the inner pages now. Okay. Maybe before we move on, we should talk about the franchisees and what you want to do there. Yeah. What was the website that you're referring to, Mr. Reuter, I believe.



Michael - 42:19

Yeah. So if you look up Mr. Rooter, do Mr. Rooter of. Of Newmarket. That's what they do. They do Mr. Rooter of. And then they. And then they name the town and then. Or if you just do Mr. Rooter, then you scroll down, you'll see like there's multiple. Like there's Mr. Rooter of Peterborough, Mr. Rooter of Mississauga, Mr. Rooter of Barry, and then they all have their own Google listing. So they can all get their own reviews, bad or good. Right. That way nobody's really, you know, conflicted with. If one franchisee person is doing a terrible job and getting bad reviews, it's not going to reflect poorly on the other people that are doing a good job. Right.



Aziz Sultan - 43:02

No, I mean, I think this makes sense. I don't really have any issues. I just want to see how they're doing it on the home page. Yeah. Okay. So defaulting to Calgary for me, but let's see if I can do just the main website. So they're doing a location identifier. Is that something that you'd be looking for as well?



Michael - 43:26

I'm not sure what that means.



Aziz Sultan - 43:28

So if you ever go to a website, says, you know, share your location with us and we'll find a better solution for you or whatever. So you can see it in the top left corner here. It says Mr. Rooter Plumbing of Calgary. Yep. Right. Because it knows I'm in Calgary.



Michael - 43:43

Yep.



Aziz Sultan - 43:44

But if I do. New market.



Michael - 43:47

Yep. One words.



Aziz Sultan - 43:49

Yep. Well, it went to York region, but it does say new market. Yep. So that's how they do it. Is that kind of what you're looking for or.



Michael - 44:05

Yeah, I guess so. Right. So. So what were. What were we going to do? We were going to Create landing pages for. For every town or for like prominent towns that we're working out of.



Aziz Sultan - 44:16

Yeah. I mean, what a lot of people are doing, like, let's just see, drinking. They do service areas like this.



Michael - 44:25

Right, Right. So what were you going to. What were we going to do? We're going to do service areas and each one of those was going to actually go to a page. Right. We talked about that. We were. I was like, do something that is relatable to that particular page.



Aziz Sultan - 44:36

Right. Which is, which is very similar to what Mr. Rooter does.



Michael - 44:40

Right.



Aziz Sultan - 44:40

Anyways, they just do a location finder essentially.

 Michael - 44:46

Right. So I mean, I don't necessarily think we need a location finder unless that's something simple and you want to toss it in there, I guess. Or do it. But if we're going to have location pages anyway. Right. Basically all I wanted to do was for the location pages, if it falls under a particular. Oh my gosh, franchisee area, it'll be there. It'll be their phone number. Right. Because we're going to do. We were going to do like unique. Unique page for that particular area anyway. Like, you know, New Market has whatever. Right. Look for these things if you're in the New Market area or if you're in Stouffville. Right. So those are. There are going to be unique. So I, you know, adding a, you know, a phone number that's unique to that I don't think is a big deal.

 Aziz Sultan - 45:36

Right.

 Michael - 45:36

And then forgive me if I'm wrong, but the idea would be like, okay, so if my franchisees out of Vaughn and we have a Vaughn landing page or whatever, or any of them, then they would just choose, you know, the main one that's theirs. The main, the, you know, they're going to have lots of landing pages that have their number on it. But let's say the main one.

 Aziz Sultan - 45:55

Yep.

 Michael - 45:55

You know, is Vaughn. That would be the one that they are going to link back to Google Maps.

 Aziz Sultan - 46:01

Yes. But what they could also do is do surrounding regions like they do here. So areas you serve. They'll do Aurora, East Glenbury, Nobleton, etc.



Michael - 46:13

Yeah.



Aziz Sultan - 46:13

Now even. Even though this is technically York or New Market.



Michael - 46:17

Yeah.



Aziz Sultan - 46:17

These all fall under that category.



Michael - 46:20

So.



Aziz Sultan - 46:20

So.



Michael - 46:21

Right.



Aziz Sultan - 46:21

You could do it that way too. So if they're in Vaughan, you can do Vaughan and surrounding areas.



Michael - 46:25

True. Yeah. So on the, so on the Vaughn page, you can have backlinks to the. All the different little local townships around Vaughan that they. That that particular person serves.



Aziz Sultan - 46:36

Exactly.



Michael - 46:36

That's a great Idea. But. So we would still have those other pages. Right? Because you think that's. That's obviously ideal for SEO is to have all those locations, right?



Aziz Sultan - 46:44

Yeah.



Michael - 46:45

So. But on the main. On the, on like the flagship page for each franchise, you would have that listing of all the different little townships that they serve within their region.



Aziz Sultan - 46:56

Yeah. 100.



Michael - 46:58

Yeah, that's great.



Aziz Sultan - 47:00

So what I'd request from you, first and foremost is if you can get me. It doesn't have to be final, but a. A rough idea of what the franchisees will look like.



Michael - 47:10

So I just emailed you. Okay. A map. It's just a screenshot, so it's pretty, you know, hard to. You can't really zoom in very well. It's probably pixelated.



Aziz Sultan - 47:20

Don't think the attachment got included.



Michael - 47:23

Oh, it didn't.



Aziz Sultan - 47:26

I don't see an attachment. I could just double check. Yeah.



Michael - 48:01

Oh, yeah. I didn't. Okay, so here it is. That's it again. It's pretty bad picture. But so when I go on here. So I have. Here, let me see. You know what? I can do this.



Aziz Sultan - 48:16

How do I.



Michael - 48:19

Why am I not showing you? You can't see me, can you?



Aziz Sultan - 48:21

No.



Michael - 48:22

Is that. There we go. Like this. This. How do I flip this camera around?



Aziz Sultan - 48:30

That I'm not sure of.



Michael - 48:34

No, that doesn't work. Okay, how about this?



Aziz Sultan - 48:37

Yeah, that works.



Michael - 48:39

Okay, so. Yeah. All right. So you can see my tributary of Newmarket.



Aziz Sultan - 48:47

Yep.



Michael - 48:47

Oakville Vaughan.



Aziz Sultan - 48:49

Right. Can you say kind of. Maybe if you just kind of pull the camera back a bit. I think it's just too close. Yeah, There we go. Okay, that's better.



Michael - 49:00

Good. Okay. Yeah. So if I click on it says all the different postal codes I see. Right?



Aziz Sultan - 49:07

Yeah.



Michael - 49:08

And then if I click on. Oakville has all the postal codes.



Aziz Sultan - 49:14

Right.



Michael - 49:16

So Vaughn, Newmarket, Oakville. And then.



Aziz Sultan - 49:21

And then shows the map.



Michael - 49:22

See the map. So if I. If I zoom in. So let's do new market. I can edit and I can click on and click off. I see the narrators and they'll add. It will add their postal code to.



Aziz Sultan - 49:42

Got it to the area. Okay.



Michael - 49:45

So if it's easier, I can. We can log in and you can, you know, I can send you these postal code, like listing list.



Aziz Sultan - 49:53

Yeah. Send me just an email with the postal codes of each kind of main area and then just a screenshot of the map corresponding to it.

Michael - 50:02



Okay.



Aziz Sultan - 50:03

I think that be all I need at this point.



Michael - 50:06

Okay.



Aziz Sultan - 50:09

So how many franchises do we think? Including you.



Michael - 50:12

So including me. And this is one. I wasn't sure how to work with this. But basically I have Oakville, Vaughn, Newmarket, and then I have one employee that lives way up north that is not going to be doing like a franchise. Just I was going to keep him employed but work his area that he lives in. So I kind of wanted to have a separate phone number or something that I can distinguish that it's coming from there.



Aziz Sultan - 50:44

Right, right.



Michael - 50:46

But it's going to be under my books and my. All right, so it'll be kind of like another franchise, but not. I don't know, it's. It's. It's messy. I'm trying to not make it messy and I just want to like, it's a. They're like on total polar opposites.

Right. Northern Ontario and like southern Ontario.



Aziz Sultan - 51:01

It's one thing to keep in mind is no one will know this is a franchise other than you. Right, right. So I, I don't think it matters if you want to do like Northern Ontario, you can just have it as a separate page.



Michael - 51:14

Yeah.



Aziz Sultan - 51:15

Because you'll need separate pages anyways for all these locations.



Michael - 51:17

Right.



Aziz Sultan - 51:18

So I wouldn't worry about it too much. What you should try to focus on is give me all the main location pages. Got it. With the postal codes and whatnot. And then I can determine whether we need like Mr. Rooter, whether we need a Nobleton page or a Woodville page, the smaller towns next to them. And then we can see what we want to clump together and. Yeah, I think we can go from there.



Michael - 51:47

Okay.



Aziz Sultan - 51:49

This way we'll kind of have like a general layout, kind of like they do here. I'll have to design this page. Keep that in mind. So give me some time with it, but I'll design the page so that it's something we can always duplicate in the future.



Michael - 52:03

Okay.



Aziz Sultan - 52:06

Yeah. So I think it's pretty straightforward, to be honest. Their structure is pretty standard, but it is a longer page, which is actually a very good thing.



Michael - 52:20

Okay.



Aziz Sultan - 52:21

Do you want me to add a franchisee like Portal on the. Because we don't have that designed yet. So I can have that added somewhere. But like a become a franchisee button or something?



Michael - 52:34

I guess so, yeah. I mean it's going to be needed eventually anyway, whether it's, you know, we just copy and paste what this other company is creating or whatever the case is. Yeah, it's going to be definitely something that's going to. Needed to be there. So if you want to leave a space for it. Yes.



Aziz Sultan - 52:47

Yeah, for sure. Okay.

Michael - 52:49



Maybe not necessarily at the top Right hand corner, you know.



Aziz Sultan - 52:52

Yeah.



Michael - 52:53

But somewhere. Yeah. Easily found. Right. Or at the bottom of the footer or something. I don't know.



Aziz Sultan - 52:58

Right.



Michael - 53:01

On the interior pages, before I forget, because I was trying to think of things, we need to talk about the whole commercial page. Commercial plumbing. I don't think I need to focus too much on that. I'd rather focus more on either that page being dedicated to, like, water purification or water softening, like the kinetic page, if it's not already going to be a thing. Or like drains, specifically, of like rehabilitating sewer drains. Anything really. I mean, not that we don't do commercial work, but it's not something I, you know, necessarily need a whole big page on that or like these pages that I'm seeing. The interior. Is that basically all of it or we can add to it?



Aziz Sultan - 53:42

No. So the best thing you can do is look at the footer here. So service areas. This is what we have initially. Yeah. But again, this might change based on your list that you give me.



Michael - 53:54

Yes.



Aziz Sultan - 53:55

So these would all be clickable pages.



Michael - 53:57

Okay.



Aziz Sultan - 53:57

Right.



Michael - 53:58

Yes.



Aziz Sultan - 53:58

You click on sun, it'll look just like Mr. Rooter's sun page. Pretty long. Talks everything about sun and services you offer in Sun. Yeah. Just as an example. Then we move on to plumbing services. Now, plumbing services, these are pages shared across all franchisees. It's not dedicated to one location or the other. It's just general services that you offer.



Michael - 54:18

Yeah.



Aziz Sultan - 54:18

So general services, residential, commercial, pipe leak, sweat, basement sump pump, copper re pipes and then broken water heaters, bathroom renovations.



Michael - 54:29

Oh, sorry, one last thing. Water heaters. Unless. Just remove them all together. I don't want anything water heater related. If. If we comes up organically through conversation that we do. Water heaters, that's fine. I don't want to be found for water heaters. I don't want to pay for water heater advertisements, nothing.



Aziz Sultan - 54:47

Okay, so remove that. And then I guess we should add water treatment.



Michael - 54:55

Yes.



Aziz Sultan - 54:56

Is that what. When you call. Is that what we want to call the page? Yeah.



Michael - 54:59

Yep. Water treatment, water purification, something along those lines. Water softening. And do we have anything for well systems?



Aziz Sultan - 55:08

No, no.

Michael - 55:09



Well systems would be a big one, especially in northern Ontario, to have that.



Aziz Sultan - 55:15

Let's look at the full list and then we'll come back, see what's missing. Okay, sure. Yeah. Drain and waterproofing. So we have drain and sewer. So anything to do with drain sewers, drain repairs, drain cleaning, drain replacements. Waterproofing, actually. Okay. Waterproofing, sewer backups and then camera Inspections.



Michael - 55:37

Okay.



Aziz Sultan - 55:37

So when you look at this as a whole picture, I mean, we can just kind of look at Mr. Rooter as a reference. So they do. Let's see. So they do plumbing, obviously, and then under plumbing they have all these pages. So I guess the question for you is, do you do all of this so frozen.



Michael - 55:58

Yeah.



Aziz Sultan - 55:59

Because if you click on all of them, they're. They. They kind of go on and on, which is good, right? This is all for SEO.



Michael - 56:05

Yeah. Yeah. I mean, if we can do it, I would mimic this almost entirely. The only thing I'd want to stay away from is water heaters.



Aziz Sultan - 56:15

Water. Okay.



Michael - 56:17

Because a lot of the times what we do is we get guys that have gas, hot water tanks, and then it costs us money for that lead and then we can't service it because we don't have gas tickets. So it's frustrating that, you know.



Aziz Sultan - 56:30

So I do have a note taker here. So I'm just for the sake of my note taker, I'm going to go through this one by one. Just let me know what you want to keep, what you want to remove. Okay.



Michael - 56:39

Yeah.



Aziz Sultan - 56:39

So looking at the plumbing pages here, anything else you want to remove?



Michael - 56:45

Nothing.



Aziz Sultan - 56:46

Okay. Sewer and drain cleaning is next.



Michael - 56:56

Is there different ones for other things? So nothing I want to take off, but I would say like, add.



Aziz Sultan - 57:05

Okay.



Michael - 57:06

Something that in along the lines of like tree root removal or, you know, drain repairs. It says trench or sewer line repair, but like, you know, physically excavation and repair, replacement of sewer drains or route root removal.



Aziz Sultan - 57:24

Got it. Okay, Next we have septic system.



Michael - 57:35

I would say repairs. Fine. Drain field installation. Yeah, Septic drain field service. Yeah, that's all fine.



Aziz Sultan - 57:48

Okay. Water heater you said you don't want to do.



Michael - 57:51

Yep.



Aziz Sultan - 57:52

Water filter and softener. So we already talked about this and I think our water pages are better.



Michael - 57:57

Yep.



Aziz Sultan - 57:58

So I'll skip this. Do you work with garbage at all? Yep. You do?



Michael - 58:03

Yep. You can add like dishwashers in there too. So carburetors, dishwashers. And maybe just in case it's missed, you can do like, I guess it's kind of in the water filter, so. Never mind, never mind.



Aziz Sultan - 58:18

Do you do installations? Do you do repairs all.



Michael - 58:22

No, I don't repair carburetors. Just installations.



Aziz Sultan - 58:25

Yeah. How about dishwashers as well?



Michael - 58:28

No repairs. We don't repair, like appliances, but if they need us to install one that they purchased, we'll install it for them. Okay.



Aziz Sultan - 58:36

Well, I guess the very obvious straightforward answer or question is, do you do. Well, I mean, they do bathroom remodels, but can we do, like, sink replacements or. Yeah, like WC unit replacements, things like that, or installations.



Michael - 58:57

Yep, for sure.



Aziz Sultan - 58:58

Yeah.



Michael - 58:58

So bathroom remodeling. I mean, we can offer all that sort of stuff, so I guess. Yeah, I don't know if. Actually, you know what? No, I wouldn't do remodeling services. I guess I do remodeling services, but they have a very generic. Where they're like. You. You're right. They're doing bathroom remodeling. We want to do, like, bathroom sink faucet replacements and stuff, like fixture updates type.



Aziz Sultan - 59:21

So fix your fixture installation. Really?



Michael - 59:23

Yeah. Yes. Okay.



Aziz Sultan - 59:25

Okay. That makes it easier. Commercial. I know you said commercial isn't really your focus, but we can still have a commercial.



Michael - 59:30

Yeah, for sure. I didn't know that all those pages were there. I didn't see all that. I was just scrolling through, like, the screenshot of the. Of the interior, and, like, I saw all that. And then the next one was like, commercial, and it was like this big thing, and I was like, these.



Aziz Sultan - 59:42

These are just templates, but to be honest with you, I. I don't love them. So if you're okay with it, I'd love to take another crack at it. Now that we. Now that we have a idea of what you want on these pages. Give me. Give me some time to just kind of redo things. Do we need Hudson on the inner pages?



Michael - 01:00:03

You tell me.



Aziz Sultan - 01:00:04

I don't know.



Michael - 01:00:04

I don't. I don't know. Is there an issue not to have them there or to have them there? Is it, like, too much to upload every time or. What do you. What do you think?



Aziz Sultan - 01:00:11

I. I think maybe have him as a badge on the images would better. Like, on this image, you could.



Michael - 01:00:17

Very true. Okay, so I. I was gonna say that. So if anything, if you don't want them at the top, maybe have them, like, it'd be kind of cool to have them somewhere in the page randomly. You know, full. Full standing, full feet. Not necessarily a badge either. He could be like, you know, full image. Yeah.



Aziz Sultan - 01:00:35

This one you showed me. I would like to do something more like this. Not. Not a plain background, but with their homepage, you know, just showing people. I think people, your customers tend to connect better with real people.



Michael - 01:00:50

Yeah.



Aziz Sultan - 01:00:51

So having a real person there might work better. And then we can have Hudson kind of. Sure. Scattered across site. Maybe not front and center, but as a secondary support. Okay, so that's good. Okay, so give me. Give me some time. I'll redo some of these pages just so you can see what I had in mind. And then you can kind of compare, you know, the existing one with the new one.



Michael - 01:01:18

Okay.



Aziz Sultan - 01:01:19

And then we can go from there. Okay. Okay. I'll also have to design one of the franchisee pages, or location pages, whatever you want to call it. So try to send me that zip code and map whatever you can. Okay, I will. Yep. Perfect. And that's really what I wanted to go through today.



Michael - 01:01:43

Yeah, I think we hit on everything that I'm worried about or we had to explain.



Aziz Sultan - 01:01:46

Okay. I'll have to redo this map as well, depending on what you send me as well, but that's okay. How long do you think you need to send me what I need just so I can plan accordingly?



Michael - 01:01:57

I can get it to you today. It's not going to be hard at all.



Aziz Sultan - 01:02:00

Perfect. I'll try to aim for something either today or tomorrow to send it to you. It's just going to be a rough mock up, not the final thing. I just want to get your initial impressions. I'll mess around with it a bit, do some changes, and then just tell me whether this is the right approach or whether you like the old version more.



Michael - 01:02:21

Okay. You'll probably know this. So instead of me trying to Google it, how on my computer can I do a screenshot with, like, control something or other?



Aziz Sultan - 01:02:30

There's a few things you can do. Are you on Firefox or Chrome?

Michael - 01:02:34



Chrome.



Aziz Sultan - 01:02:35

Chrome. Chrome is a bit different. Let's see. Chrome is a bit more complicated. You're on Windows.



Michael - 01:02:49

Yeah.



Aziz Sultan - 01:02:51

Try Windows Shift. S, like the Windows one.



Michael - 01:02:55

Windows and then Shift.



Aziz Sultan - 01:02:57

Yep. And then S.



Michael - 01:03:02

Nothing.



Aziz Sultan - 01:03:03

Nothing at all? No, no, that's at the same. Like we're holding them all at the same time.



Michael - 01:03:12

Oh, yeah, yeah. Sorry. My computer's very slow. Yep. Something came up. Yep.



Aziz Sultan - 01:03:16

Yeah. So that'll let you kind of drag and screenshot whatever you want. Right on. So you may have to do it a few times. You'll have to click on each location.



Michael - 01:03:26

Yep.



Aziz Sultan - 01:03:27

To show me the zip codes. Yep.



Michael - 01:03:30

Easy. That's. Oh, that's easy. Yeah. Yeah. Cool.



Aziz Sultan - 01:03:32

And then just do the maps as well. Each of them. Okay, awesome. Cool. So once you send me that, I'll sure. Reach out to you by tomorrow. Okay.

Michael - 01:03:43



Okay.



Aziz Sultan - 01:03:43

With an update. Okay, thanks, Michael. All right. One second.



Michael - 01:03:46

Sorry, sorry. One second. It was. It went away. So it's Control.



Aziz Sultan - 01:03:49

It's Windows.



Michael - 01:03:51

Yep.



Aziz Sultan - 01:03:52

Shift. S. Yes.



Michael - 01:03:58

Okay. And then once I press snip. It went away. So does it. Save it somewhere.



Aziz Sultan - 01:04:02

It saved. Yeah, it saves it. So then you can control V on the email or right click and paste it.



Michael - 01:04:09

Oh, so it's all my. It's on my clipboard right now.



Aziz Sultan - 01:04:11

Exactly. So just try it right now, see if it works.



Michael - 01:04:16

Where's my email? There. Pose. Paste. Yeah.



Aziz Sultan - 01:04:25

Yep.



Michael - 01:04:26

Easy. I'll get these to you in a few minutes.



Aziz Sultan - 01:04:28

Cool. And if you ever have feedback from me, you can also just do that and just send me a screenshot that way. Okay.



Michael - 01:04:33

Nice, nice, nice.



Aziz Sultan - 01:04:34

Okay, perfect. Thanks, Mike.



Michael - 01:04:36

Thank you. You too.



Aziz Sultan - 01:04:37

By.