



Want to build a website in Marketing Suite? Start here.

Required elements for your new website build:

- Domain name/website URL – click here for [guidance on selecting a domain](#)
- Preferred contact information to be listed on the website
 - Phone number
 - Email
 - Approved business address
- Disclosures – check with your local BCM on the proper disclosures for your website

Additional items to consider preparing in advance of starting your website build:

- You or your practice's (DBA) background history/biography
- Mission/Purpose statement, values, slogans, taglines etc.
- Biographies for team members (history, hobbies, etc.)
- Text or lists of your service offerings/packages
 - *Pre-approved materials are available for use in the Equitable website program*
- Client login links or portals (Equitable, eMoney, Fidelity, etc.)
- Photography:
 - Group photos of the team
 - Team member headshots (matching, professional, casual etc.)
 - Interior and exterior of your office location
 - Photos with clients
 - *Requires written approval to use their image via a [photo release form](#), prior to including the image in your marketing.*
 - Photos interacting with the community (events, community service, etc.)
 - *Requires written approval to use their image via a [photo release form](#), prior to including the image in your marketing.*
- Social media profiles and login credentials:
 - LinkedIn
 - *Personal and/or Company Page*
 - Facebook Business Page
 - *Connected through personal Facebook profile that is set as the admin of the business page*
- Branding:
 - Logo – Equitable Advisors or DBA logo.
 - *Equitable Advisors logo is pre-loaded for you by default. If you need help with designing a logo for your DBA, please visit the [Equitable Corporate Graphics Program](#)*
 - Brand Color scheme
 - *If you brand under Equitable Advisors on your website, you must use one of Equitable's approved templates / color themes.*
- If you have an existing website:
 - Identify what you like best about your current website
 - Compile a list of URLs for any page or text you would like to keep
 - Note any areas/elements you know you do *not* want to be utilized in a new website

****IMPORTANT for DBAs:** Once your new website is live on Marketing Suite, be sure to go back into PinPoint to update your DBA Submission Form with your new website information.