

## Start up list for leads-generation site

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### ***Business Tasks***

To begin a leads-generation site in the industry of your choice, you can follow these business tasks. ServiceLeads can assist with the technical tasks.

### ***Steps***

- (1) Select business model for lead site.
- (2) Name/Brand selection
- (3) Design Logo/Site Template
- (4) Create questions/answers and set lead price points.
- (5) Document categories
- (6) Create Domain Name (We recommend BKDomains.com)
- (7) Acquire hosting and get IP address from host provider
- (8) Submit DNS names (ServiceLeads can assist with this task, as well as provide hosting)
  - a. Submit MX record
  - b. Create "CS", "admin" generic email accounts
  - c. Submit "admin.xxxx.com, sellers.xxxx.com and buyers.xxxx.com"
- (9) Acquire SSL certificate (We recommend BKDomains.com)
- (10) Purchase VeriSign account and Internet merchant account
  - a. Send User/Pass for VeriSign to ServiceLeads for configuration
- (11) Set up Ads
  - a. Upload banners
  - b. Set up premium sub-sites (if any)
- (12) Confirm revenue sharing model from ServiceLeads.Net