Commercial Design Portal
COMPANY PROFILE

Architect, Builder, Designer, Developer, Landscaper

This document must be returned to: online@scoop.com.au.
Please type “Commercial online – your business name” in the subject line
ATTACH RELEVANT IMAGES TO THE SAME EMAIL
COMPANY PROFILE EXAMPLE
Architect, Builder, Designer, Developer & Landscaper
ABOUT YOUR COMPANY PROFILE

This document is for an Architect, Builder, Designer, Developer & Landscaper Company Profile. It is **NOT** for a Project Profile.

Commercial Design Portal

- The Commercial Design portal is a major reference guide for the Commercial Building & Design industry in WA.

- It is one of 6 portals found on [www.scoop.com.au](http://www.scoop.com.au).

- It is different from the Homes & Design portal, also found on [www.scoop.com.au](http://www.scoop.com.au).

What is a Company Profile?

- A Company Profile is a full-page profile of your business on [www.scoop.com.au](http://www.scoop.com.au), including all relevant contact details, web, email and social media links, google map and company description.

- Your Company Profile may also display links to your various Project Profiles – showcasing a portfolio of your best projects online.

- However, the Project Profiles are separate and distinct from your Company Profile and must be submitted using a different form.

Relationship between Company Profiles and Project Profiles.

Proof before submitting

- Ensure all details are correct – it is your responsibility to proof read and spell check all copy for basic errors. Any modifications will be at a further charge of $100 +GST.

- All image updates after submission will be charged at $150 +GST per change.
# COMPANY PROFILE DETAILS

## 1. Date of Submission


## 2. Contact Details (for internal purposes only)

<table>
<thead>
<tr>
<th>Company Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name:</td>
</tr>
<tr>
<td>Phone: (08)</td>
</tr>
<tr>
<td>Email:</td>
</tr>
</tbody>
</table>

## 3. Business Details (these will display on your Company Profile online)

<table>
<thead>
<tr>
<th>Trading Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>Phone: (08)</td>
</tr>
</tbody>
</table>

## 4. Links - for the public (optional)

<table>
<thead>
<tr>
<th>Email:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web:</td>
</tr>
<tr>
<td>Facebook:</td>
</tr>
<tr>
<td>Google+:</td>
</tr>
<tr>
<td>LinkedIn:</td>
</tr>
<tr>
<td>Twitter:</td>
</tr>
</tbody>
</table>

## 5. Company Overview

This will appear in 2 places: search results and your company profile. Your company overview should briefly describe your business and unique points of difference.

TYPE IN THE BOX BELOW - limited to approximately 25 words (approx. 160 characters with spacing), which fits in the box below (based on Arial font 11 point).
6. **Company In Detail**

This is the main description of your business that outlines the key focus of your business, areas of expertise, company history, awards etc.

**Style Guide:**

- Keep your company description short and succinct.
- Focus on facts that are easy to substantiate.
- Emphaisise the areas of expertise your company provides, plus key points of difference and reasons for enlisting the services of your business.
- Write in third person – do not use words such as “we” and “I”.
- Do not repeat what is in your overview text.
- If multiple branch locations exist, include them at the end of your description.
- Remember, this is a teaser to get prospective clients in the door – less is more!

TYPE IN THE BOX BELOW - limited to approximately 150 words - approx. 1000 characters, including line breaks for separate paragraphs (based on Arial font 11 point).

The first box below should fit all of your text on the page, without the user needing to utilise the scroll bar.

To include more text with the use of the scroll, please type additional copy in the box below.
7. **Company Type**

Company Type options appear on the pull-down search tab. Multiple options can be selected by placing a “1” in the column(s). Only select categories relevant to your business.

<table>
<thead>
<tr>
<th>Architect</th>
<th>Landscape Architect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Builder</td>
<td>Landscaper Designer</td>
</tr>
<tr>
<td>Building Designer</td>
<td>Renovator</td>
</tr>
<tr>
<td>Developer</td>
<td>Urban Designer</td>
</tr>
<tr>
<td>Interior Designer</td>
<td></td>
</tr>
</tbody>
</table>

Include any additional category requests here:

8. **Images**

You are entitled to up to 5 images on your company profile page.

How to supply images:

- Email images as attachments in the same email as this document.
- If the file size is too large, send multiple emails one after another. If still too large, Scoop accepts online file transfers through www.dropbox.com.

**Image dimensions**

- The image space provided in search results and on your Company Profile is landscape with a width/height ratio of 4:3. While images of different dimensions can be shown, this is the ideal size.
- Portrait images can also be accommodated, however they won’t fill the whole specified space.

**Image quality**

- Please supply images in the highest possible quality.
- Images must be a minimum of 72dpi at 600 pixels wide x 450 pixels high / 210mm wide x 160mm high.
- JPG, RGB colour mode.

**The primary image**

- Your primary image will appear first on your Company Profile and in Search Results.
- Ideally this image is in landscape format.
- Ensure this image file is marked ‘primary’.