

PURCHASE ORDER

JOB #	22-089
CLIENT:	Sterling Trustees
DESCRIPTION:	Add a new page (CA) to website
SUPPLIER:	AcquireVisual
DATE:	11/7/22

DELIVERY DATE: Wednesday, Nov 9 EOD

SHIPPING

INSTRUCTIONS: INCLUDE COMPLETE PURCHASE ORDER # ON INVOICE

Quantity:	Add a new page for our state's campaign	
	Same format as https://sterlingtrustees.com/trust-tax-savings-il/	
	The page should follow the existing format. You can select any feature photo for the top that you want.	
	Page needs it's own URL. Should work exactly like the page for IL.	
	The primary page content is a supplied image that should be prominent on the page. This should be downloadable. Please add a social media share icon.	
	Page copy for the top is attached.	
	The page does not need to be in the main nav. It should be followed and indexed by the search engines, but all traffic will be driven via Search and email with a link to the page, So it is like a hidden page. Should be in the stemap.	
	Include the "Schedule a call today...." Calendly line at the bottom as it appears on the bottom of other pages like https://sterlingtrustees.com/services/investment-advisors/	
	Alt tag copy for image: the tax-saving impact of a trust in South Dakota compared to a trust in California	
TOTAL	Please make sure this tracked in events for the download. The labels needs to be literal like "CA page download).	
	/s/ Ronald B. Resnikoff	

Authorized by: Ronald B. Resnikoff, President

Mitchell+Resnikoff
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