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## Master Plan for To The Rescue

### 1. Transform To The Rescue Website into a world class website

- Create content to upper and lower level pages on site
- Maximize search engine optimization
- See Marketing Project Plan action list
- utilize project management/task list software tool (deploy by May 8th)
- [https://freedcamp.com/https://freedcamp.com/Marketing\\_nKw/To\\_The\\_Rescue\\_We\\_ie/G/todos](https://freedcamp.com/https://freedcamp.com/Marketing_nKw/To_The_Rescue_We_ie/G/todos)

### 2. Build PRK Williams Construction and Remodeling website

- Create new website for domain above (In ehost.com template media)
- Maximize search engine optimization
- domains (please verify) ??
  - [prkwilliamsconstructionandremodeling.com](http://prkwilliamsconstructionandremodeling.com)
  - [prkwilliamspropertiesllc.com](http://prkwilliamspropertiesllc.com)
  - [prkwilliamsicdbatotherescue.com](http://prkwilliamsicdbatotherescue.com)
- This site is under construction and being built under [apollo1services.com](http://apollo1services.com) temporarily until site is pointed to [www.prkwilliams.com](http://www.prkwilliams.com)
- <https://login.ehost.com/>
- user: [wendybeattie62@gmail.com](mailto:wendybeattie62@gmail.com) pass: **prkwilliams2017**
- pull images, copy, content etc. from existing resources

### 3. Research Social Media

- In 3<sup>rd</sup>/4<sup>th</sup> Quarter bring suggestions to To The Rescue

### 4. Other Media endeavors

- TV, Radio, Blogging
- Represent other companies and their websites

### 5. Create One Hub with all URL's, user names, passwords etc from conception to today of marketing materials in a binder for Patrick Williams safekeeping.

- Yelp
- Angies List
- Facebook
- Government Contracts
- BBB
- Linked In
- images
- logo's
- etc.

