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5/8/2017 rev

## **Mission and Vision of To The Rescue and PRKWilliams Websites**

### **Short Term: (2017):**

To design and create the most efficient website bringing in targeted business, employees and other targeted directives. Our goal is to double in size, per our business plan 2017. The website (s) to perform and be a major factor in contributing to the sales business plan.

### **Longer Term (2018 and on):**

Develop and host a catalog and shopping cart on the website(s) driving sales and employees.

**(design layout – coming soon)**

## **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\\_Website/todos](https://freedcamp.com/https://freedcamp.com/Marketing_nKw/To_The_Rescue_Website/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.