

PRK Williams Website ETA June 30th live date or sooner

Marketing Project Plan

- Develop Website, Content, Images
- Develop and integrate website content that markets PRK Williams effectively
- Develop and add keywords, descriptions, links, meta tags etc to optimize search engine results
- Ensure that website is submitted to major search engines such as (eg: Google, Bing, Yahoo) once changes have been made.
- Ensure website is submitted to social medias such as (eg: facebook, linked in, twitter, google accounts etc.)
- Ensure website is submitted to local directories such as (eg: Dex , Thumbtack, Angie's list, local businesses and organizations)
- Research organic keywords initially and integrate into website. In the future, we may choose to pay for seo to reflect the best margins on keywords we use for placement on the web (Page 1 on google)
- Web Page content will be written to best reflect the company, its services, utilizing keywords that provide optimal search engine results.

Process

•Website Content Copy

- Copy will be written weekly for all top level pages and then for lower level pages.
- Content Writer will research similar industries, google analytics, and other resources
- Through collaboration with James, Josh and Ingrid PRK Williams website content, images, links etc to be emailed or discussed with website manager

General

•Website QA (quality assurance)

- My services will include routine quality checks of PRK Williams site for broken links, image tags etc to ensure website stays user friendly and fresh.
- Services will also include suggestions to enhance PRK Williams (either with pictures, reciprocating links to various organizations, testimonials etc.) These can be brought to the table during our weekly conference call.

Communication

- Develop and provide project management tool for collaboration of all website team members to keep everyone on board with dates, tasks etc.

•<https://freedcamp.com/manage/account>

•user: wendybeattie62@gmail.com and pass: prkwilliams2017

Other:

- Conference Call Monday with Renee, Ingrid, Patrick at 12pm
- Meeting with Ingrid, James, Wednesday at 1:30pm to discuss PRKWilliams website

Email Marketing Campaign

Create Newsletter format to send out consistent (new and fresh) emails to new and prospective clients about services for PRKWilliams Construction and Remodeling services.

Research campaigns like (constant contact and other bulk emailing resources)

Develop database of clients to send mass email marketing campaign once a month, seasonal etc.

Central Hub

Create a central hub – marketing binder (inclusive of all social media, user names, passwords, Pantone color codes, Domain holder information, images, content etc.) for security keeping – info to be placed with Patrick Williams