Wendy Beattie   5/3/2017
wendybeattie62@gmail.com
319-538-3697

PRKWilliams

Marketing Project Plan

- Increase Website Traffic to To The Rescue
- Develop and integrate website content that markets To The Rescue 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
- Content Writer will send copy to Renee Williams and Ingrid Wentzel for review.
- Once reviewed and approved copy will be sent back to content writer.
- Content will be uploaded to website via CMS (content management system)
- To The Rescue to provide Content Writer with user name and passwords to access CMS module.

General

- **Website QA (quality assurance)**
- My services will include routine quality checks of To The Rescue site for broken links, image tags etc to ensure website stays user friendly and fresh.
- Services will also include suggestions to enhance TTR website (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.