

OTHER CONSIDERATIONS

<p>SEARCH ENGINE FRIENDLINESS</p> <p><input type="checkbox"/> PAGE COPY <input type="checkbox"/> PAGE TITLES <input type="checkbox"/> META KEYWORDS <input type="checkbox"/> META DESCRIPTION <input type="checkbox"/> META ROBOTS, INDEX, FOLLOW <input type="checkbox"/> HEADER TAGS <input type="checkbox"/> SEARCH LOCALIZATION <input type="checkbox"/> ALT TAGS <input type="checkbox"/> HEADER TAGS <input type="checkbox"/> HYPERTEXT LINKS, ANCHORS <input type="checkbox"/> DOMAIN NAMES <input type="checkbox"/> FILE NAMES</p> <p>PAGE TITLES, META KEYWORDS AND META DESCRIPTION DIFFERENT ON EACH PAGE?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>ENCOURAGE REPEAT TRAFFIC</p> <p><input type="checkbox"/> CONTESTS & COMPETITIONS <input type="checkbox"/> CARTOONS, JOKES, TRIVIA <input type="checkbox"/> GAMES <input type="checkbox"/> ADVICE COLUMNS <input type="checkbox"/> WHAT'S NEW PAGE <input type="checkbox"/> TIP OF THE DAY <input type="checkbox"/> BOOKMARK THIS PAGE <input type="checkbox"/> CALENDAR OF EVENTS <input type="checkbox"/> REMINDER SERVICES <input type="checkbox"/> BLOG, PODCAST <input type="checkbox"/> ONLINE CHAT SESSIONS, WORKSHOPS, FORUMS, DISCUSSION GROUPS <input type="checkbox"/> SPECIAL GUESTS <input type="checkbox"/> GIVEAWAYS <input type="checkbox"/> SURVEYS <input type="checkbox"/> COUPONS AND DISCOUNTS <input type="checkbox"/> SPECIALS AND PROMOTIONS <input type="checkbox"/> EMPLOYMENT OPPORTUNITIES <input type="checkbox"/> USEFUL LINKS <input type="checkbox"/> OFFLINE TACTICS - PROMOTION</p>	<p>VIRAL MARKETING ELEMENTS</p> <p><input type="checkbox"/> WORD OF MOUTH (TELL A FRIEND, SEND THIS COUPON TO A FRIEND, RECOMMEND THIS TO A FRIEND...) <input type="checkbox"/> PASS IT ON – CUSTOMERS FORWARDING YOUR EMAILS TO FRIENDS <input type="checkbox"/> WIBYA TOOLBAR <input type="checkbox"/> ADDTHIS SHARE BUTTON <input type="checkbox"/> FACEBOOK <input type="checkbox"/> TWITTER <input type="checkbox"/> YOUTUBE <input type="checkbox"/> FOURSQUARE</p>
<p>INCORPORATE STICKINESS – ENCOURAGE VISITORS TO STAY A WHILE AND VISIT MANY AREAS OF THE SITE</p> <p><input type="checkbox"/> ADVICE COLUMN <input type="checkbox"/> DESCRIPTIONS OF PRODUCTS <input type="checkbox"/> DISCUSSION FORUM <input type="checkbox"/> NEWS SECTION <input type="checkbox"/> WEEKLY CONTEST</p>	<p>PERMISSION MARKETING</p> <p><input type="checkbox"/> NEWSLETTERS <input type="checkbox"/> CONSTANT CONTACT <input type="checkbox"/> CONTESTS</p>	<p>CUSTOMER LOYALTY</p> <p><input type="checkbox"/> MEMBERS ONLY AREA <input type="checkbox"/> E-CLUB WITH OFFERS / DISCOUNTS / FREEBIES <input type="checkbox"/> PERMISSION MARKETING</p>

COMPETITORS:	
	COMPANY
1	
2	
3	

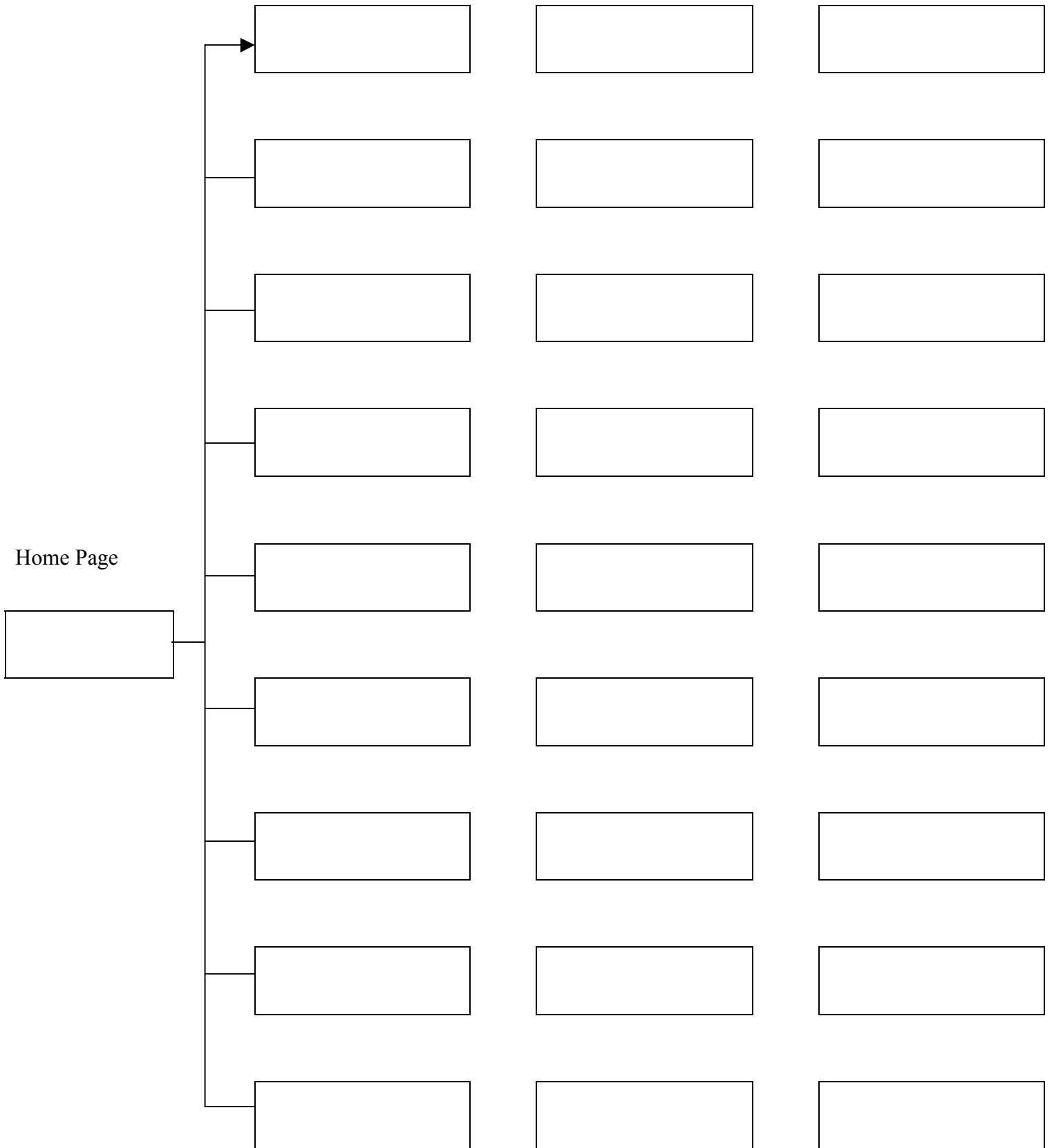
WEBSITE HOSTING

Web Hosting: E-mail Stats Non-Secure Secure Database Hosting Google Analytics

Existing Site Access		Existing Domain:	
	HOSTNAME	USERNAME	PASSWORD
FTP			

IXI arrange for hosting and/or domain transfer? <input type="checkbox"/> Yes <input type="checkbox"/> No	http://www.teammediaonline.com
Is customer requesting Domain Name(s)? <input type="checkbox"/> Yes <input type="checkbox"/> No	1:
2:	3:

How will the website be organized?



Page Name	Keywords / KeyPhrases
Home	

Website Performance & Search Engine Optimization (SEO) Program?

Social Media Marketing Program?