



1. PREPARE

- Target audience
- Digital persona
- Competition
- Be yourself, brand values
- Decide what you want - KPIs



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WEB SERVICES

YOUR WEBSITE



5. MEASURE

- Google Analytics
- KPIs



2. BUILD

- Gather content
- Map out structure
- Provide CTAs
- Provide instant visual confirmation
- Launch checklist



3. MAINTAIN

- Regular software and content updates
- Backups



4. PROMOTE

- Promote where your audience hangs out
- Google Business Profile



Info@beechwebservices.co.uk

www.beechwebservices.co.uk



01925 387040



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