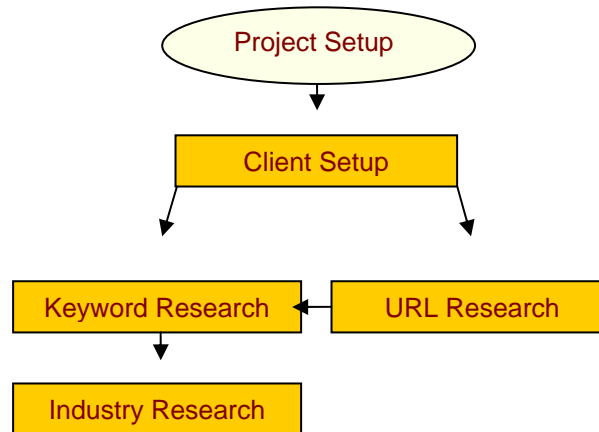




Project Setup



>>> New Project Setup

The Project Setup is the first step of your campaign which will be used during most of the processes of your campaign.

1. Using the information provided by the client, we set up an account in our data base. This **Client Setup** will contain all the client information necessary to start the project.
2. Following the setup, we start the **URL Research**: a process which allows us to track all the web pages affiliated with the client's domain name. Therefore, we have a list of all the websites that we are going to be marketing for the client. Concurrently, we start the **Keyword Research**. During Keyword Research, we generate main keywords related to the homepage. Thereafter, we generate more keywords for each sub-page. These keywords are essential to Internet Marketing.
4. The final step in the project setup is **Industry Research**. Based on the generated keywords and the overall content, we will create a list of targeted industries that relate to the website with regards to internet marketing.