

Project Management Pack



PROJECT MANAGEMENT PACK

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Project Management Pack is a collection of materials used to conduct an extensive interview, design a project storyboard; and then develop, deploy and market a project. Project Management Pack is intended to be used as the first step in the process of interviewing a client (or gathering information for internal projects) to assist in writing a business proposal or project design.

SEO PPC Keyword Report for <<CustCompany>>

Total Keywords Tracked	0							* Indicates ranking increased position
Total Keyword Rankings Increased	0							** Indicates ranking dropped below minimum bid
Total Top Positions	0							*** Indicates keyword position at the time this report was created
Total Keyword Rankings Decreased	0							
Total New Rankings	0							Account Representative: <<AccountRep>>
Total Dropped Rankings	0							

<<PPC Search Engine>>	Current Position***	Top Position	Current Bid	Clickthroughs	Monthly Cost	Average Cost	Conversion Rate
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Notes: Conversion rates assume a trackable method for linking PPC clickthroughs to real sales. Examples includes Google Analytics, Affiliate Link Tracking, Affiliate Coupons and codes, referral IDs, Employee / Salesperson polling and other common methods.



S A M P L E

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