




ID		Task Name	Duration	Start
1		Promotion	1057.1 days?	Wed 9/3/03
2		On-line marketing	1057.1 days?	Wed 9/3/03
3		Create Website	1057.1 days?	Wed 9/3/03
4		Review plan-o-gram samples	1 day	Mon 9/3/07
5		Eliminate non-applicable pages	0.1 days	Tue 9/4/07
6		Create Website text in Word, route and approve all text (need 100% finished text)	2 days	Tue 9/4/07
7		Submit all logos, graphics, charts, attachments, videos, etc.	0.5 days	Thu 9/6/07
8		Find 5 Websites that you like & circle the elements you want	0.5 days	Thu 9/6/07
9		Register Domain Name (recommend www.startlogic.com or www.hostway.com (for support and longevity))	1 day?	Fri 9/7/07
10		Select ISP (do not recommend own servers, consider www.startlogic.com)	0.5 days	Mon 9/10/07
11		Create a mock up home page and secondary pages - template	2 days	Mon 9/10/07
12		Finalize design template	0.5 days	Wed 9/12/07
13		Flow the text and proof each page	3 days	Thu 9/13/07
14		Route and edit	1 day	Tue 9/18/07
15		Setup e-commerce & proof (if applicable)	0.5 days	Wed 9/19/07
16		Setup affiliate links, portal links, etc. (if applicable)	1 day?	Wed 9/19/07
17		Add metatags, titles, headings, etc. in prep for SEO	0.5 days	Thu 9/20/07
18		Finalize website and sign-off	0.5 days	Wed 9/3/03
19		SEO (many concepts from WilsonWeb.com)	1 day?	Wed 9/3/03
20		Set objectives (top 5 position, page rank, traffic goals)	1 day?	Wed 9/3/03
21		Fix navigation / Plan-o-gram (spider friendly)	1 day?	Wed 9/3/03
22		See page optimization for content topics	1 day?	Wed 9/3/03
23		Review load times	1 day?	Wed 9/3/03
24		Key words and phrases	1 day?	Wed 9/3/03
25		Check web stats to see what keywords brought people to site	1 day?	Wed 9/3/03
26		View list of keywords used by competitors	1 day?	Wed 9/3/03
27		Brainstorm for 25 - 50 keywords that represent your site/product	1 day?	Wed 9/3/03
28		List additional keywords from website analytics (words used to find you previously)	1 day?	Wed 9/3/03
29		Pare down list to top 15 you want to own (more diverse, lower it will rank)	1 day?	Wed 9/3/03
30		Determine search frequency for your keywords	1 day?	Wed 9/3/03
31		adwords.google.com	1 day?	Wed 9/3/03
32		http://inventory.overture.com/d/searchinventory/suggestion/	1 day?	Wed 9/3/03
33		www.wilsonweb.com/afd/wordtracker.htm	1 day?	Wed 9/3/03
34		List the most searched on words	1 day?	Wed 9/3/03
35		Decide which will be the most competitive (and if you want to go after them, prioritize)	1 day?	Wed 9/3/03

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36		Determine current ranking	1 day?	Wed 9/3/03
37		www.alexa.com	1 day?	Wed 9/3/03
38		www.marketleap.com/verify/	1 day?	Wed 9/3/03
39		search for free SEO program (won't store ratings for later evaluation)	1 day?	Wed 9/3/03
40		Webposition (now from www.webtrends.com)	1 day?	Wed 9/3/03
41		Trellian SEO Toolkit	1 day?	Wed 9/3/03
42		Bruce Clay's SEOToolSet	1 day?	Wed 9/3/03
43		Make Webpages Search Engine Friendly	1 day?	Wed 9/3/03
44		Clarity of the 1) Title, 2) description, metatags,3) headings,4) body text, 5) hyperlink text (keyword metatags are not as im	1 day?	Wed 9/3/03
45		Pattern of links to your domain name (quantity, quality, context)	1 day?	Wed 9/3/03
46		Age of domail URL, age of links to your site (older the better), length on site	1 day?	Wed 9/3/03
47		Maximize...	1 day?	Wed 9/3/03
48		Title. Most important element is the webpage title (found on TOP of Blue window)	1 day?	Wed 9/3/03
49		Description. A descriptive metatage. No more than 250 characters. Rich in keywords, describe site)	1 day?	Wed 9/3/03
50		Keywords. A metatage. Google doesn't use now, but Yahoo and others do. Less than 250 "characters"	1 day?	Wed 9/3/03
51		Use commas between words (used by Yahoo)	1 day?	Wed 9/3/03
52		Headings. H1, H2, H2 in HTML. Next priority. CSS are not read--so use heading tags.	1 day?	Wed 9/3/03
53		body text. Content is finally king.	1 day?	Wed 9/3/03
54		Submit to Search Engines	1 day?	Wed 9/3/03
55		Submit to top 3 (Google, Yahoo! Search, MSN Search). Most of the others pull from them. Try next 7 if desired.	1 day?	Wed 9/3/03
56		Submit home page only - every other page should be linked.	1 day?	Wed 9/3/03
57		Do NOT use frames. They often do not get indexed by the engines at all.	1 day?	Wed 9/3/03
58		Do NOT reply on Flash or JavaScript Menus. Include text links on the bottom, or to a site map that finds everything else.	1 day?	Wed 9/3/03
59		Do NOT use a splash page with a text link to bypass it and get to the home page. Spiders will get stuck.	1 day?	Wed 9/3/03
60		Database driven sites need URL rewriting, HTML links, GoogleSiteMaps, etc. to be indexed properly (especially w/a ?)	1 day?	Wed 9/3/03
61		Consider Goodle Sitemap Generator (www.tarrantit.com/GoogleSiteMap/) if a database site (750 pages or less)	1 day?	Wed 9/3/03
62		Links Strategy - Get links to your site	1 day?	Wed 9/3/03
63		From industry hubs (highest rated sites)	1 day?	Wed 9/3/03
64		Number of Incoming links (more incoming, higher the rank)	1 day?	Wed 9/3/03
65		Relevance of the linking site (similar content sites, not generic)	1 day?	Wed 9/3/03
66		Determines Google PageRank (www.google.com/technology/). Google toolbar helps show these.	1 day?	Wed 9/3/03
67		Evaluate linking pattern to your site and competitor's sites (to see if you show up higher)	1 day?	Wed 9/3/03
68		www.linkpopularity.com (free site)	1 day?	Wed 9/3/03
69		www.marketleap.com/publinkpop (free site)	1 day?	Wed 9/3/03
70		OptiLink Link Reputation Analyzer - finds hubs, interlinks, etc. so you know who you want links from	1 day?	Wed 9/3/03

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71		Get listed in directories (FREE is good)	1 day?	Wed 9/3/03
72		Yahoo! Directory (dir.yahoo) cost \$299 year. Good, if in your budget.	1 day?	Wed 9/3/03
73		dmoz.com (free, should get in this - be patient, volunteers)	1 day?	Wed 9/3/03
74		Business.com (links to business sites)	1 day?	Wed 9/3/03
75		Trade association directories (software publishing association, etc.)	1 day?	Wed 9/3/03
76		Avoid link farms - non-meaningful random links get discounted (especially don't link to them!)	1 day?	Wed 9/3/03
77		Avoid submission software (main 3 dominate, some are link farms, some are e-mail opt-in lists)	1 day?	Wed 9/3/03
78		Don't link to a site you wouldn't recommend (no trash reciprocal linking - ignore requests)	1 day?	Wed 9/3/03
79		Send personal e-mails or call sites you want to be linked to (alliances). Persist--we're all busy.	1 day?	Wed 9/3/03
80		Allow other sites to link to your content (an article, a video, etc.) - this will get the link	1 day?	Wed 9/3/03
81		Submit a press release (PRWebDirect, PRWEB.com, etc.). Link engines will pick it up and follow it back to your site	1 day?	Wed 9/3/03
82		Offer an award logo (I.e., Chanimal award. Their link back to you will get you traffic)	1 day?	Wed 9/3/03
83		Setup an affiliate program. The banners and text links will lead traffic back to you.	1 day?	Wed 9/3/03
84		Develop a free service. Content, database, calculator, etc. - others will link to it.	1 day?	Wed 9/3/03
85		Create a business blog. WordPress.org is a source. Content will be indexed.	1 day?	Wed 9/3/03
86		Build an online forum to get sticky visitors and indexed context.	1 day?	Wed 9/3/03
87		Build lots of content. Site with the most pages increases hits.	1 day?	Wed 9/3/03
88		Web page optimization	1 day?	Wed 9/3/03
89		Put one main topic for each page (easier for search spiders to categorize)	1 day?	Wed 9/3/03
90		Break long pages into shorter one topic pages	1 day?	Wed 9/3/03
91		Don't Get banned	1 day?	Wed 9/3/03
92		Don't repeate same keywords without variation	1 day?	Wed 9/3/03
93		Do not hide text (same color as background) - kiss of death	1 day?	Wed 9/3/03
94		Do not create pages with duplicate content or mirrored sites	1 day?	Wed 9/3/03