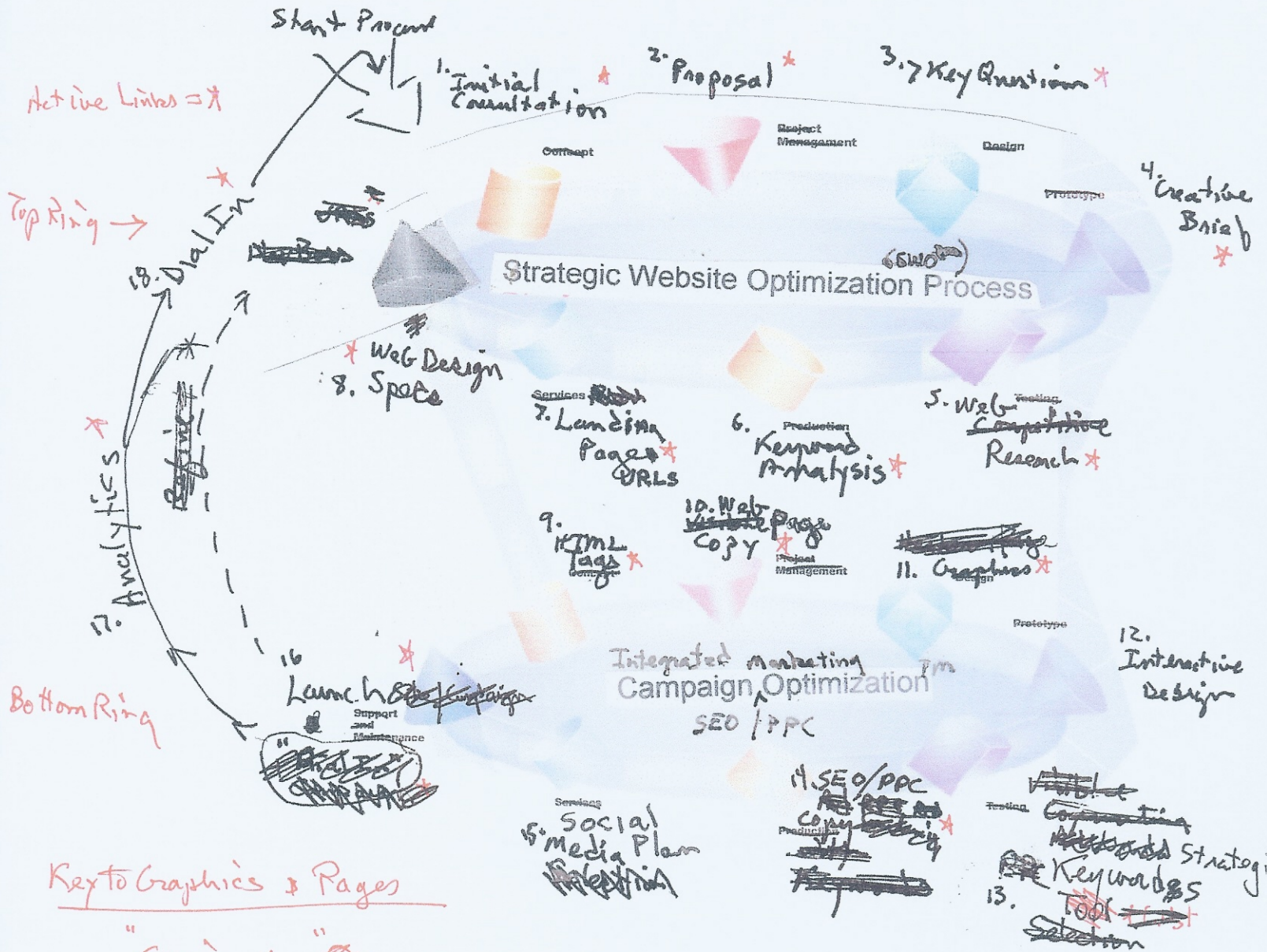**Step 11 - Sample Graphics Spec**

1. **Graphic Spec**
   a. There is one NEW graphic [**See comp**] in the style of the comp.
   b. The whole graphic will appear on the Services home page,
   c. The top of the graphic will appear on the Web Design home page with the bottom ghosted
   d. The bottom of the graphic will appear on the Campaigns home page with the top ghosted

The Integrated Campaign Marketing Optimization

Terminology

Top Caption →

Active Links → *

Top Ring →

Bottom Ring

Start Process

1. Initial Consultation

2. Proposal

3. 7 Key Questions

4. Creative Brief

Concept

Project Management

Design

Prototype

Strategic Website Optimization Process (SWO)

18. Dial In

Web Design
8. Space

17. Analytics

Services

7. Landing Pages URLs

6. Keyword Analysis

5. Web Competitive Research

Testing

9. HTML Tags

10. Web Page Copy

11. Graphics

Production

Project Management

Integrated Marketing
Campaign Optimization
SEO / PPC

12. Interactive Design

Prototype

16. Launch

Support and Maintenance

15. Social Media Plan

14. SEO/PPC Copy Strategy

Competitive Keyword Strategy

13. Tool Selection

Keywords

Services

Production

Testing

Key to Graphics & Pages

"Services Home Page"

When both top + bottom are shown show the Caption @ Top

"Website Design Home"

When Top Ring is shown do not show top caption on bottom ring

"Campaigns Home"

When Bottom Ring is shown do not show top caption Top Ring