

Case Assignment 2

Rikki Nelson

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Team Members:

Jane Dough, In-House Manager	(\$19/hour)
Johnny Star, Bartender	(\$13/hour)
Jill Hill, Waitress	(\$9/hour)
Jack Hill, Inventory Clerk	(\$11/hour)

SEO Tasking:

The Channel Marker Pub and Grill SEO:

Key Word Brainstorming:	8 hours
Writing New Content:	11 hours
Upkeep on current titles and content:	8 hours
Insights on Customers:	4 hours
Conversion Tracking:	4 hours
Social Media:	16 hours
Link Tracking:	4 hours
Website Design:	22 hours
<u>Approval Review:</u>	<u>3 hours</u>
Total:	80 hours

Budget & Assignments:

Task:	Assigned To:	Hours:	Cost:
KeyWords	Jane Dough	2	38
	Johnny Star	2	26
	Jill Hill	2	18
	Jack Hill	2	22
Content	Jane Dough	10	190
	Johnny Star	4	52
	Jill Hill	4	36
	Jack Hill	4	44
Updates	Johnny Star	8	104
Customers	Johnny Star	4	52
Conversions	Jack Hill	4	44
Social Media	Jill Hill	16	144
Link Tracking	Jack Hill	4	44
Website Design	Jane Dough	1	19
	Johnny Star	1	13
	Jill Hill	1	9
	Jack Hill	8	88
Approval Review	Jane Dough	3	57
Totals:		80	1000