

PROJECT ROADMAP

START MONTH	Jan-22
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Marketing Project	Qtr 1			Qtr 2			Qtr 3			Qtr 4		
	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
Website	Website Design & Dev			Optimize for Mobile			E-commerce Dev			E-commerce Update		
				Purchase Flow			Rebrand Update			Funnel Optimization		
							Blog Design Update					
SEO/SEM	SEO Audit			SEO Optimization			Social Media Campaign			SEO Review		
	SEM Audit			SEM Campaign			Blog Campaign			SEM Review		
							SEM Campaign					
Advertisement	Facebook Ads			Bing Ads			Third Party Lead Generation			YouTube Ads		
	Google Ads			Display Ads Creative						Mobile Ads		
										Email Ads		
DevOps				Geo-replication			Access Firewall Integration			Disaster Recovery Testing		
				Security Audit								
Testing				Automated Test Framework			Automated Testing			Automated Testing		