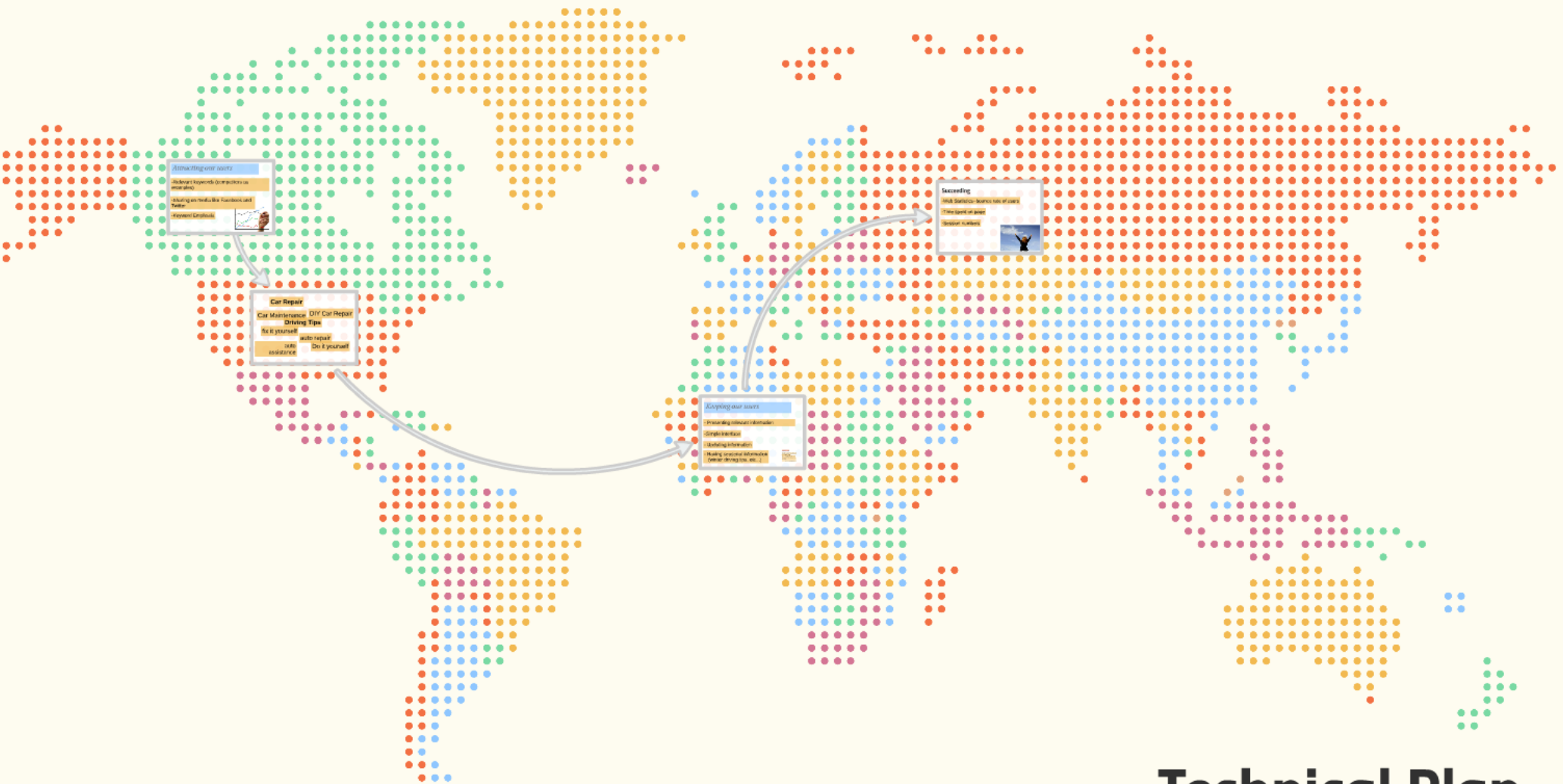


Technical Plan

DRIVE



Technical Plan

DRIVE

Attracting our users

- Relevant keywords (competitors as examples)

- Sharing on media like Facebook and Twitter

- Keyword Emphasis



Car Repair

Car Maintenance

DIY Car Repair

Driving Tips

fix it yourself

auto repair

auto
assistance

Do it yourself

Keeping our users

- Presenting relevant information
- Simple interface
- Updating information
- Having seasonal information (winter driving tips, etc...)

Keeping Them Coming

- Keeping information fresh and up to date

- Web analytics - Google

LEMP - Linux/Nginx/MySQL/PHP

- Through proper SEO, we will have users come back inevitably

MySQLNoSQL hybrid for keeping track of user logs

Keeping Them Coming

- Keeping information fresh and up to date

- Web analytics - Google

LEMP - Linux/Nginx/MySQL/PHP

- Through proper SEO, we will have users come back inevitably

MySQL/NoSQL hybrid for keeping track of user logs

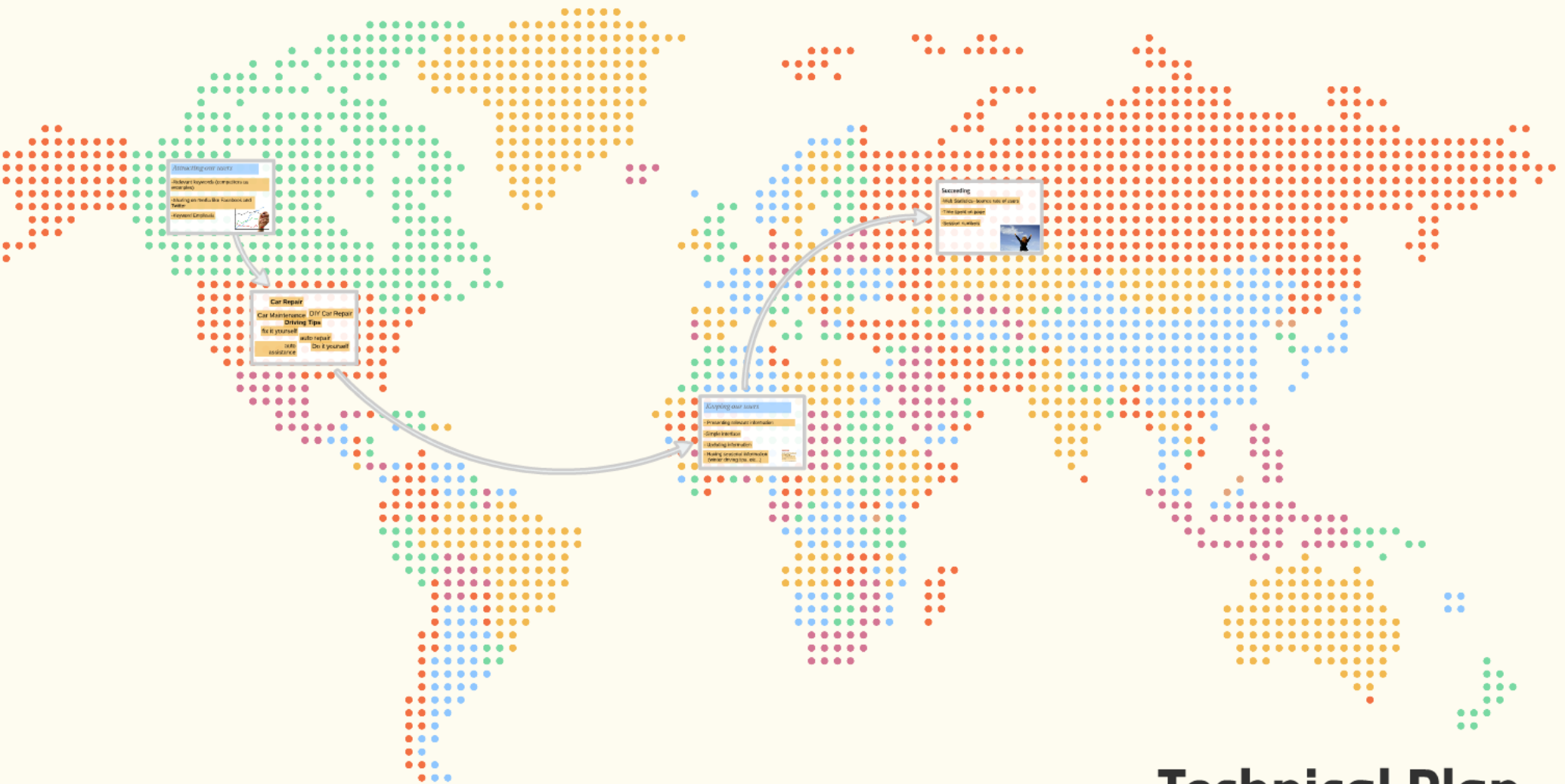
Succeeding

-Web Statistics--bounce rate of users

-Time spent on page

-Session numbers





Technical Plan

DRIVE