• Current marketing (4 points, a couple of paragraphs including some of the following)

- Website uses, e.g. sales, customer service

- Website strengths and weaknesses

- Website visibility, such as Google PageRank, incoming links, a few keyword search results,

online advertising, and offl ine promotion of the url.

- If available, summary information from Google Analytics or other third party web tracking software

- Email campaigns

- Offl ine advertising

- Other online or offl ine marketing

Horizon’s website basically tries to give a sneek peak into the restaurant.

* + Website uses
    - Menu, About, Press, Gallery, Cookbook, Contact, Location
  + Website strengths and weaknesses
  + Website visibility
  + Google Analytics
  + Email campaigns
    - None
  + Offline advertising
    - Philadelphia Weekly
  + Other online / offline marketing
* How should AdWords campaign with the client’s business?