- Comparison Competitors Rank

- Strategies for hi-quality sites links
  - Backlinks

- Strategies for making all content accessible
  - Engaging Headlines
  - Logo
  - Overall description of website for homepage (not bulletin points)
  - Site Map
  - Responsiveness (available on web, mobile, and tablet)
  - Pictures with captions (alt)
  - Hyperlinks
  - Hours of shop
  - Kind of coffee showed (single, flavored, blended)
  - Add to menu
  - Blog?
  - Social Media for customers to stay in touch
  - Merchandise
  - Color Scheme