Web Agency Task List

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ArtKlan Web Agency Task List

1. **Planning & Research:**
   - Define your target market and ideal client profiles.
   - Conduct market research to understand the demand for web services in your area or niche.
   - Identify your unique value proposition and competitive advantages.
   - Create a business plan outlining your goals, strategies, and financial projections.
   - Research legal requirements and register your business.
   - Set up a system for project management and communication with clients.

2. **Branding & Visual Design:**
   - Develop a brand identity, including a logo, color palette, and typography.
   - Design business cards, letterheads, and other marketing materials.
   - Create a professional website for your agency to showcase your work and services.

3. **Social Profile Setup:**
   - Set up accounts on social media platforms relevant to your target audience (e.g., Linkedin, Twitter, Instagram).
   - Optimize your profiles with consistent branding and messaging.
   - Develop a content strategy for social media to engage your audience and promote your services.

4. **Website Design & Development:**
   - Determine the technology stack you'll use for building websites (e.g., WordPress, Wix, custom development).
   - Create templates or themes for common types of websites you'll offer (e.g., portfolios, e-commerce sites).
   - Develop a process for gathering client requirements and delivering tailored website solutions.
   - Test websites for functionality, responsiveness, and browser compatibility before launching.

5. **Launching/Awareness:**
   - Plan a launch strategy to announce your agency's existence and services to your network and potential clients.
   - Consider offering special promotions or discounts for early clients.
   - Reach out to local businesses or organizations that might need web services and introduce yourself.
   - Collect testimonials and case studies from satisfied clients to showcase on your website and marketing materials.