

CULTIVATE STUDIOS

F.H. Paschen

Website Audit

January 14, 2016

WEBSITE AUDIT

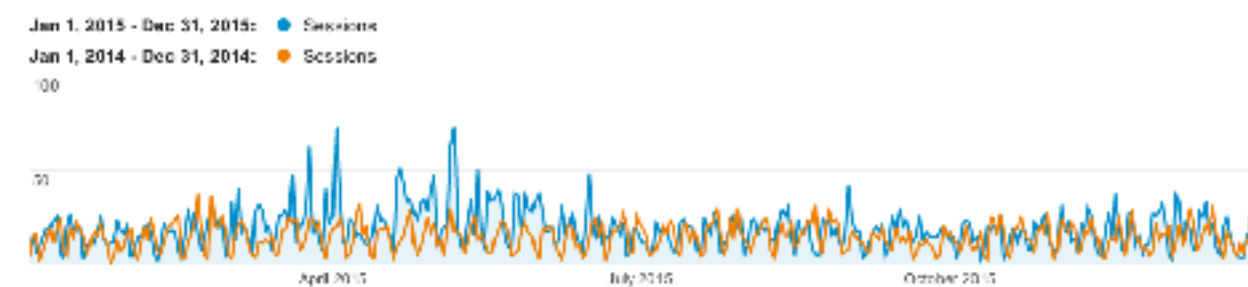
The goal of this audit is to provide insight into how effectively the website RockSolidStabilization.com is serving the business goals for F.H. Paschen and to present an effective online strategy for F.H. Paschen that aims to ensure that business goals are being materially supported by the website.

QUANTITATIVE AUDIT—GOOGLE ANALYTICS

General Observations

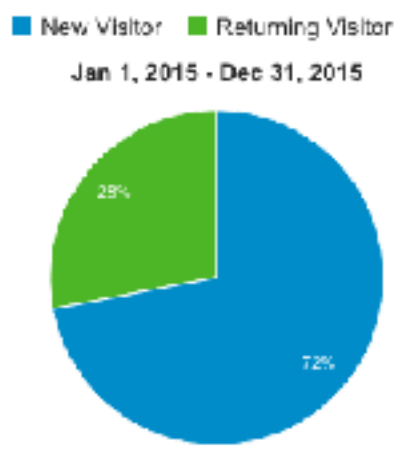
We reviewed [Google Analytics reports for your website](#) and have outlined specific data that we found notable.

1. **Visits** – There were 6,900 visits reported for the year 2015. Correcting for referrer spam¹, we believe the number of actual visits is closer to 5,800. This ends up being approximately 20 visits per day. There is a consistent rise and fall between the weekday and weekend, with traffic averaging 25 visits during the week and then falling to around 10 visits per day on the weekend.
 - a. Week-to-week traffic levels have been very consistent, except for the period from April-May 2015, where website traffic spiked by about 50%. It appears that at least 1/3 of the traffic spike was due to increased referrer spam and should be disregarded. The remaining spike seems to be attributed primarily to direct traffic—perhaps this correlates with a flurry of business activity?
 - b. Overall, the traffic level seems low (fewer than 150 users per week), particularly for a business that provides services on a national scale.
 - c. Visits have grown roughly 20% from 2014 to 2015.
 - d.



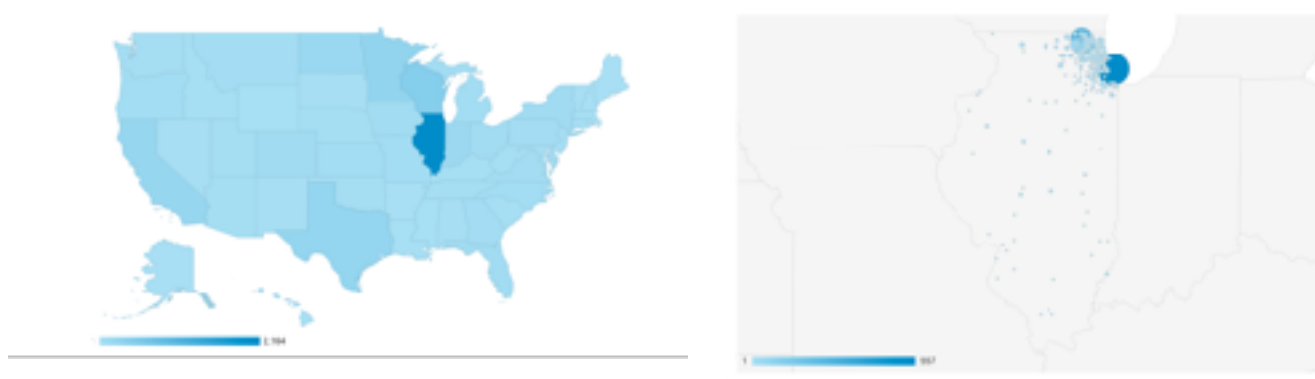
¹ Referrer spam (also known as log spam or referrer bombing) is a kind of spamdexing (spamming aimed at search engines). The technique involves making repeated web site requests using a fake referrer URL to the site the spammer wishes to advertise. Sites that publish their access logs, including referer statistics, will then inadvertently link back to the spammer's site. These links will be indexed by search engines as they crawl the access logs. This technique does not harm the affected sites, just pollutes their statistics. [Wikipedia - https://en.wikipedia.org/wiki/Referer_spam]

2. **Unique vs Returning Visitors** – For the past 12 months there were a total of 4,973 Unique Visitors. 28% of all visitors have been to the site at least once before. The spread of the new visitor metric is very consistent over the time period with very small variations.



- a. If tools and services for existing customers are added we would expect an increase percentage of returning visitors. Customer support tools may help to retain existing customers and provide a touch point for business activity with your customers.
 - b. The percentage of new visitors does not fluctuate much. This speaks to an absence of marketing that is driving peaks of new traffic. If there were a more robust online/marketing strategy for acquiring new business or hiring inquiries we would expect to see peaks of new visitors.
 - c. The vast majority of visitors are coming to the site only 1 or 2 times. This may indicate that these visitors are looking for information and then moving on, but it's not clear if this is because they've found what they're looking for, or because they move on to find the required information somewhere else.
3. **Mobile** – Close to 30% of total traffic is coming to the site from Mobile devices, up from 25% in 2014. This is notably lower than the national average where over 50% of all internet queries are coming from mobile devices.
- a. Your site is not currently formatted for mobile users (sometimes called “mobile responsive”). While a lack of a mobile version of the site does present some issues of formatting and presentation that could be making it hard for users of the site to navigate and read the site, surprisingly, mobile users have nearly identical bounce rates and page views as desktop users. This suggests that mobile users may, in fact, be finding what they need, or at least indicates that they are using the website in similar ways as desktop users.
 - b. Relatively low mobile traffic and relatively high peaks of traffic during traditional workday hours suggests that the majority of your users are coming to your website from their desktop computers as part of their in-office work.
 - c. As we begin to actively drive traffic to your website via Pay-Per-Click (PPC) campaigns, SEO, email marketing, etc. you can expect to see the mix of mobile traffic to increase.
 - d. As of April, 2015, Google adjusted their search result algorithms to give preference to mobile-friendly pages when users are searching Google from a mobile device.

4. **Pages / Visit** – The average page views per visit have been around 3.6. Knowing how deep users go into a site can give us some idea as to if the user experience (UX) is getting the user where they need to go or if they are getting stuck. The page views per visit seems to be appropriate for a site that does not have much nested depth of pages. If the average pages per visit jumped to more than 5 we would be concerned that users are having a difficult time finding what they're looking for.
5. **Duration / Visit** – The overall average duration of a visitor's stay on your website is 2:40, or 3:13 for visitors who arrived via search. We think this duration is appropriate given the depth of your current site. If we see dramatic shifts in visitor duration in the future we may want to investigate to ensure that the right type of audience is being drawn to the website through marketing efforts.
6. **Bounce Rate** – "Bounce Rate" is the percentage of visitors who arrive to your website and then leave without taking any action. Your bounce rate is sitting around 50%; 40% for visitors who find you via search. In some cases, one measure of improving website engagement is to see both the bounce rate drop and the duration lengthen.
7. **Location** – Knowing from what geographic areas your users are coming from can help verify that your target markets are being covered. It can also highlight geographic areas that you may be missing or areas of traffic that might surprise you. When looking at geographic data keep in mind your company's target markets and how the distribution of website traffic correlates from region to region. Is this correlation in line with the way your company targets and the areas it serves? There may be opportunity to either target specific areas for more traffic or build your business in underserved areas.



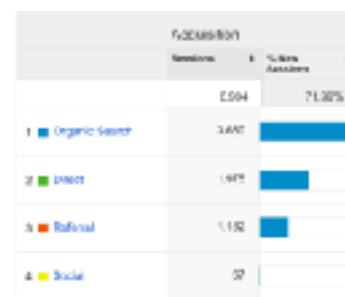
- a. The largest vast majority of traffic is coming from the United States, but the breakdown of traffic by state might show some interesting trends.
- b. We can see that traffic correlates strongly to the areas where F.H. Paschen has completed projects. To some degree this is to be expected, but we think it suggests that you have relatively small visibility outside of the communities you serve and that the

	5,560 % of Total: 80.33% (6,904)
1. Illinois	2,164 (38.93%)
2. Wisconsin	447 (8.04%)
3. Minnesota	285 (5.13%)
4. Texas	264 (4.75%)
5. California	229 (4.12%)
6. North Carolina	198 (3.56%)
7. (not set)	193 (3.47%)
8. Indiana	157 (2.83%)
9. New York	101 (1.82%)
10. Colorado	96 (1.73%)

majority of users who visit your website may be people who already know who you are.

Traffic Sources

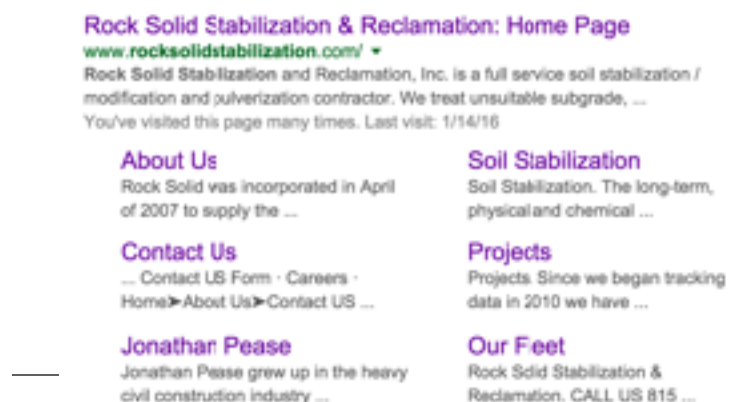
Knowing where the website traffic is coming from is a critical aspect of any type of online marketing. Once you can start to tie actions to reactions from your users you can start to understand what is working and what is not and from where the best traffic is coming. Below is in outline of the traffic sources of the site.



1. **Organic Search**² – The search section of Google’s traffic reports can add insight to how well your web pages are competing with other web pages to capture traffic for specific keywords. That said, unfortunately, Google’s reports do not specify which specific keywords are being used in Google searches when users find your site and so we have to use other means to evaluate SEO recommendations. You’ll find a more detailed SEO report further down in this report.

a. From what we can tell, nearly all search traffic to your site is from “branded searches”. Branded searches are when users include the company name in the search. This means that the vast majority of users coming to your site have a prior knowledge of the company and its services, and relatively few users are discovering your company for the first time via the internet. Prevalence of branded search suggests that your company has name recognition, but indicates relatively poor SEO. Having a good balance of branded and non-branded searches is key, especially when your marketing goal is to acquire a new customer base and increase market reach.

b. Of the users coming to the site using searches, 65% arrive at the home page of the site. 6% of the users go to the “about/jonathan-pease” page and 3% “our company.” We believe the reason so much traffic is landing on Jonathan’s bio and the About page is because those pages are being listed directly on the Google search result breakout listing.



Landing Page	Acquisition	
	Sessions	
	3,680	% of Total: 73.30% (5,904)
1. /	2,364	(64.24%)
2. /about/jonathan-pease/	209	(5.68%)
3. /about/our-company/	106	(2.88%)
4. /services/cement-treated-base/	101	(2.74%)
5. /our-fleet/spreaders/	90	(2.45%)
6. /contact/	87	(2.36%)
7. /about/contact/	76	(2.07%)
8. /services/asphalt-pulverization/	68	(1.85%)
9. /services/soil-stabilization/	68	(1.85%)
10. /services/dry-bulk-trucking/	62	(1.68%)

² Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. In contrast, non-organic search results may include pay per click advertising. [Wikipedia - https://en.wikipedia.org/wiki/Organic_search]

- c. Hardly any search traffic lands directly on specific service or our-fleet pages, reinforcing our view that those pages have negligible SEO presence.

2. **Referral** – Referral traffic are users who come to your website through a link on someone else's website. Referral traffic tends to be one of the more stable traffic sources and a good flow of referral traffic ensures a baseline of qualified traffic. Growing your referral links is also one of the major contributors to building your organic search traffic. That is, Google determines your relevance, at least in-part, by seeing how many other web pages are linking to your web pages. By putting effort into building a good link profile you likely see an increase in both referral and non-branded organic search traffic sources.

- a. When correcting for referrer spam, your referral traffic accounts for less than 2% of your overall visits; a few visitors come to you from <http://www.arra.org>. This is very low and the number ideally should be closer to 10% - 15%.
- b. Referral traffic can be built in a number of ways. Start by reaching out to current partners, customers and industry related sites and offering to trade reciprocal links.
- c. Content marketing is often the center of a good drive to build referral traffic. Content marketing could consist of blog posts related to the education about your services and the industry. It could also be case studies or white papers and announcements of changes or innovations from your company and the industry.

3. **Direct Traffic** – Direct traffic makes up just over 30% of your traffic. These are users who type the domain in directly or are coming from sources like email or bookmarked links. This number is too high. In one sense this is good because the brand and domain name has traction, but in another way this also means that much of the traffic coming through this channel are customers and users that already know about the company and may not be new business. We would want to see this closer to a 15% level.

4. **Campaigns** - There are currently no "Campaign" sources of traffic. These usually show when traffic is being sent to the site through email marketing campaigns or from PPC marketing. These are both elements that we think should be leveraged in order to generate qualified traffic.

5. **Social** – Social Media is a good way to bring users in your "community" (i.e. friends of the company, employees, advocates, partners, etc.) to the site, which in-turn empowers them to help share your story or refer your services to others. An active and appropriately engaged social media presence empowers your community to share the story of F.H. Paschen to others.

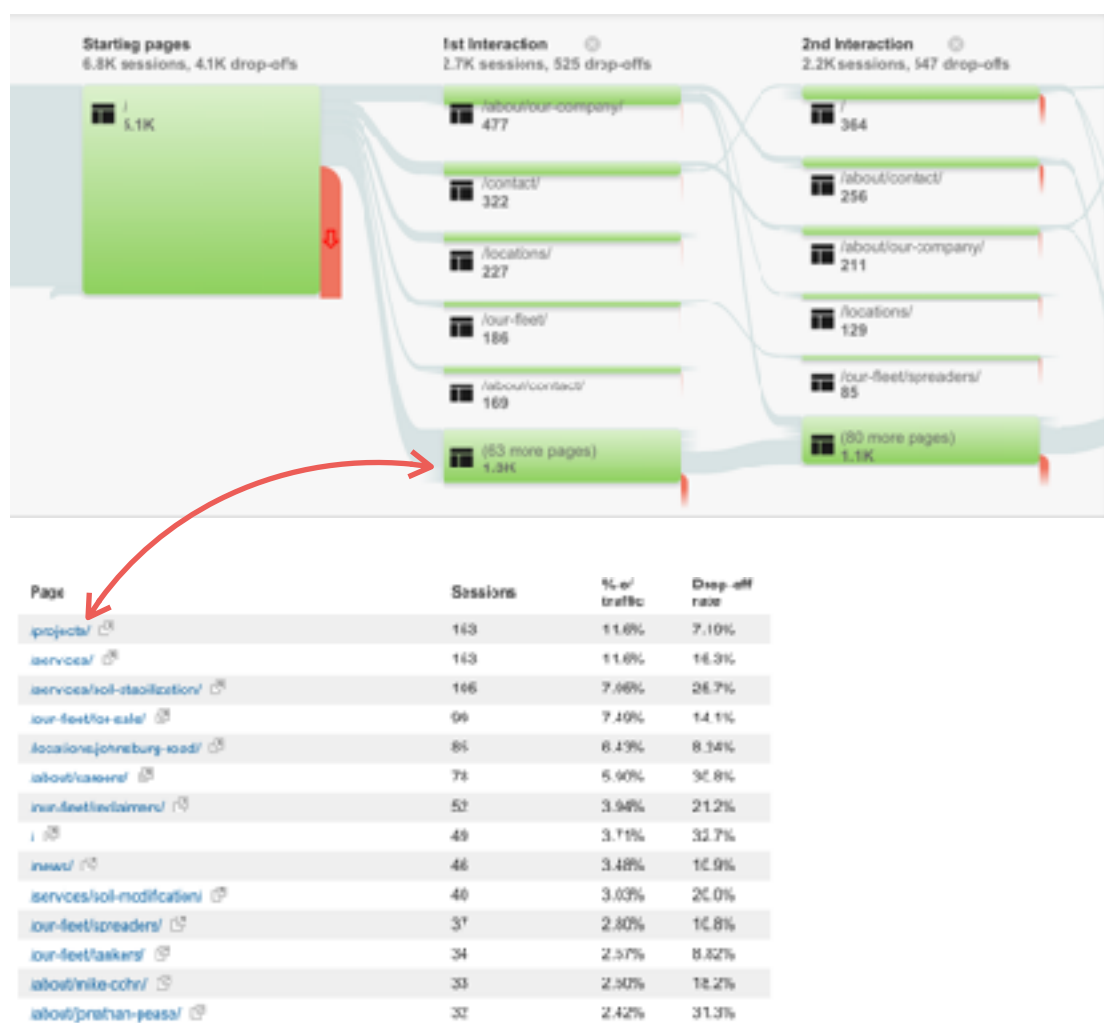
- a. Currently, social media channels do not drive any traffic to your website.
- b. The Social Marketing strategy for F.H. Paschen is something that should be considered as part of your hiring and brand awareness campaigns.

Page Content

Knowing what pages are the most used on the site helps assess whether your design, navigation and content are getting the users to the areas that you want them to go to. It also helps highlight what parts of the site are the most important to users and helps us discover ways to better serve their needs. Often it can be surprising to find that a website is actually used in a way that was different than originally intended.

1. Top Pages

- Comprising 25% of your total page views, **your homepage** gets the most traffic. Below is a chart showing the most popular interactions (pages visited) after a user arrives at your homepage.



- The About pages are the second most visited pages of the site; of those, *Our Company* and *Contact* are the most popular. This suggests that many users are not currently using your site to evaluate the services you offer, but rather to find out how to get in touch with you or to perhaps evaluate the credibility of your company.

- c. All Services pages combined only comprise 11% of total page views and a smaller percentage of landing page visits. This suggests that your website is not effectively reaching users who are searching for the types of services you provide and that they may be looking to your competitors instead.

2. **Goals and Calls To Action (CTA)**³ – At the end of the day, the website exists to enable visitors to take action to engage with your company. Bounce rates and page views really don't matter if the website doesn't work to generate new leads, connect with potential new hires, or improve the efficiency with which you run your business.

- a. Most pages of your site lack a Call To Action, meaning that many users will see the page as a dead end. We always want users to progress further or deeper in their engagement with your website.
- b. When crafting CTAs, sometimes it's helpful to start by writing a list of the common questions and inquiries you receive when a potential client asks about your services. Then, build CTA that enable your visitors to get answers to those questions.
- c. Google Analytics "goals" measure how well your site fulfills your target objectives. A goal represents a completed activity, called a conversion, that contributes to the success of your business. Examples of a goal could include submitting a contact information form, or visiting a specific page. You are not currently tracking goals and we would recommend that we implement goal tracking as a means to evaluate the effectiveness of your online business and marketing campaigns.
- d. The "Custom Quote" page would seemingly be an ideal target or goal page for the site as it provides a mechanism for interested parties to take action to reach out to F.H. Paschen. That said, despite the prominent location in the main menu, the page had 127 unique page views in 2015 (0.6% of total page views). The low volume suggests that the page may not be serving the needs of users as it was originally intended to. We would recommend evaluating what CTAs may be most helpful to your visitors and provide a way to allow visitors to connect to F.H. Paschen in a more fitting way. Perhaps a simplified request for a consultation or a simplified version of your cost-savings evaluator?

3. **Services Pages**

- a. All of the services page visits combined comprise only 11% of the total page views of the site. This seems low and indicates that visitors may not be using your website to evaluate or learn about the types of services F.H. Paschen provides.
- b. The services pages content is minimal and often outlines only a few bullets points. In some cases you link away to other sites in order to provide more detailed information about a

³ A call to action (CTA) is an instruction to the audience to provoke an immediate response, usually using an imperative verb such as "call now", "find out more" or "visit a store today". [Wikipedia - [https://en.wikipedia.org/wiki/Call_to_action_\(marketing\)](https://en.wikipedia.org/wiki/Call_to_action_(marketing))]

specific service. By expanding of the information of these pages to be more thorough and to incorporate the use of important keywords, along with links to relevant projects/case studies, we feel that search traffic could be increased and user experience improved.

- c. The focus of the site seems to be more on the company history, for example, your About pages are listed first. We believe it may serve your audiences better to focus primarily on the services you provide and speak to the ways those services can help your clients.
4. **Projects** – It seems that the projects finder could be reimagined to support brand awareness efforts in a better way. Currently, the projects page views make up less than 3% of overall traffic. Furthermore, the projects currently contribute very little to SEO as the project pages include minimal keywords, are not descriptive and are not grouped in logical ways.
 - a. The project landing page and map do a good job of quickly communicating the scope and scale of F.H. Paschen's operation, but beyond that initial map, we would argue that very little benefit is provided for your users.
 - b. We would recommend organizing your project lists around industries or common job types (Subgrade preparation, wind farm platforms, etc). Also, consider developing case studies where you can take a specific project, and tell a complete story that work as education marketing and "flips the script" to demonstrate how the customer's future was better off because F.H. Paschen was involved.
5. **Careers** - Activity on the Careers page is very low (400 total views in 2015; less than 2%) and suggests that the website is not materially contributing to the company's recruiting efforts. The application form is very long and may be a deterrent to individuals inquiring about possible employment at F.H. Paschen, especially given that there is no listing of available open positions.

Performance

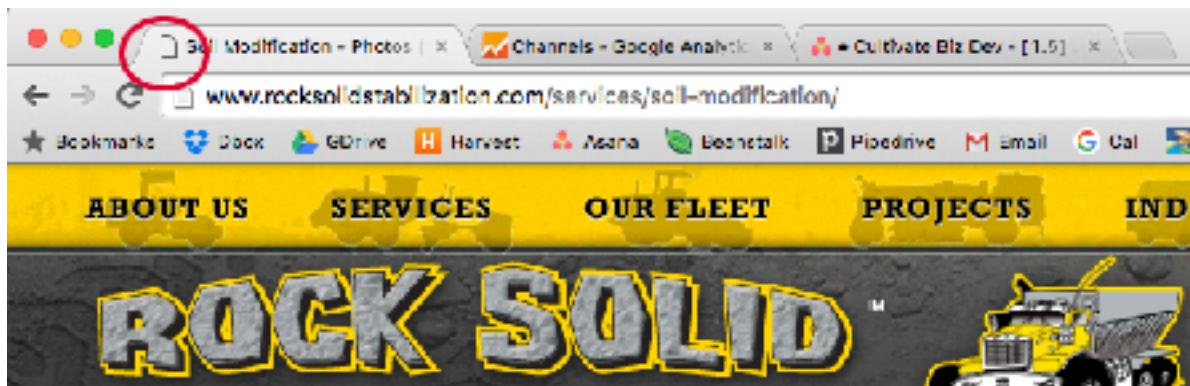
Broken links, slow page load and buggy scripts can be frustrating for your users but it can also adversely impact your organic search rankings. We evaluated the performance of your website and have provided some test results below:

Homepage page performance test results: http://www.webpagetest.org/result/160118_D5_10GY/

Soil Modification page performance test results: http://www.webpagetest.org/result/160118_PT_10MW/

1. **Load Time** – While a few improvements could be made to improve the page load time, such as implementing page caching or improved image compression, we did not find any significant issues that we believe would contribute to degraded user experience. Your website pages typically begin loading in less than 2 seconds after the page request has been made by the browser.

2. **Page Errors** - We did find a small page load error: your favicon image is missing, which is the decorative icon displayed in the browser tab and on bookmarked links.



QUALITATIVE AUDIT

While no qualitative measurements have been gathered through focus group testing or interviews with (potential) users of your website, we have provided our own notes regarding the quality and relevance of your website based on Cultivate's knowledge of F.H. Paschen gathered through Strategy Workshop.

Website Design

- The F.H. Paschen website design does a good job of consistently applying the yellow and black motif. The site design feels distinctly "F.H. Paschen."
- The textured rock motif used throughout the background elements of the site supports the visual identity of company, however, it does make the site feel a bit dated as certain design styles come and go out of fashion. In this case, the trend has been going away from use of background textures. This is a partly a pragmatic move as textures are difficult to work with on mobile responsive websites where the column widths and layouts change dynamically based on the device of the user. Also, textured images can cause the page load times to grow which is often undesirable, especially for mobile users who might be on a slow connection.
- The visual F.H. Paschen visual identity (logo, color palette and fonts) uses bold color choices, which are memorable and appropriate for the industry, and has a memorable and distinctive feel. However, while the shape and angles of the custom logo type connect well to the idea of stone and being "solid", the curved or warped (bulging) treatment and texture overlay push it the opposite direction and cause it to appear unstable and cartoonish. The double outer stroke also contributes to making it an overly-complex shape that may limit your ability to consistently apply the logo across the company's collateral. Therefore, we recommend updating the logo and overall site design to correct

some of the problem areas while retaining the appreciated and memorable attributes. We believe that it's possible to keep it "fun", while also ensuring that the visual identity and website design are taken seriously.

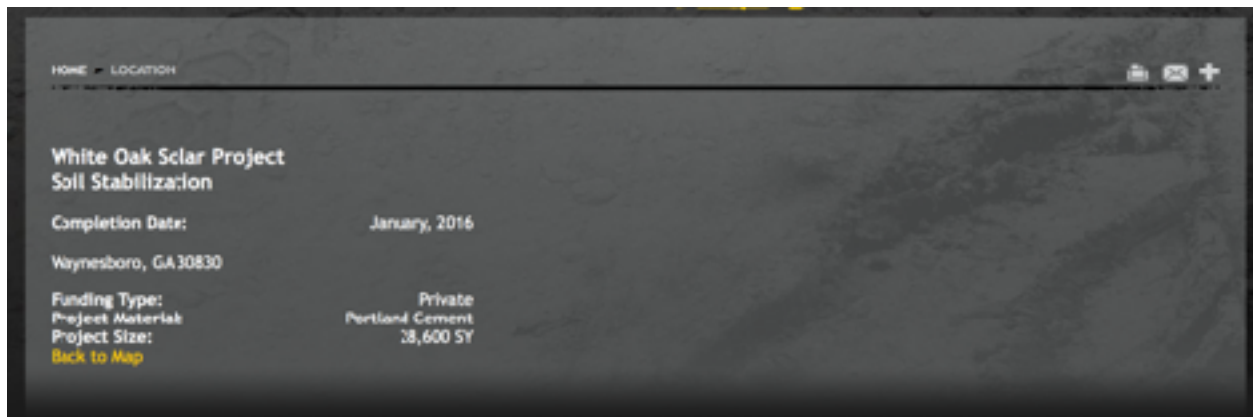
Navigation and Content Hierarchy

- The main menu is easy to read and use. We believe it's easy for users to find what they're looking for within the current page content of your site.
- The breadcrumb navigation also makes it easy for the user to know where they are inside of the site.

Content

We believe the website currently does a good job of explaining what services are provided by the company and makes it easy to contact someone at F.H. Paschen. That said, we think that the value proposition of F.H. Paschen could be strengthened and the needs of your potential customer or employee could be better met.

Flip the Script – We recommend that you spend less time talking about F.H. Paschen, and more time speaking to the needs of the your users. For example, instead of including project pages that contain only information about the things F.H. Paschen did, you could create a few case studies that communicate what the client was able to achieve because of the work F.H. Paschen did.



The last 3 slides of your homepage rotator already do a good job of flipping the script.

Homepage

- We recommend removing the rotating banner and instead represent the components of the banners as separate sections on the homepage. Studies show that users rarely wait to view content past the initial slide, yet have no problem scrolling to view longer pages. Content inside of rotating banners essentially is hidden and makes it difficult for the user to quickly scan all of the information you're presenting.
- Consider replacing "projects" with Case Studies.
- The purpose of the news section is unclear and as it's currently utilized, we don't believe is providing much value to your users.

Services Pages – Your services pages are concise, which can be nice for a user who knows what they are looking for, but the downside is that they lack the substance necessary to compete with other similar web pages for search engine prominence.

- Consider breaking out the images contained in your slideshows to show and explain with text the full F.H. Paschen process. This will provide an opportunity to incorporate more relevant keywords into the text of the page which will be good for SEO as well as support your education marketing efforts.
- Consider linking to related case studies for each service so that your users can learn what the process is, as well what the client was able to achieve.
- Add a Call To Action. What should visitors do now that they've read about your service?

Our Fleet – Consider expanding your fleet pages to provide explanatory text to highlight the features, capabilities and specifications of your fleet. The current pages contain no text at all, which means that anyone searching for the equipment you offer will most certainly not be able to find you. Similar to your services pages, consider adding a Call To Action.

Projects – We believe that the project map does a nice job of quickly communicating the impressive scale of your operation. However, the individual project pages and the project list pages do not provide much useful information to your users, nor do they support SEO efforts as they do not incorporate indexable text.

- Consider dropping the project lists completely in favor of some filter controls that allow your users to view and explore project types and details within the existing map.
- Consider writing in-depth case studies that work to support education marketing, incorporates keywords, testimonials and provides a meaningful resource for clients considering your services.

Careers – Your careers page is currently not very prominently featured on the site, which may explain the lack of traffic. The introductory text does an effective job of explaining F.H. Paschen to prospective

employees, but doesn't make a strong case for why they should choose F.H. Paschen. Additionally, the long form may be intimidating and prevent visitors from taking action.

- Consider reworking the introductory text to make a stronger case for why F.H. Paschen is a great employment choice, ideally by focusing on what F.H. Paschen future looks like for employees.
- As part of the hiring campaign, we may choose to revamp this section of your site, making it more user friendly and easy to use, as well as more prominently featured, and then run advertising campaigns, probably social media based campaigns, to drive more traffic.

SEARCH ENGINE OPTIMIZATION (SEO)

Overview

Often misunderstood and misrepresented, SEO is about making sure that people find you over and above your competition when they're searching for relevant content online.

We are now collecting metrics regarding F.H. Paschen's search engine presence for a [large number of targeted keywords](#) – both nationally and locally – and comparing your online presence to that of your direct competitors. We now have a benchmark to measure the effectiveness of marketing and SEO efforts into the future.

For each keyword we can analyze how much competition there is, how established the competition is and how frequently that term is being searched. We can then evaluate where we believe the best opportunities are to improve search rankings and develop a plan to get there. Here is an example of a [keyword analysis report for "Soil Modification"](#)

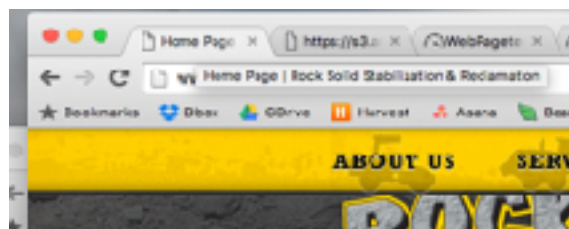
- Nationally, F.H. Paschen has first-page Google placement for two keywords: "Soil Modification" and "Asphalt Pulverization." "Bituminous Stabilization" ranks on the second page, while a handful of other terms land deeper in Google's search results. Regional metrics are still being collection and Cultivate will deliver an updated report once those data points become available (in about two weeks).
- We believe your search presence is relatively weak and we believe that SEO is going to be one of the most important factors in driving new business inquiries and a critical component of education marketing campaigns.

Keyword	Location	Universal Results	Rank	↑ ↓	URL
Soil Modification	National	📄	#5		http://www.rocksolidstabiliza.com
Asphalt Pulverization	National	📄	#9		http://www.rocksolidstabiliza.com
bituminous stabilization	National	📄	#17		http://www.rocksolidstabiliza.com
Radfoot Compactors	National	📄	#22		http://www.rocksolidstabiliza.com
Pneumatic Tankers	National	📄	#23		http://www.rocksolidstabiliza.com
Cement Treated Base	National	📄	#24		http://www.rocksolidstabiliza.com
Soil Stabilization	National	📄	#25		http://www.rocksolidstabiliza.com
FullDepth Reclamation	National	📄	#32		http://www.rocksolidstabiliza.com

General SEO Recommendations

In addition to the recommendations provided in the qualitative audit listed above, here are some recommendations to improve SEO:

- Add description meta tags** - Your site is missing meta descriptions on nearly every page. We recommend adding concise description meta tags to each page in order to improve the representation of your webpages on Google search engine result pages (SERP) as these descriptions will appear directly on the SERP.
- Improve page titles** - Page titles contribute to SEO and should be carefully crafted. For example, on the homepage, avoid using generic terms such as "Home Page" in the title as it doesn't help the search engines figure out what your company is all about.



Pay-Per-Click Google Adwords Campaign (PPC)

We recommend implementing a PPC campaign through Google Adwords in order to capture search traffic specific to keywords that align closely with your niche services. PPC can be a valuable marketing tool to generate quality traffic with a strong ROI.

We drafted a [Keyword Planner for Rock Solid](#) that lists search terms we think could be targeted with PPC ads on Google. Highlighted in yellow are search terms that show the most promise, that is, they have relatively high search volume and relatively low competition. Based on our analysis, we would recommend a monthly ad spend of \$250-400 in order to generate an anticipated 400-500 visitors.



AdWord campaigns can be targeted to specific geographic areas; our forecasts above anticipate delivery of PPC ads only to the States where F.H. Paschen has done work in the past, but could easily be expanded to other regions, or targeted very narrowly to specific areas.

SUMMARY OF RECOMMENDATIONS

Short Term Improvements

Cultivate recommends a number of steps that can be taken immediately to improve the performance and effectiveness of the current website. We included proposed budget allowances for each. Specifically:

1. Content Updates – \$3750

- a. **Expand content on a few key service pages** - Cultivate will research, interview key F.H. Paschen staff, write expanded page content and implement changes to a few key service pages. Performance outcomes of these page updates will help inform additional future marketing efforts.
- b. **Add Calls-To-Action** - Cultivate will work with F.H. Paschen staff to identify and write CTAs and will implement those CTAs to the existing web pages⁴
- c. **Add Goal Tracking** - Cultivate will configure Google Analytic goals fitting with the business objectives.

2. General SEO Tuning – \$1250 allowance

Cultivate will write titles and descriptions and implement on the existing pages

- a. **Add page meta descriptions**
- b. **Add page titles**

3. Pay-Per-Click (PPC) Google Adword Campaign – \$2500 allowance for initial setup (a, b & c), \$500/quarter (d)

- a. **Identify keyword opportunities** - Cultivate will research keywords and present findings to F.H. Paschen
- b. **Write ads** - Cultivate will work with F.H. Paschen staff to write ad copy
- c. **Implement campaign** - Cultivate will setup, configure and manage a Google AdWord account on behalf of F.H. Paschen. F.H. Paschen will retain full control of the ad account and can adjust ad spend budgets as necessary.
- d. **Monitor campaign performance and fine tune as necessary**

Timeline: 3-4 weeks to complete

⁴ Cultivate will be able to work within the administrative backend provided by American Eagle, however, there may be limitations to the functionality and permissions provided by the backend.

Brand Awareness Campaign

Cultivate recommends a brand awareness campaign to increase awareness of F.H. Paschen's brand and value proposition. This campaign will include substantial improvements to the content of the website, outlined above, including expanding the scope of the services page content, working on blog entries and case studies, etc. The cost and timeline of the brand awareness campaign will be covered in a separate document.

Hiring Campaign

Cultivate recommends a hiring campaign to improve F.H. Paschen's ability to recruit the proper staff. This campaign will include substantial improvements to the content of the website, outlined above, including [whatever the hell we said was important above]. The cost and timeline of the brand awareness campaign will be covered in a separate document.