

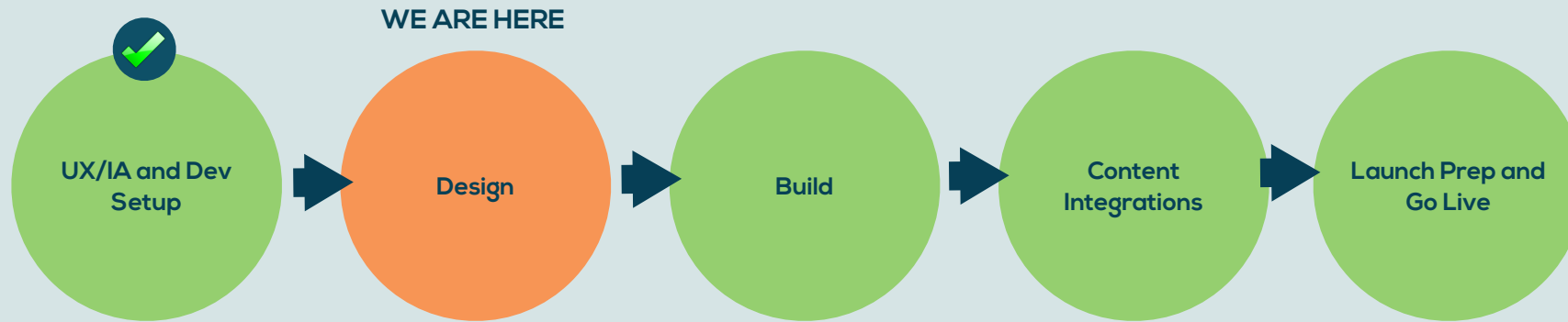
nFUSION

Project Summary

Hostway Services, Inc.

March, 2016

nFusion's Current Tasks



UX Wireframes for Global Nav

UX Wireframes for Marketing Website Components

Proposed Navigation Items

Proposed Sitemap

High Level Technical Plan

Logo Redesign*

Visual Design for Campaign Landing Pages*

Visual Design for Global Nav

Visual Design for Marketing Website Components

Proposed URL Mapping

Setup CMS on Staging Environment

Setup CMS Plugins

Build

Build out of Marketing Website Components

Build out of Global Nav on the Marketing Website

Create Sample Prototype Content Pages to Show Usage

QA

Content Integrations

Internal Regressions

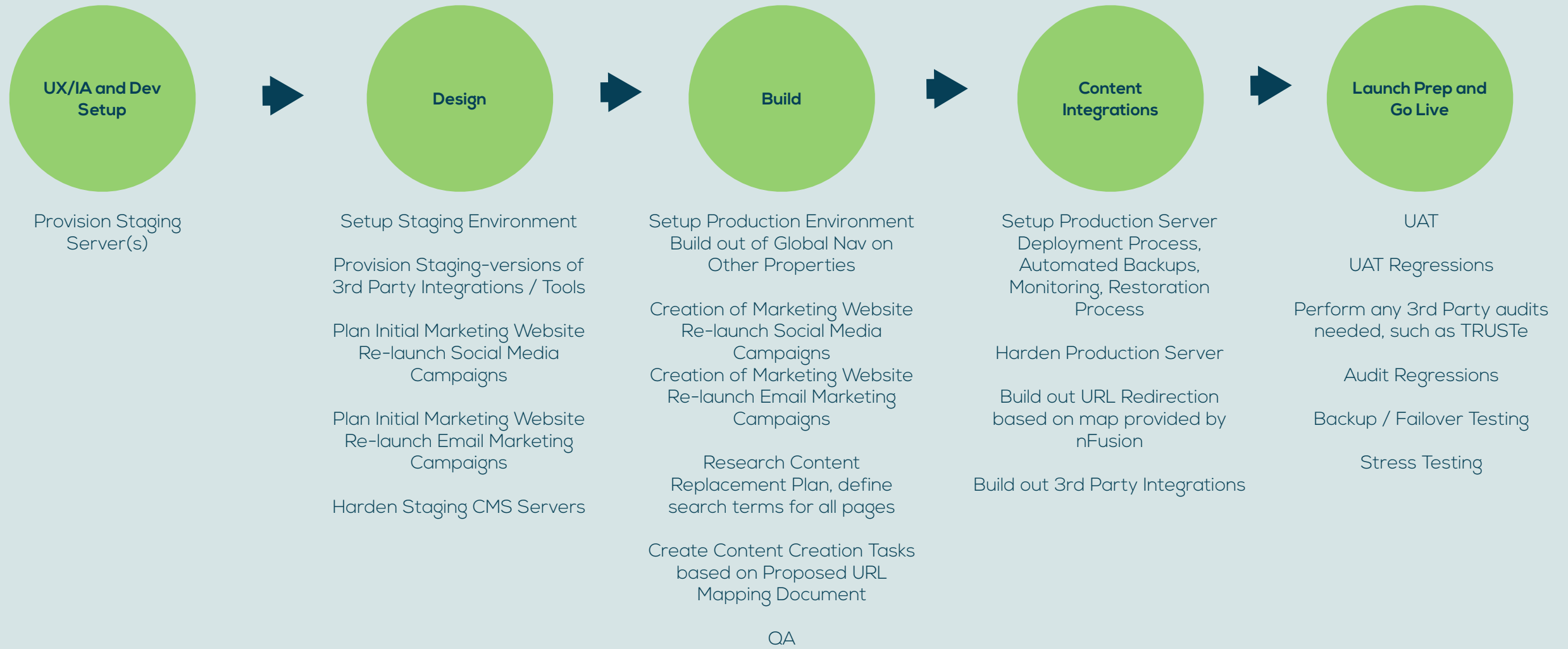
Launch Prep and Go Live

UAT Regressions

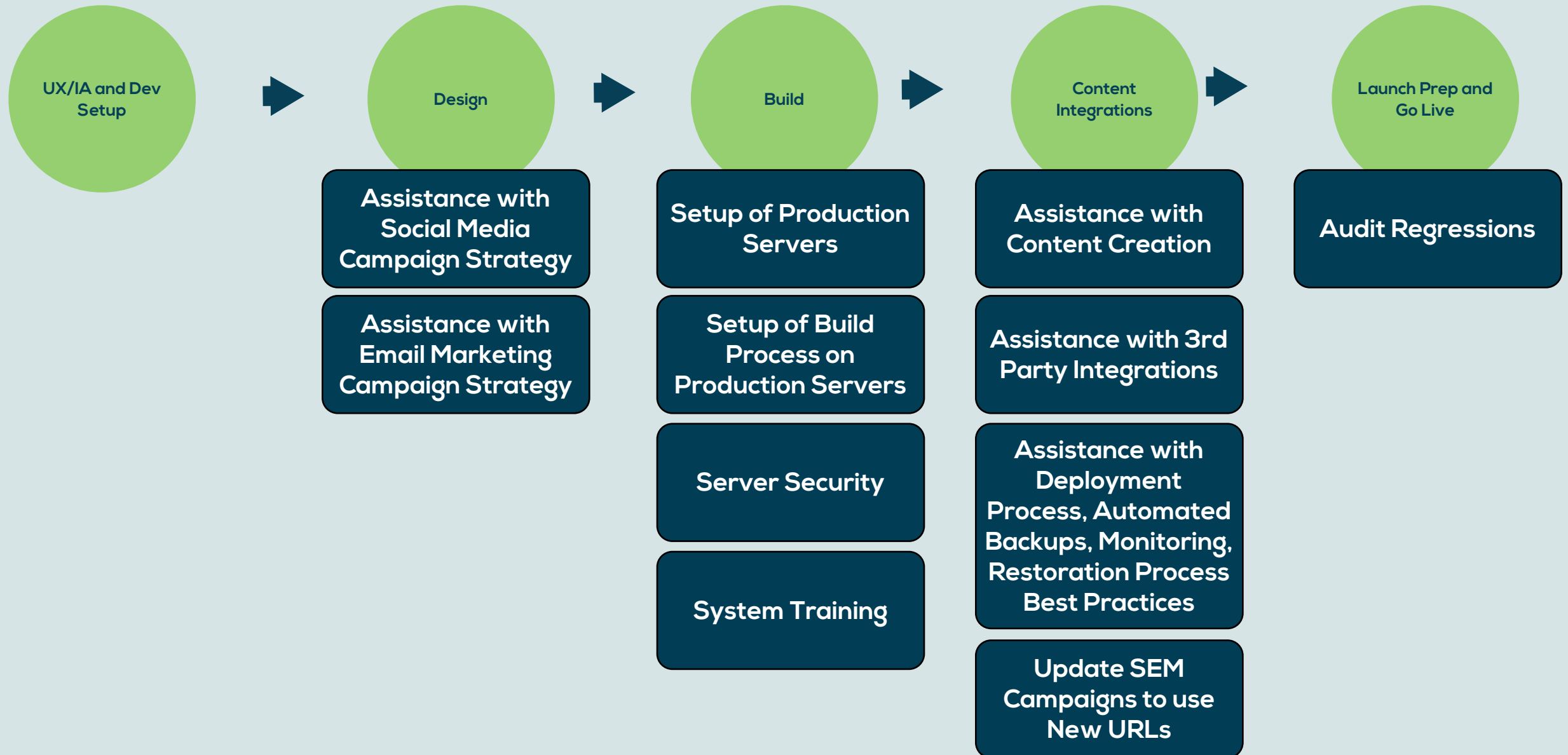
Pre-launch SEO Validation







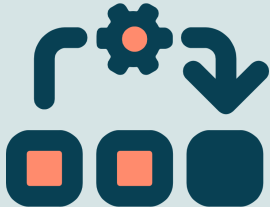
Hostway's Tasks



Additional Ways nFusion Could Help



Possible Future Work Streams

Website	Content	Social	Email	Marketing Automation
				
<p>Website KPI Performance Monitoring</p> <p>New Page Templates</p> <p>New Features</p> <p>Relaunch of Additional Properties, such as Community, Knowledge Base, Store, etc.</p>	<p>Content Strategy</p> <p>Content Performance Monitoring</p> <p>Content Creation</p>	<p>Social Campaign Strategy</p> <p>Social Campaign Monitoring</p> <p>Social Campaign Creation</p>	<p>Email Campaign Strategy</p> <p>Email Campaign Monitoring</p> <p>Email Campaign Creation</p>	<p>Lead Nurturing Consultation</p>