

BUSINESS

Jobs for people who to travel

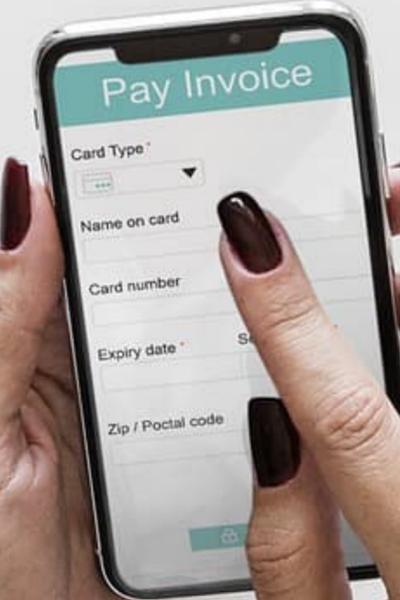
Issue 764
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#Citydailynews

Economy of the European Union

Branding is defined as the process of coming up with a unique name or design for a certain product. Having a good brand strategy allows you to have a major advantage in gaining a large share in your market. Consider what your brand tells your customers about the products and services you offer.

Are you innovative or are you the experienced type? Or do you offer a high-cost, high-quality product, or a low-cost, high-quality product? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand, having a good brand issue will allow you to have a large advantage in gaining a major share in your market. Consider what your brand tells your customers about the products and services you offer. The branding strategy you have should be consistent as it leads to a strong brand equity. The branding strategy you have should be consistent as it leads to a strong brand equity.

Month	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Total	Overview
Total Funding (M)	66,522	99,341	118,696	93,519	78,462	31,047	68,592	817,103	121,470	1,889,154	1,829,450	980,750	388,970	950,000
Other Goals	24,786	45,356	34,191	24,191	12,315	14,321	19,166	19,166	19,166	19,166	19,166	19,166	19,166	19,166
Total	91,308	144,697	152,887	117,710	90,777	45,368	87,758	1,008,269	1,408,166	2,008,310	2,008,310	2,008,310	4,008,310	4,008,310



Company
Tel: 123-456-789-0
Fax: 123-456-789-1

Bill to: Curabitur suscipit, LTD
456 Pellentesque Aliquet
2W st. SUD 9999
987-654-321

No.	Description	Quantity
1234	Id rutrum	2
2567	Sed interdum odio	5
0034	Pellentesque	8
0480	Maecenas molestie	3
4729	Integer varius nisi	4
4930	Quisque luctus turpis	7
4893		3

Subtotal: 4500.45
Tax Rate: 6.78%
Tax: 303.12
Other: 740.67
TOTAL Due: 5241.12

CRAS A NISI MAXIMUS. DICTUM NULLA UT. BRAVIDA SAPIEN.

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Was ist das Ziel meiner Website?

CHECKLISTE FÜR MEINE WEBSITE

- ✓ Ist meine Website aktuell? (Responsive Webdesign, Designstandards, Informationen und Bilder)
- ✓ Wie kommen meine Kunden auf meine Website?
- ✓ Welche Informationen gebe ich meinem Kunden? Fehlt etwas?
- ✓ Was ist das Ziel (=Lead) meiner Website?
- ✓ Was ist meine Aufforderung an meinen Kunden (=Call-to-Action).
- ✓ Wie mache ich im Netz (oder offline) auf mich aufmerksam?
- ✓ Wie gut bin ich auf Google vertreten? Wonach würden potentielle Kunden suchen? Bin ich unter diesen Keywords (=Suchwörtern) gut zu finden?
- ✓ Was macht meine Konkurrenz? Machen die etwas besser als ich?

ERGEBNIS: CHECKLISTE FÜR MEINE WEBSITE

Wieviele Punkte der Checkliste werden von deiner Website erfüllt?

- **7-8 Punkte:** Perfekt. Du hast es drauf. Deine Website hat wenig Optimierungsbedarf.
- **4-6 Punkte:** Sehr gut, deine Website ist schon ein wenig optimiert. Du hast aber auch noch ein wenig Luft nach oben.
- **0-3 Punkte:** Deine Website hat noch viel Potential, das du ausschöpfen kannst.

