

# Urban Haze Method

This is our methodology to provide a complete end-to-end online strategy for our clients.

It’s divided into vertical three columns:-

On the left, your current and desired situation, in the centre what we deliver and improve and on the right what the outcome is for your business

Click on any plus symbol next to a title for more details.

CURRENT & DESIRED SITUATION	DELIVER & IMPROVE			OUTCOME FOR YOUR BUSINESS
BRANDING	Logo, Branding, Print			Consistent Look & Feel & Message
	Photography & Video			
BUSINESS GOALS	Website(s)	Mailing List		Consistent Online Business Strategy
CUSTOMER GOALS		Social Media		
MARKETING	Natural SEO Keyword Campaign	Paid Search Keyword Campaign	Paid Social Media Campaign	Attract Customers
FEEDBACK & BUSINESS INFORMATION	Keyword Analytics & Reporting		Mailing List Analytics & Reporting	Measure, Improve, Grow & Repeat
	Technical (e.g. Speed) Reporting		Social Analytics & Reporting	
	Marketing Plan & Audit Reporting		Competitor Analysis & Reporting	
	Overall Google Analytics & Reporting			
ANY OTHER CONTRIBUTING ELEMENTS	Experienced Support, Guidance & Communication			Stand Out Extras
	High Quality Business Email	Mobile & Tablet Friendly	Performance Hosting	We've carefully chosen items here to extend Urban Haze's service beyond the traditional standard website provision.
	Electronic Proposal, Terms & Contract	Documentation & Video Tutorials	Project Management Tool	
	Customer Relationship Management	Online Chat	eCalendar Booking	
	Security Software	Client Portal	Backup Software	All these services are offered to our clients and help make it an easy decision to choose Urban Haze to look after your online business.
	Trusted Signage, Stationery and Printing Partners			