

1.Content

Objective
Target Audience

What?
Define the problem statement/ pain points.
Present situation and concerns
Proposed solution and outcomes

Why?
Why Efftronics?
Key Differentiators (USPs)

How?
How it works, specifications, features etc.

2.SEO

Page Title:
Page URL:
Description:

Keywords:

3.Design

Mockups

4.Development

Technical brief

Assets

Images Videos

Logos/Icons Brochures

5.Testing

Tool: Google Lighthouse

Performance	Accessibility	Best Practices	SEO Score
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