Web Page	Website	Page Name	Content Owner	Project Manager	Digital Marketing
Value Story Canvas	Version	Date	Approved by	Developer	Graphic Designer
1.Content					
Objective		What?  Define the problem statement/ pain points.  Present situation and concerns  Proposed solution and outcomes	Why? Why Efftronics? Key Differentiators	s (USPs)	How?  How it works, specifications, features etc.
Target Audience					
2.SEO					
Page Title: Page URL: Description:		3.Design			
Keywords:		Mockups			
4.Development					
Technical brief					
Assets Images	Videos				
	Brochures				
<b>5.Testing</b> Tool: Google Lighthouse					
Performance Accessibility	Best Practices SEO So	core			
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