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| **BUSINESS GOALS AND OBJECTIVES**Type of digital business:Business objective: | **COMPETITORS**Closest competitor:How will you be different or better? |
| **ACQUISITION**Keyword search phrase:Visitors/month: | **BEHAVIOR**Available domain name:Most important use case: | **CONVERSIONS**Primary conversion goal:Revenue stream: |
| Social media platform:Content mix and frequency:Visitors/month: |
| **CONVERSION EQUATION**Primary conversion goal: visitors/month \* % conversion rate = conversions/month |

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