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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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