

Anatomy of a Web Presence

Service Portfolio

- Domain
- Anchor Website
 - Blog
 - CMS / CSS / Publishing Workflow
- Social Media Channels
 - FB, TW, G+ YouTube, About.me
- Email plan
- Google Places

Tools Portfolio

- Webmaster Tools
 - Warnings against missing content (cross links)

Adjunct Portfolio

- Quickbooks Online (invoicing and payments) \$
- CRM / Mail Chimp
- Calendar / Eventbrite
- Google Hosted Services

Marketing Portfolio

- Adwords?
 - Adwords Express via Google Places?