



Career Test Proposal

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Product Strategy - Faseeh Akhter

Marketing Strategy - Nicole Danik

SEO Strategy - Clara Chang

Economics of Products - Harrison Douglass

Product Design - Alex Johnson

Objectives

- What we want to accomplish

Current Status / User Feedback

- As it stands
- What our users are saying

Strategies

- SEO Analysis
- Tool Design / Optimization
- Marketing / Viral Strategy

Projected Results

What we want to accomplish

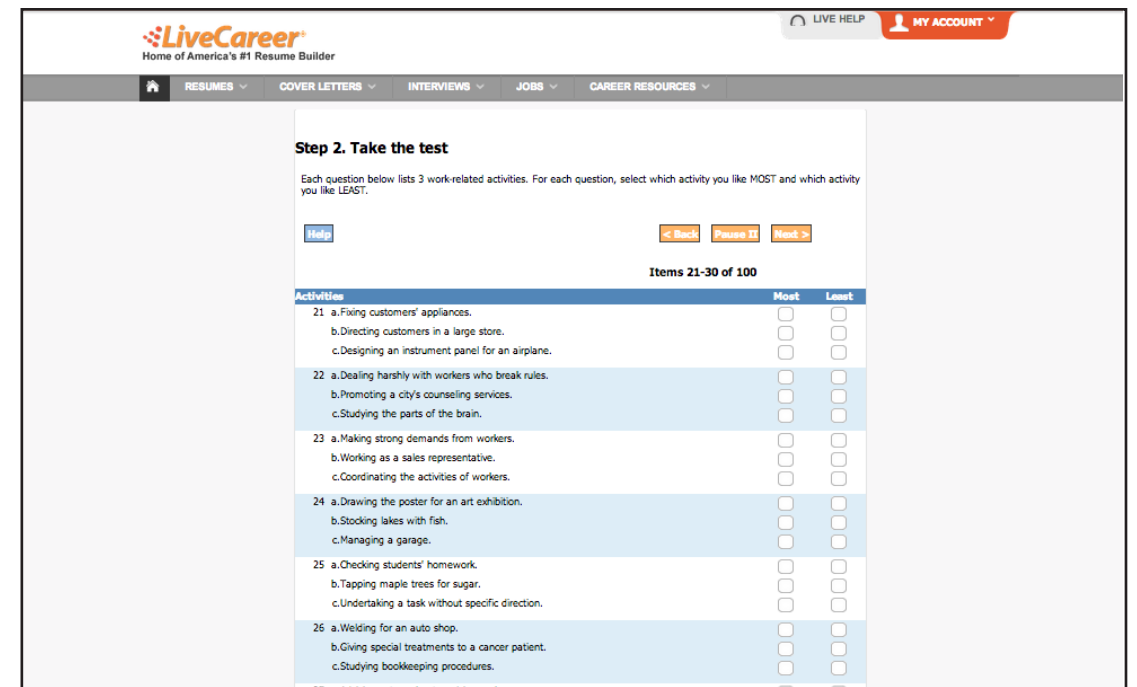
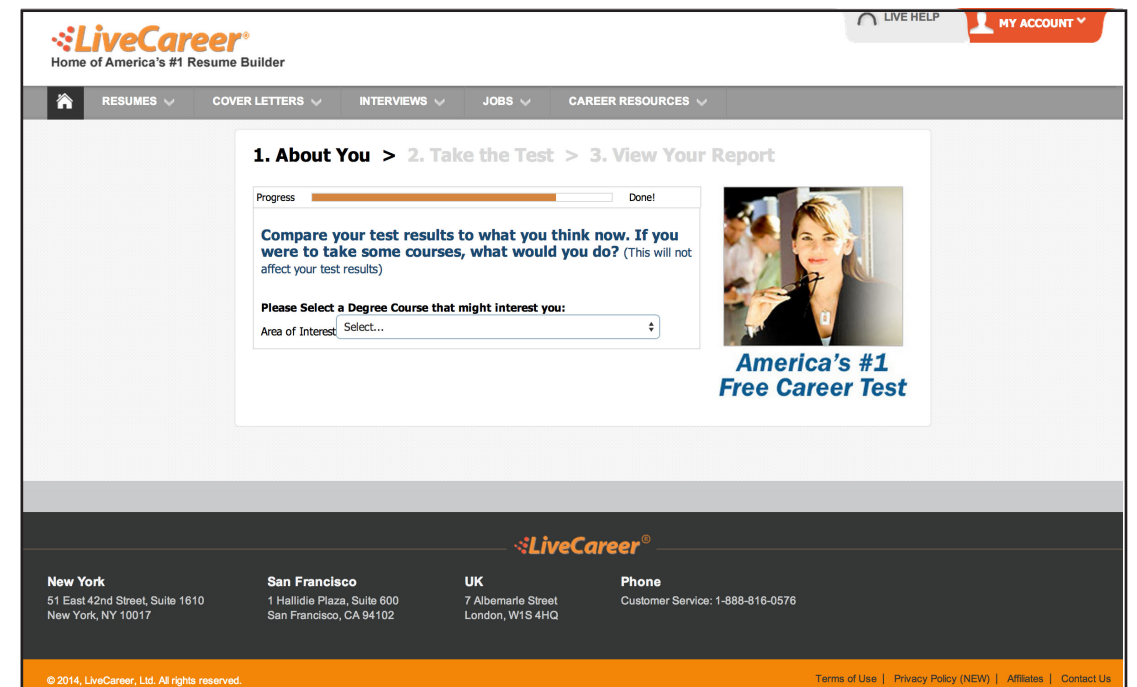
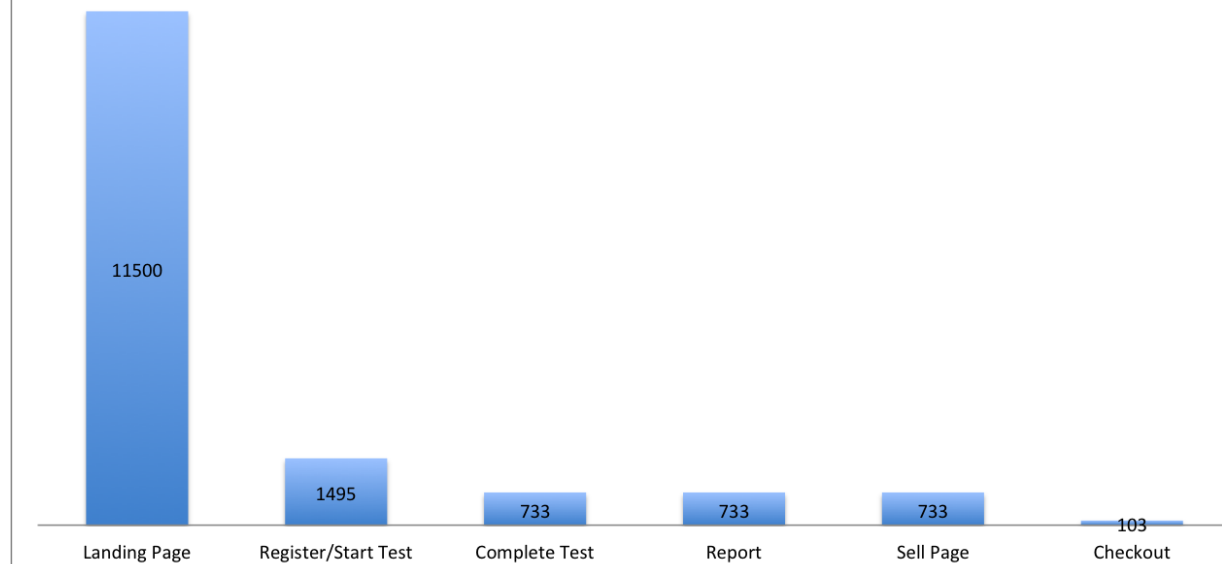
- Virally capture new users
- Distinguish ourselves from our competitors
- Convert users to Resume Building subscribers
- Creating a friendly User Experience
- Generate Revenue

As it stands

- 11,500 users hit the landing page / month.
- \$3,700 in revenue / month.
- 50% of mobile users get through registration.

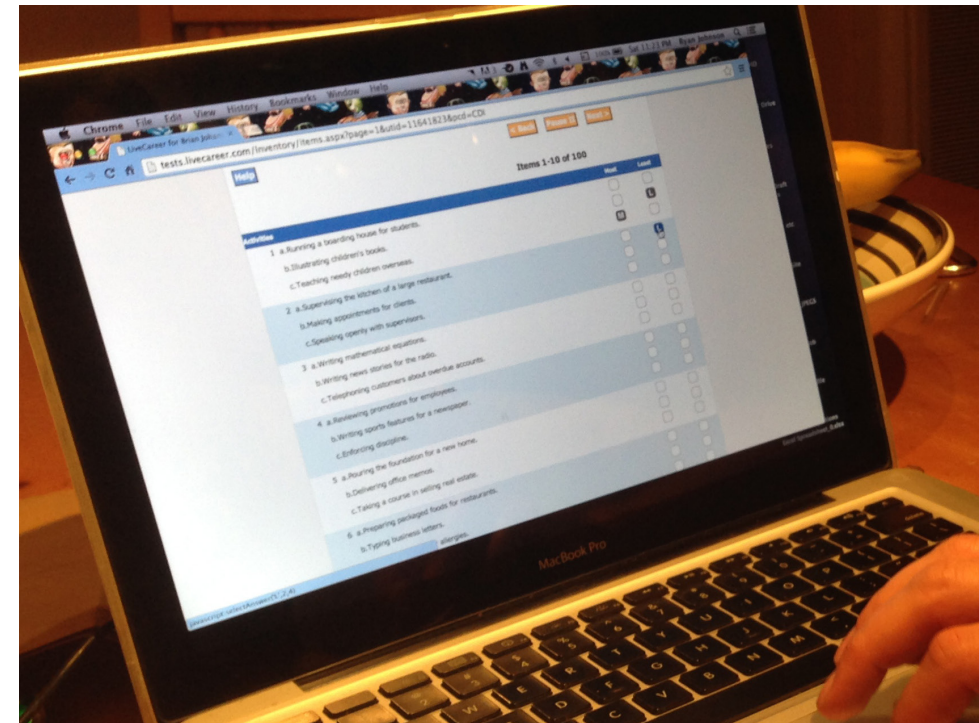
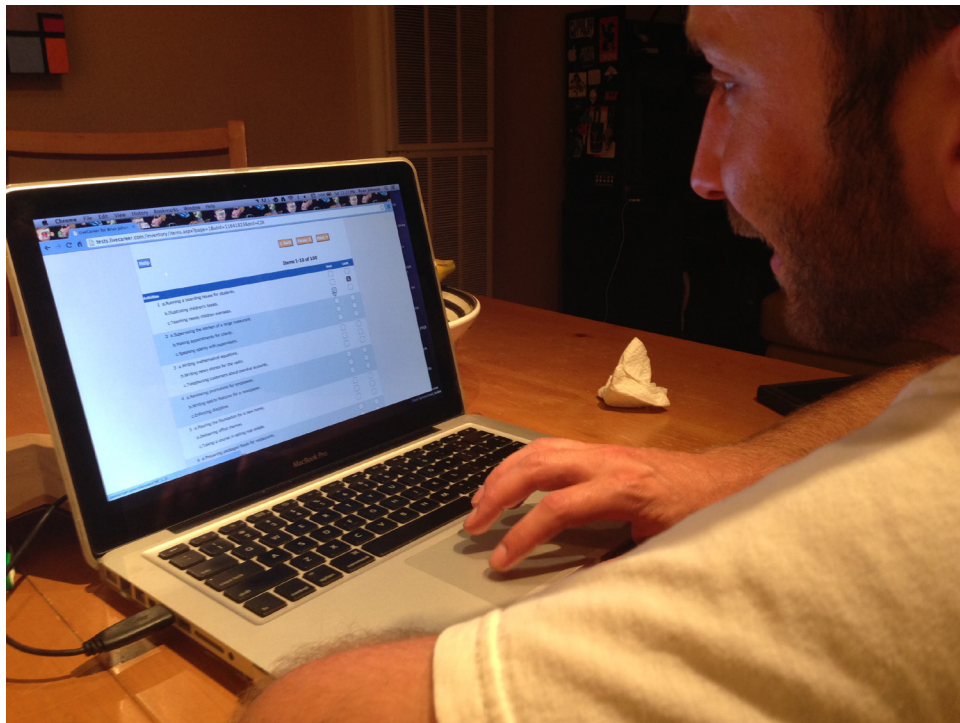
Average User Funnel

■ Control Users

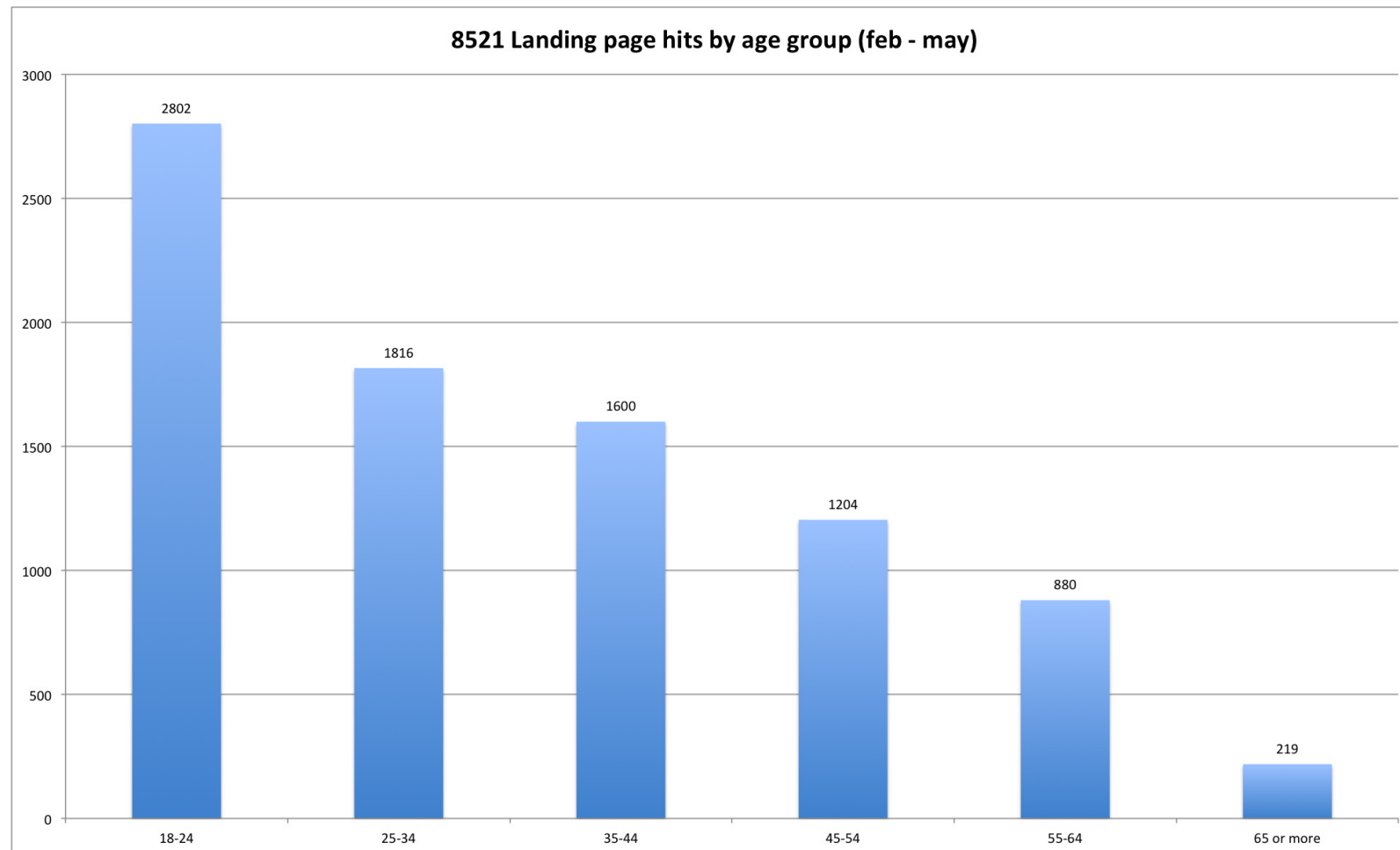


What our users are saying

- It takes too long to get to the actual test.
- Forms are confusing.
- The test is too long, it's overwhelming.
- Thorough explanation and great detail.



Caveats



- 12,180 users undetermined (20,701 display total)
- Display ad network only
- Not organic search traffic
- Display ad network traffic accounts for 44% of total paid traffic

What we plan to do

SEO Analysis

- Competitive Comparison

Tool Design / Optimization

- Product Redesign

Marketing / Viral Strategy

- Social Media
- Email Marketing

Current SEO strategy

Career Tests | Free Career Aptitude Test| LiveCareer

www.livecareer.com/career-test ▼

A free **career test** will help you know yourself and the right career for you. Take our free **career test** today.

7) PA: 56



1,657 links

DA: 62



Link
Analysis

URL Rank ⓘ

27

Ahrefs Domain Rank ⓘ

57

Backlinks ⓘ

222

Referring Domains ⓘ

33



- Strong domain
- Optimized URL and page title
- Relevant content and keywords
- Ranked in Top 10 of Top 3 keyword phrases

SEO Objective

To increase our ranking on all 3 keyword phrases and increase subscriptions.

Top 3 Keywords

1. “*Career Test*”

- Search Volume: 74,000
- LiveCareer Career Test Ranking: **#7**

2. “*Career Aptitude Test*”

- Search Volume: 22,200
- LiveCareer Career Test Ranking: **#9**

3. “*Career Test Free*”

- Search Volume: 6,600
- LiveCareer Career Test Ranking: **#9**

Where we stand against our competitors

career test

Web Shopping Videos Images News More Search tools

About 174,000,000 results (0.19 seconds)

Career Test Center - Discover your ideal career
www.careertest.net/

Career test based on type theory. Discover your personality and most ideal career.
Personality types - Type descriptions - Definitions - Type watching in team situations

1) PA: 47 306 links DA: 37 Link Analysis

Career Test High School College Students Free Job Quiz ...
www.yourfreecareertest.com/

Career Test for High School & College Students. Career Quiz Free Career Tests Job Quiz Online. Aptitude Placement Assessment: Middle School, Kids, Teens, ...
Students - Health Careers - Military or College? - Technology Careers

2) PA: 37 83 links DA: 25 Link Analysis

Career Test, Free Career Test and Personality Profiler
similaminds.com/career.html

Career Test. gender. —, male, female. contact | info.

3) PA: 61 233 links DA: 66 Link Analysis

Welcome to Assessment.com, Home of MAPP Career Test
www.assessment.com/

Online career test, free results. Career aptitude test or career assessment test. Free results, get career ideas, find the right job for you!

4) PA: 66 5,852 links DA: 59 Link Analysis

Free career test online | 123test.com
www.123test.com/career-test/

This career test will help you find out what professions fit your personality. Take this free career test online right now at 123test.com.

5) PA: 48 3,147 links DA: 48 Link Analysis

career aptitude test

Web Books Videos Images Shopping More Search tools

About 2,080,000 results (0.25 seconds)

Career Aptitude Test - Step 1: What Career Is Right For Me?
www.whatcareerisrightforme.com/career-aptitude-test.php

Simple, free career aptitude test to determine what career is right for you.

1) PA: 30 1,228 links DA: 31 Link Analysis

Take the Career Aptitude Test – Rasmussen College
www.rasmussen.edu/Resources/Rasmussen College

This test helps you determine the best career for you based on your unique skills and interests. Adjust your skills and receive a list of career suggestions based ...

2) PA: 55 40 links DA: 67 Link Analysis

Career Assessment Test - Career Colleges
www.careercolleges.com/career-assessment-test

Please answer the following 15 questions to the best of your ability. Your answers will be used to identify the career selection(s) that is most suited to your habits, ...

3) PA: 44 359 links DA: 39 Link Analysis

Aptitude Tests - Career Assessment - Oprah.com
www.oprah.com/money/Aptitude-Tests-Career-Assessment Oprah Winfrey

We asked the Johnson O'Connor Research Foundation to adapt five career aptitude tests for you to try at home—no props or proctors necessary.

4) PA: 55 34 links DA: 92 Link Analysis

Welcome to Assessment.com, Home of MAPP Career Test
www.assessment.com/

Online career test, free results. Career aptitude test or career assessment test. Free results, get career ideas, find the right job for you!

5) PA: 66 5,852 links DA: 59 Link Analysis

career test free

Web Shopping Videos Images News More Search tools

About 188,000,000 results (0.20 seconds)

Career Test High School College Students Free Job Quiz ...
www.yourfreecareertest.com/

Career Test for High School & College Students. Career Quiz Free Career Tests Job Quiz Online. Aptitude Placement Assessment: Middle School, Kids, Teens, ...
Students - Health Careers - Military or College? - Technology Careers

1) PA: 37 83 links DA: 25 Link Analysis

Free Career Test Online - CareerFitter
careerfitter.com/free_test/careerbuilder/

Free career test with 60 question uncovers the scientific summary of your work personality. Generates a detailed full version option with lists of careers and jobs ...
Career Test Free - SAMPLE Free Version - Mary's Occupational Factors

2) PA: 25 5 links DA: 34 Link Analysis

Welcome to Assessment.com, Home of MAPP Career Test
www.assessment.com/

Online career test, free results. Career aptitude test or career assessment test. Free results, get career ideas, find the right job for you!

3) PA: 66 5,852 links DA: 59 Link Analysis

Career Test Center - Discover your ideal career
www.careertest.net/

Career test based on type theory. Discover your personality and most ideal career.

4) PA: 47 306 links DA: 37 Link Analysis

What Career Is Right For Me?
www.whatcareerisrightforme.com/

Simple, free career aptitude test to determine what jobs are most suited for you.

5) PA: 41 229 links DA: 31 Link Analysis

Competitive Analysis

	Page Title	Referring Domains	# of Words	Anchor Text Distribution
http://www.careertest.net/	Career Test Center - Discover your ideal career	Total: 173 Edu: 10 Gov: 1	468	1. "http://www.careertest.net" 42/16% 2. "career test" 30/12% 3. "career test center - discover your ideal career" 20/8%
http://www.yourfreecareertest.com/	Career Test High School College Students Free Job Quiz Best Tests	Total: 74 Edu: 0 Gov: 0	2341	1. "http://www.yourfreecareertest.com" 27/36% 2. your free career test 6/8% 3. career test 5/7%
http://similarminds.com/career.html	Career Test, Free Career Test and Personality Profiler	Total: 279 Edu: 9 Gov: 1	7	1. "Take free career test" 76/28% 2. "take free career inventory personality test" 73/27% 3. "http://similarminds.com/career.html" 49/18%
http://www.assessment.com/	Welcome to Assessment.com, Home of MAPP Career Test	Total: 599 Edu: 70 Gov: 7	643	1. "www.assessment.com" 88/15% 2. "http://www.assessment.com" 66/11% 3. "http://www.assessment.com/" 66/11%
http://www.123test.com/career-test/	Free career test online 123test.com	Total: 58 Edu: 4 Gov: 0	653	1. "http://www.123test.com/career-test/" 17/30% 2. "career test" 12/21% 3. "www.123test.com/career-test/" 3/5%
http://www.whatcareerisrightforme.com/career-aptitude-test.php	Career Aptitude Test - Step 1: What Career Is Right For Me?	Total: 52 Edu: 0 Gov: 0	294	1. "career aptitude test" 14/27% 2. "http://www.whatcareerisrightforme.com/career-aptitude-test.php" 9/17% 3. career aptitude test - step 1: what career is right for me? 4/8%
http://www.livecareer.com/career-test	Career Tests Free Career Aptitude Test LiveCareer	Total: 29 Edu: 0 Gov: 0	557	1. "career tests free career aptitude test livecareer" 6/21% 2. "http://www.livecareer.com/career-test" 4/14% 3. "livecareer" 3/10%

Recommendations - Start test right away

- Increase time on page and decrease bounce rate
 - Increase compelling content above the fold.
 - More than half of the top results start the test right away.

The screenshot shows the LiveCareer homepage. At the top, there's a navigation bar with 'LIVE HELP 7 days a week', 'EMPLOYER Sign in here', and 'MEMBERS Sign in here'. Below this is a 'SHARE & CONNECT' section with social media links. The main header has a home icon and links to 'RESUMES', 'COVER LETTERS', 'INTERVIEWS', 'JOBS', and 'CAREER RESOURCES'. The main content area features the headline 'America's #1 Free Career Test! Know Yourself, Know Your Right Career.' followed by three bullet points: 'Comprehensive free results', 'Over 5,000,000 completed tests', and 'Scientifically proven test'. To the right is a sign-up form with fields for 'Email', 'New Password', and 'Birth Year'. There's a checkbox for email alerts and a 'CONTINUE' button. At the bottom, a small note states: 'By clicking this button, you agree to our Terms of Use and Privacy Policy.'

The screenshot shows the 'YourFreeCareerTest' page. The header includes the site name and a description: 'Career Test Free Online Career Quiz for Students and Adults'. Below the header is a navigation bar with 'Free Career Test', 'Students', 'Worksheets', 'Teachers & Parents', and 'Job Seekers'. The main content area has a sidebar with 'Career Articles' and 'College Articles'. The main section contains a message: 'This free student-friendly online career test takes about 3 minutes. The career test results are immediate and free, no registration required. Enjoy!' followed by a 'Name or Student ID' field. Below this is a grid of 8 test questions, each with three radio button options: 'Very Interested', 'Interested', and 'Not Interested'. The questions are: 1. Maintain, install, or repair computers. 2. Try new food recipes. 3. Help a business or client meet financial goals. 4. Teach people new skills. 5. Take care of people, even strangers. 6. Write books, articles, essays, or plays. 7. Interpret data/numbers and problem solve. 8. Discover why and how chemicals react to one another.

Recommendations - Optimize for “career test”

- Change Page Title from “*Career Tests*” to “*Career Test*”.
- Integrate “career test” into page’s h1 (on-page title).
- Edit copy to increase keyword density.

LiveCareer

Total 2-word phrases: 49				
Keyword	Found in	Repeats	Density	Prominence
cover letter		6	2.03%	50.00%
begin test		6	2.03%	67.15%
view all		5	1.69%	23.42%
articles view		5	1.69%	23.59%
career test	D, K	4	1.35%	48.31%
your resume		4	1.35%	58.80%
free career	T, D	4	1.35%	68.27%

Assessment.com

Total 2-word phrases: 78				
Keyword	Found in	Repeats	Density	Prominence
the mapp		15	4.52%	59.30%
career test	T, D, K	12	3.62%	51.40%
mapp career	T	9	2.71%	53.83%
career assessment	D, K	6	1.81%	72.75%
the right	D	6	1.81%	61.89%
career guide		5	1.51%	78.00%

career test

Web Shopping Videos Images News More Search tools

About 216,000,000 results (0.34 seconds)

Career Test Center - Discover your ideal career
www.careertest.net/
 Career test based on type theory. Discover your personality and most ideal career.
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Current Content

Career tests are the first stage of career planning. Your quick assessment will help you uncover the tasks, experiences, education, and training you might need to get started in an exciting new field.

Your **aptitude test** will allow you to make better decisions, market yourself to your best advantage, and avoid spending money on the wrong education. After all, if you enjoy your work, you'll dramatically improve your happiness, productivity, self-confidence, and self-worth.

New Content

Ready to discover your true career passion? Our **free career test** is a great place to start. This **career aptitude test** has been carefully designed to help you understand what kind of career you're looking for, and the steps you'll need to take to realize your goals.

When you take our **career test**, you'll learn more about what you really want out of a job. This will empower you to make better career decisions, target the right companies, and pursue educational opportunities that make sense for you.

There are few things in life more important than being satisfied at work. Take our **career test** today and put yourself on the road to increased happiness, confidence, and an exciting future!

Recommendations - Increase back-links

- Increase numbers of referring domains through outreach.
 - High quality & quantity of links help SEO rankings
 - Have to be authoritative as well as relevant
 - Want .edu and .gov links
- Pull back-links from competitors and reach out to them.

Referring Domains	173
Governmental	1
Educational	10

#1 Careertest.net

Referring Domains	599
Governmental	7
Educational	70

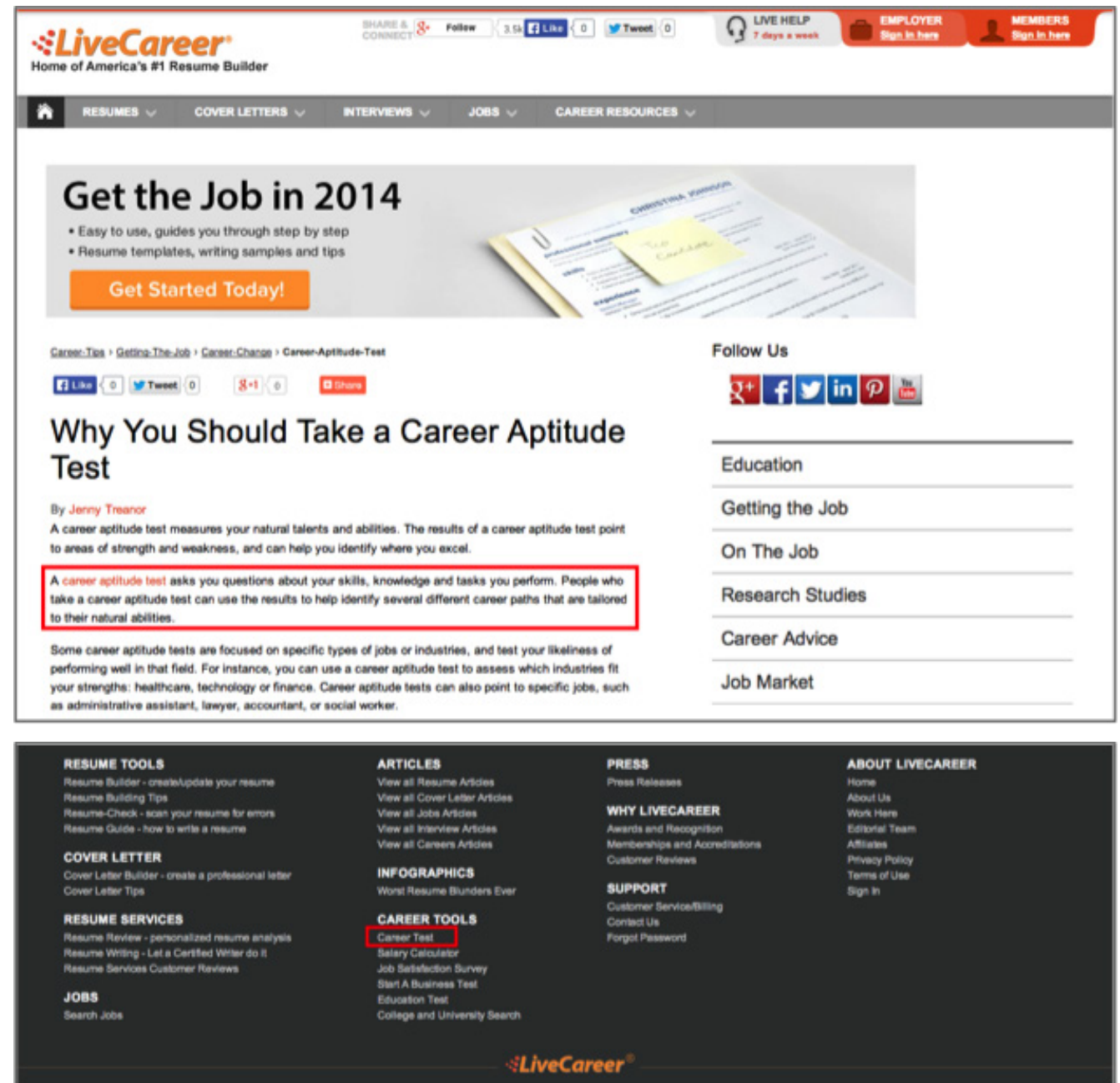
#4 Assessment.com

Referring Domains	29
Governmental	0
Educational	0

#8 Livecareer.com/career-test

Recommendations - Increase back-links

- Add internal back-links on existing LiveCareer pages.
 - Link within relevant articles and sidebars.
 - Update current footer link: <http://www.livecareer.com/free-online-career-assessment-test>
- Put links on other domains within our network.
 - MPR, Resume-Now, JobMantis etc.
- Reach out to affiliate networks.
 - Offer Plug-in



Discover Your Career Path Today

It All Starts with a Career Test

Here is the first question to get you started!

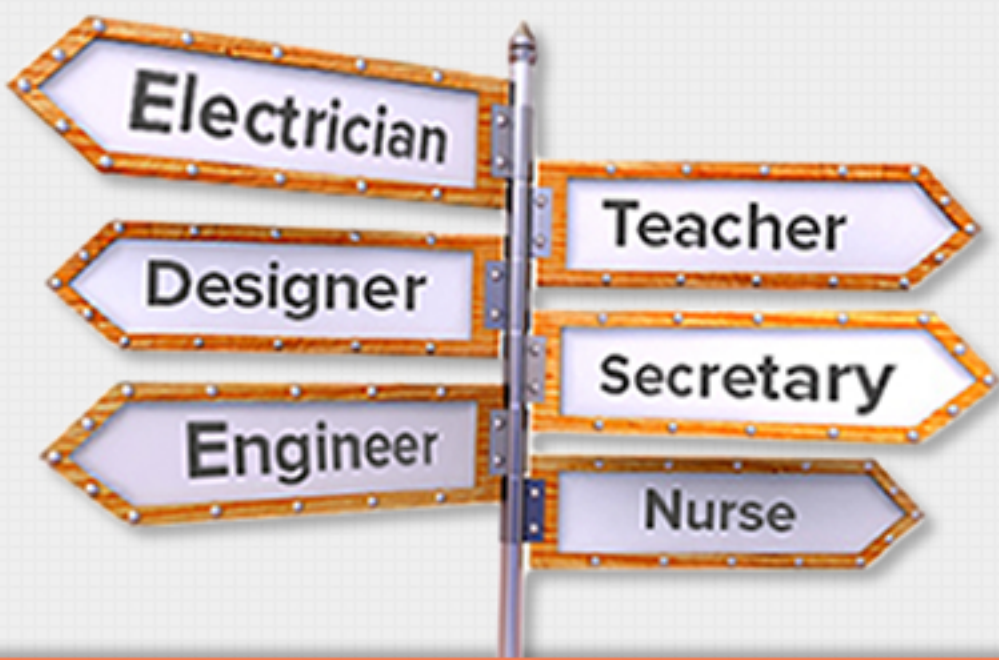
For each question, select which activity you like **MOST** and which activity you like **LEAST**.

- a. Running a boarding house for students.
- b. Illustrating children’s book.
- c. Teaching needy children overseas.

<input checked="" type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input checked="" type="radio"/>

Discover Your Career

Ready to discover your true career passion?



Our free career test is a great place to start. This career aptitude test has been carefully designed to help you understand what kind of career you’re looking for, and the steps you’ll need to take to realize your goals.

When you take our career test, you’ll learn more about what you really want out of a job. This will empower you to make better career decisions, target the right companies, and pursue educational opportunities that make sense for you.

There are few things in life more important than being satisfied at work. Take our career test today and put yourself on the road to increased happiness, confidence, and an exciting future!

Testimonials

“My Free Career Test Report showed careers I had never considered before. Your test inspired me to take active steps towards pursuing my life-long interests.”

- Amy



“My Free Career Test made me reconsider my future plans and gave me a deeper vocational insight. It made me move in a slightly different direction educationally than I originally planned to.”

– Sam

Resume tools

- Resume Builder - create/update your resume
- Resume Building Tips
- Resume-Check - scan your resume for errors
- Resume Guide - how to write a resume

Cover Letter

- Cover Letter Builder - create a professional letter
- Cover Letter Tips

Resume Services

- Resume Review - personalized resume analysis
- Resume Writing - Let a Certified Writer do it
- Resume Services Customer Reviews

Jobs

- Search Jobs

Articles

- View all Resume Articles
- View all Cover Letter Articles
- View all Jobs Articles
- View all Interview Articles
- View all Careers Articles

Infographics

- Worst Resume Blunders Ever

Resume Services

- Career Test
- Salary Calculator
- Job Satisfaction Survey
- Start A Business Test
- Education Test
- College and University Search

Press

- Press Releases

Why LiveCareer

- Awards and Recognition
- Memberships and Accreditations
- Customer Reviews

Support

- Customer Service/Billing
- Contact Us
- Forgot Password

About LiveCareer

- Home
- About Us
- Work Here
- Editorial Team
- Affiliates
- Privacy Policy
- Terms of Use
- Sign In

Now let’s get you registered so you can continue your career discovery!

- This gives you access to **FREE** results.
- You can receive email alerts on career matches.
- This will allow you to stop your test and come back to it later.

You’re one step closer!

Email

Password

Birth Year

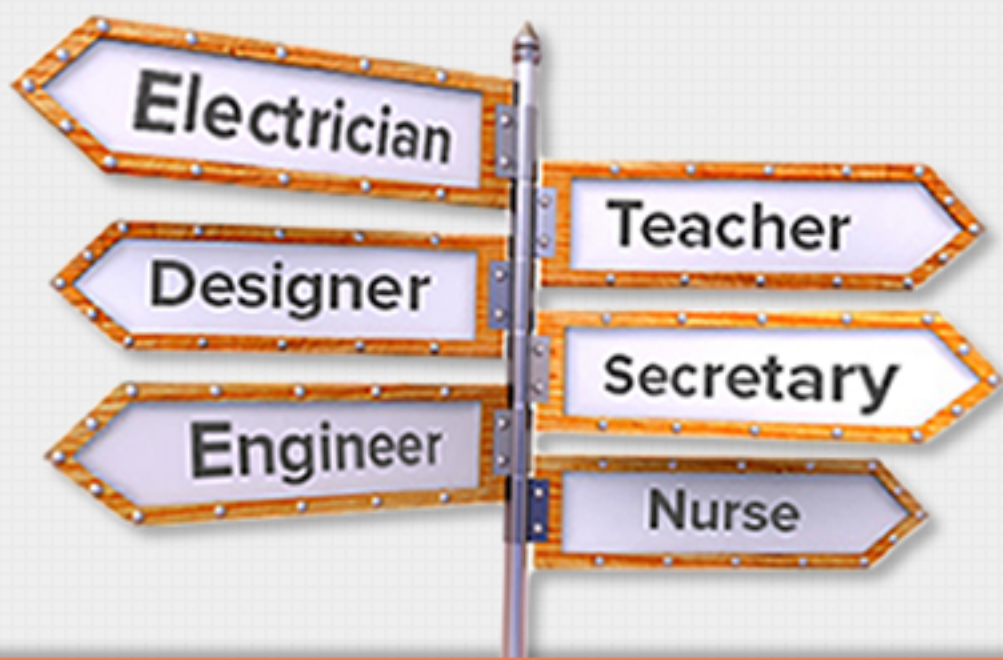


Yes! I would like to receive email alerts on careers that match my profile and free information on managing my career.

Continue Your Test

By clicking this button, you agree to our [Terms of Use](#) and [Privacy Policy](#).

Ready to discover your true career passion?



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- Amy



“My Free Career Test made me reconsider my future plans and gave me a deeper vocational insight. It made me move in a slightly different direction educationally than I originally planned to.”

– Sam

Resume tools

Resume Builder - create/update your resume
Resume Building Tips
Resume-Check - scan your resume for errors
Resume Guide - how to write a resume

Cover Letter

Cover Letter Builder - create a professional letter
Cover Letter Tips

Resume Services

Resume Review - personalized resume analysis
Resume Writing - Let a Certified Writer do it
Resume Services Customer Reviews

Jobs

Search Jobs

Articles

View all Resume Articles
View all Cover Letter Articles
View all Jobs Articles
View all Interview Articles
View all Careers Articles

Infographics

Worst Resume Blunders Ever

Resume Services

Career Test
Salary Calculator
Job Satisfaction Survey
Start A Business Test
Education Test
College and University Search

Press

Press Releases

Why LiveCareer

Awards and Recognition
Memberships and Accreditations
Customer Reviews

Support

Customer Service/Billing
Contact Us
Forgot Password

About LiveCareer

Home
About Us
Work Here
Editorial Team
Affiliates
Privacy Policy
Terms of Use
Sign In

It All Starts with a Career Test!

Help

Question 1

1-10

For each question, select which activity you like MOST and which activity you like LEAST.

- a. Running a boarding house for students.

M

L
- b. Illustrating children's book.

M

L
- c. Teaching needy children overseas.

M

L

Question 2

- a. Supervising the kitchen of a large restaurant.

M

L
- b. Making appointments for clients.

M

L
- c. Speaking openly with supervisors.

M

L

Question 3

- a. Writing mathematical equations.

M

L
- b. Writing news stories for the radio.

M

L
- c. Telephoning customers about overdue accounts.

M

L

Question 4

- a. Reviewing promotions for employees.

M

L
- b. Writing sports features for a newspaper.

M

L
- c. Enforcing discipline.

M

L

Question 5

- a. Pouring the foundation for a new home.

M

L
- b. Delivering office memos.

M

L
- c. Taking a course in selling real estate.

M

L

Question 6

- a. Running a boarding house for students.

M

L
- b. Illustrating children's book.

M

L
- c. Teaching needy children overseas.

M

L

Question 7

- a. Running a boarding house for students.

M

L
- b. Illustrating children's book.

M

L
- c. Teaching needy children overseas.

M

L

Question 8

- a. Running a boarding house for students.

M

L
- b. Illustrating children's book.

M

L
- c. Teaching needy children overseas.

M

L

Question 9

- a. Running a boarding house for students.

M

L
- b. Illustrating children's book.

M

L
- c. Teaching needy children overseas.

M

L

Question 10

- a. Running a boarding house for students.

M

L
- b. Illustrating children's book.

M

L
- c. Teaching needy children overseas.

M

L

Continue

You're Halfway There!

Take a break, grab a snack, don't wear yourself out.

50% Complete

Keep Moving

We recommend you push through, but if you need to stop,
you can save your answers and come back to it later.

Save and Continue Later

The End is in Sight!

Take a deep breath relax, this is the final stretch.



Finish Strong!

If you need to take a break, take some time to check out some of our other career building tools, like our [Resume Builder](#).

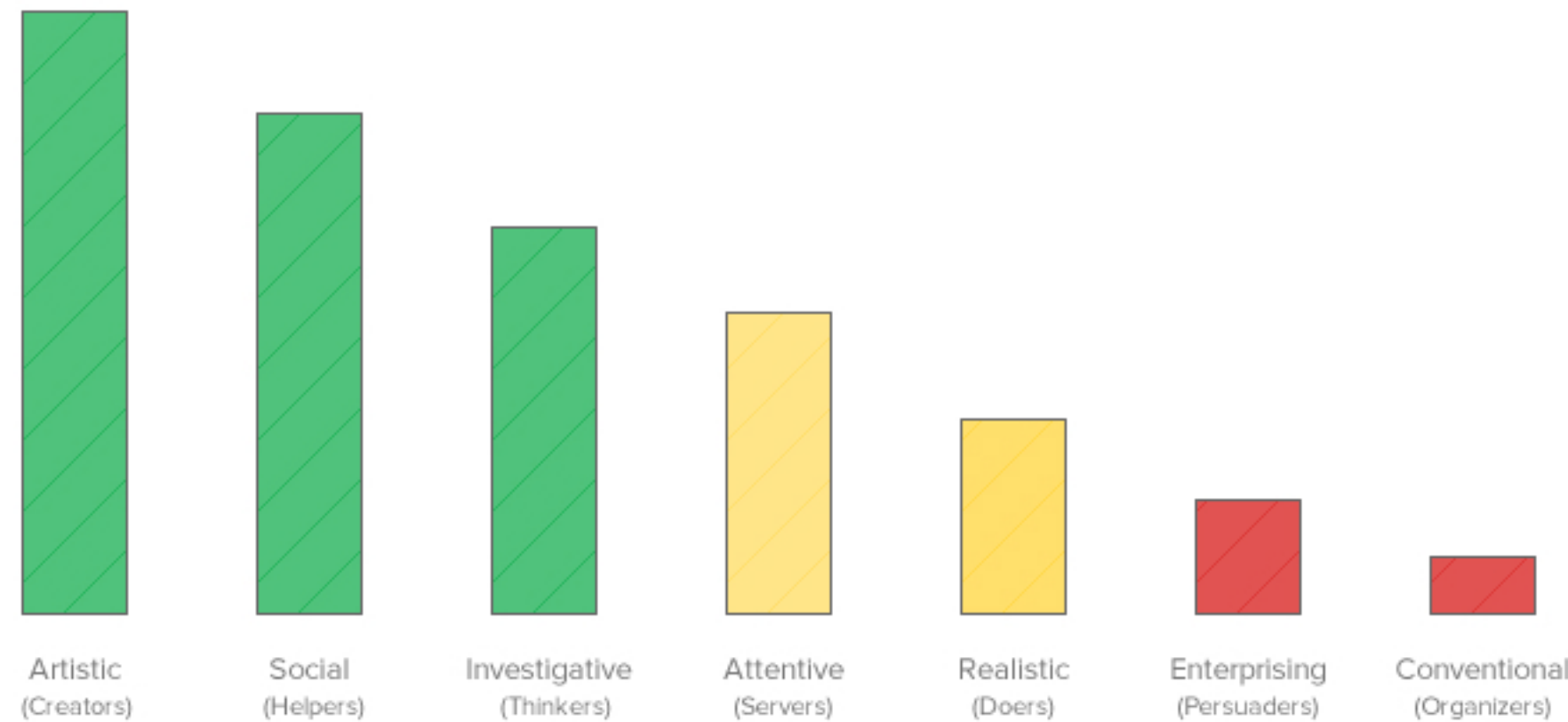
Save and Continue Later

Let’s See What Workplace Fits You

Check Out Your Career Interest Results

What does this all mean?

Your workplace fit results can be viewed as a graph. Just as each of us is unique, This graph is a one-of-a-kind snapshot of your individual set of preferences. High or low score aren’t good or bad, they simply illustrate your compatibility with different work environments. No one scores equally high on all 7 scales.



Definitions

- Artistic (Creators)** Your Score: High

Artistic types are often thought of as original and creative by others. Such people enjoy expressing themselves in artistic ways such as acting, dancing, creating music or visual art, or by expressing their ideas either through discussion or debate.
- Investigative (Servers)** Your Score: High

Investigative types enjoy the challenge of problem solving in mathematics, technology, and sciences, and the abstract and practical ideas related to these areas. Applied science, such as engineering, technology or computer science may also be of interest to them. They can be technically creative.
- Social (Helpers)** Your Score: High

Realistic types like physical activity, working with their hands, and are mechanically-inclined. They enjoy working outdoors and do not mind physical risks on the job.
- Attentive (Servers)** Your Score: Med

Attentive types enjoy helping others, serving others’ personal needs and looking after the comfort and well-being of others.
- Realistic (Doers)** Your Score: Med

Realistic types like physical activity, working with their hands, and are mechanically-inclined. They enjoy working outdoors and do not mind physical risks on the job.
- Conventional (Organizers)** Your Score: Low

Conventional types enjoy supervising others in jobs where rules and tasks are well defined. They show careful attention to detail, are organized, follow instructions well and prefer jobs where their daily duties are regular and fixed.
- Enterprising (Persuaders)** Your Score: Low

Enterprising types are people-oriented. They like to talk to, influence and persuade others. They are confident, adventurous, assertive and show leadership.

Back

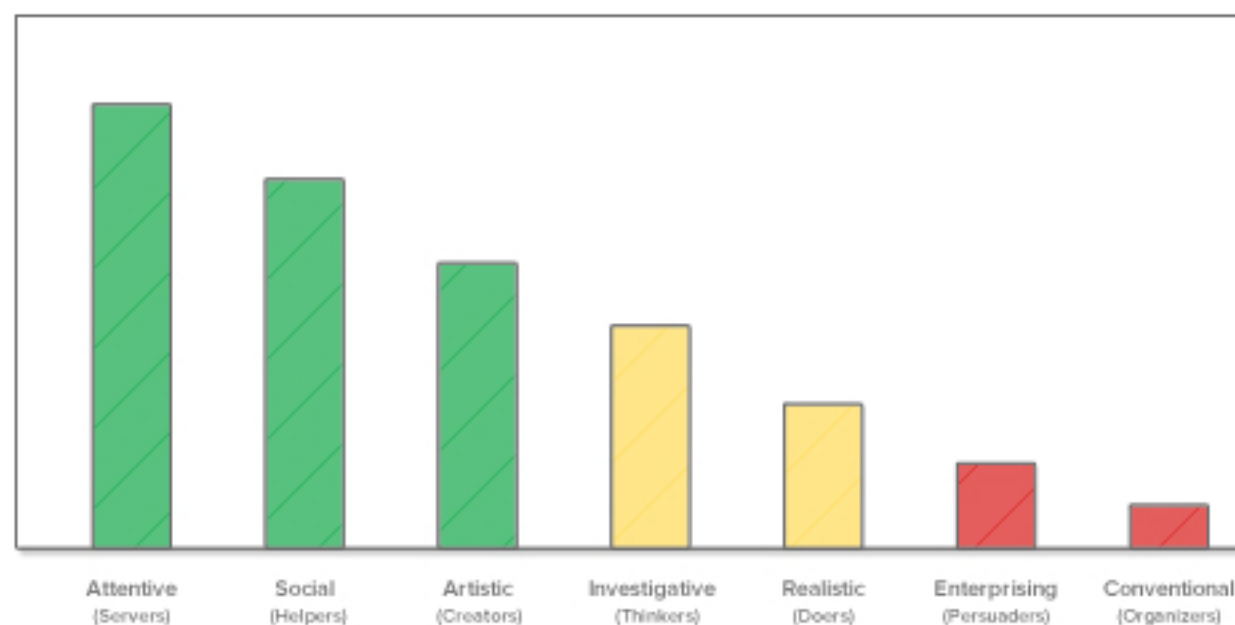
Next

Take Your **FREE** Career Test!

How do you compare?

Career Interest Results

This graph is a one-of-a-kind snapshot of your individual set of preferences. High or low score aren't good or bad, they simply illustrate your compatibility with different work environments.



Yes! I would like to receive email alerts on careers that match my profile and free information on managing my career.

Start Your Test Now!

By clicking this button, you agree to our [Terms of Use](#) and [Privacy Policy](#).

Let's Take a Deeper Look

Find a Package That Puts You on the Right Path to a New Career

Premium Package

Your Premium Report will help you identify which career and educational path is right for you.

- Discover your Top 20 Job Matches
- Identify which of the 27 career fields and 100+ academic areas
- View matching jobs including skills and training required
- Confirm your career direction - 700+ jobs available

Only
\$24.95

Purchase

Deluxe Package

Your Deluxe Report provides complete, in-depth analysis of the 100 jobs that match you best.

- Get your dream job - review the top 100 jobs that match your interests and personality.
- Realize your earning potential with current salary and job market data.
- Make the right career move - compare work environments, values, skills and much more.
- Includes all the Premium Report plus your personalized job database and a job comparison tool.

Only
\$39.95

Purchase

Get your upgraded results for FREE!

* Complete One of the following to receive the **PREMIUM PACKAGE**

* Complete **BOTH** and receive the **DELUXE PACKAGE**

☐

Share your results through either of these social media outlets.



Become a [LiveCareer](#) Subscriber.

Submit

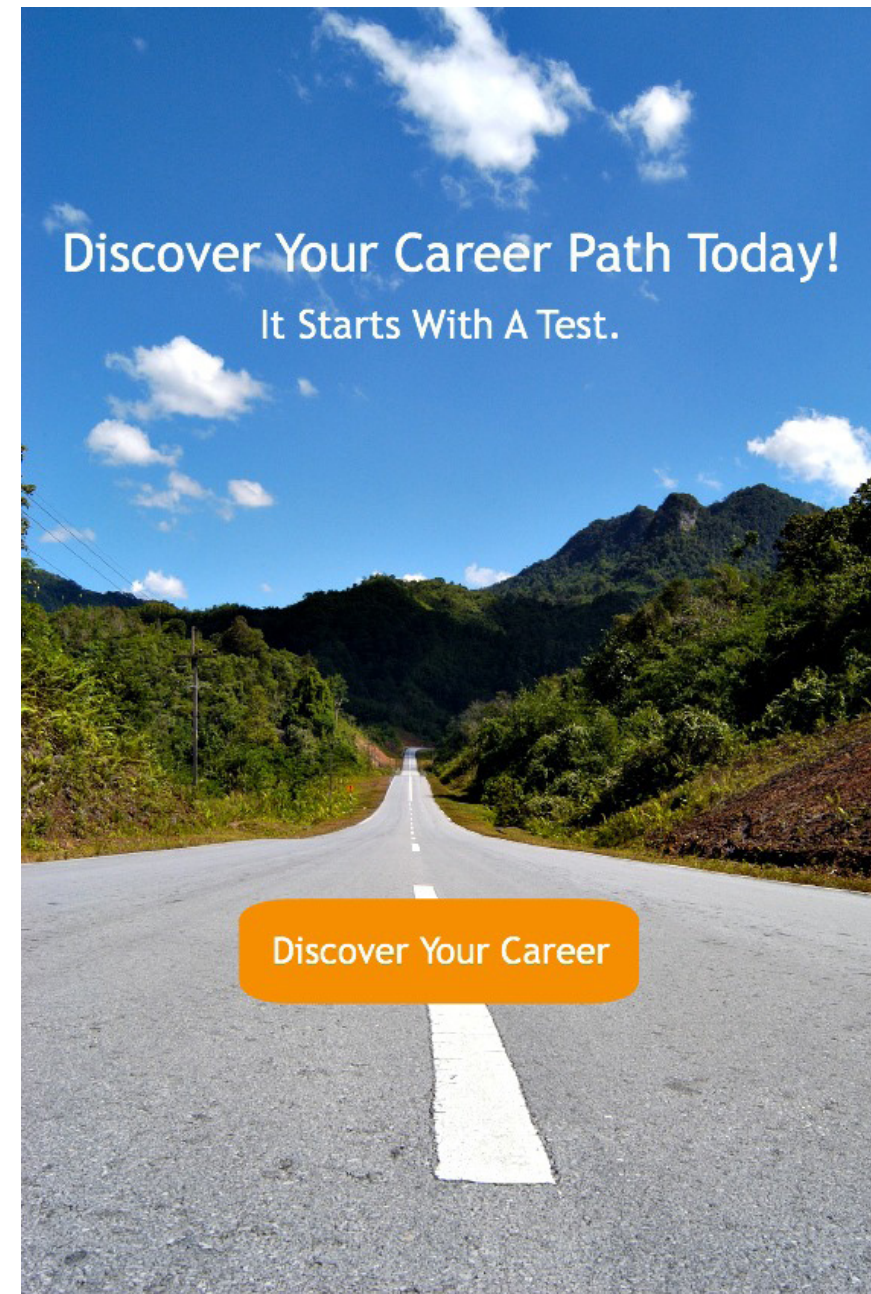
What's our mobile opportunity?

- As of January 2014, PEW says 56% of American adults own smart phones.
- Build mobile-optimized touch version of career test.



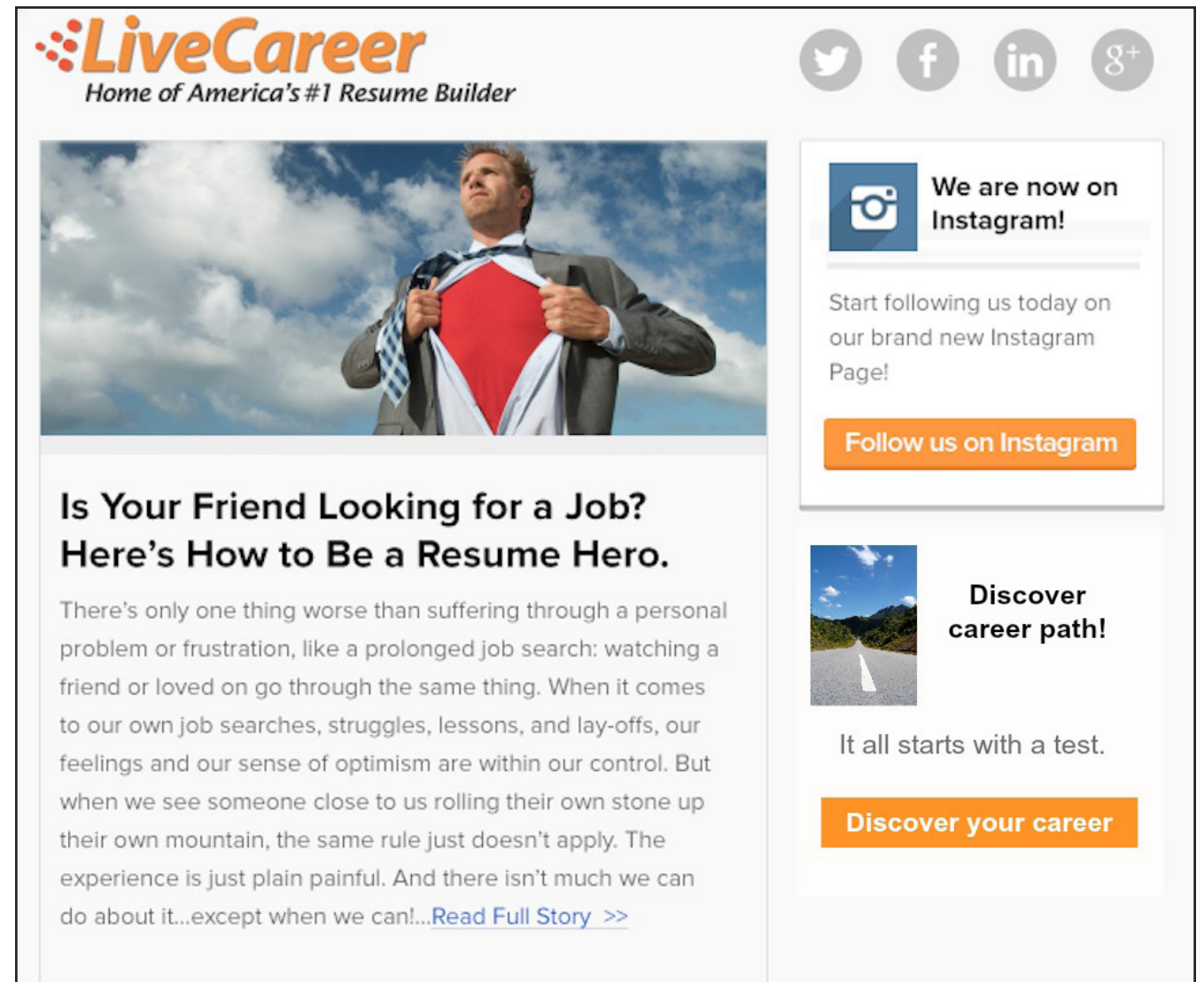
How we plan to reach people

- Run a social campaign on LiveCareer's preexisting social media accounts.
- The "Discover Your Career" social campaign will run for 3 consecutive days on all social accounts.
- Social Media campaign budget:
 - Daily Budget: \$70
 - Total Budget: \$210



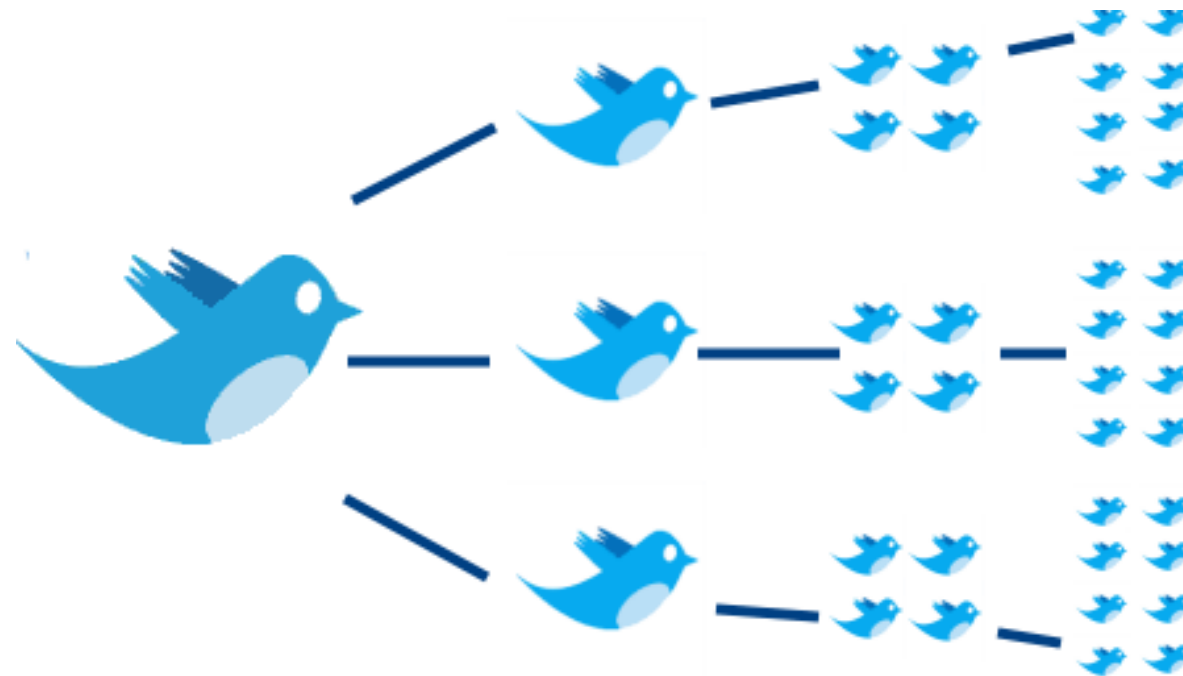
Email marketing

- Promote Career Test by incorporating an ad within LiveCareer's weekly newsletter.
- Career Test ad will remain in weekly newsletter as long as the "Discover your Career" social campaign is active.



Let's take it viral

- Current revenue from the career test is minuscule.
- Offer customers free career test results as long as they share their results with friends on social networks.
- Greatly multiply traffic with small cost.



Revenue Projections

Funnel flow	% from previous flow	Control # of users	FB Stats	18-29 w/ FB (84%)	30-49 w/ FB (79%)	All ages w/ FB (67%)
Landing Page	100%	11,500	Normal	959	901	765
			Deluxe	107	100	85
Start / Register	25%	2,875	Revenue Projections from 1st Users (LTV)			
Finish Test	49%	1,409				
Checkout / Sell Page	90%	1,268	Age	Revenue		
Normal	90%	1,141	18-29	\$5,325		
Deluxe	10%	127	30-49	\$5,008		
Conversion Rate (Normal)		9.9%	All ages	\$4,247		
Conversion Rate (Deluxe)		1.1%				

Revenue Projections with Social Media

Normal and Deluxe				Projected Viral Users Acquired					
Age	Funnel Users	FB. Friends per User	Total Friends Reached	Age	1%	2%	3%	4%	5%
18-29	1065	600	639,009	18-29	6,390	12,780	19,170	25,560	31,950
30-49	1002	300	300,486	30-49	3,005	6,010	9,015	12,019	15,024
All ages	849	350	297,317	All Ages	2,973	5,946	8,920	11,893	14,866

Revenue Projections (Monthly Basis)						
Age	1%	2%	3%	4%	5%	
18-29	\$8,848	\$12,370	\$15,893	\$19,415	\$22,938	
30-49	\$6,665	\$8,321	\$9,977	\$11,634	\$13,290	
All Ages	\$5,886	\$7,525	\$9,164	\$10,803	\$12,442	

Note:

- Social media impact of \$3,523.
- Conversion Rates of 9.9% and 1.1% may move, but traffic will be the main driving force for rev. generation.
- New Career Test interest plan will increase revenue by \$5,148.
- Cost of marketing campaign will be around \$70/day or \$2,170/ month.

Thank You!