

VETRIA

Kit site that facilitates contact

Check-up, comparison quotes, structure, WhatsApp, local SEO and publishing plan.

HOW TO USE IT

Fill in the boxes, keep a record of the data used and choose one priority per cycle. Use the scores to prioritise the work, not as a promise of results.

e-roe.it/en/resources

01 / Essential site check-up

Assign 0 = absent, 1 = partial, 2 = solid. Maximum total: 42.

- ☐ Clear offer over ☐ Recognizable public ☐ Concrete difference
- ☐ Clear primary action ☐ Number and working WhatsApp
- ☐ Contextual reviews ☐ Process explained ☐ Price or guideline
- D ☐ Mobile readability ☐ Comfortable buttons
- D Short form ☐ Fast page ☐ Descriptive titles
- D ☐ Accessible privacy ☐ Active HTTPS
- ☐ References: Commission communication: Bull.

LETTURE 0-20: foundation to be rebuilt. 21-32: Selective priority. 33-42: solid base to optimize.

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02 / Compare two quotes web

Criteria Proposal A B Proposal Question to do

Objective Which result should it facilitate?

Who writes and approves?

Are pages motivated by users?

Mobile and speed How are they verified?

SEO Basic What is really included?

Measurement What events are recorded?

Assistance Time, limits and costs?

Domain Properties, files and accesses remain mine?

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03 / Structure, WhatsApp and SEO

□ **Home: promise, proof, action** □ **Service: problem, method, result**

D □ Projects: context and intervention

□ FAQ: real obstacles □ Contacts: less possible friction

□ Pre-complete and specific WhatsApp message □ Visible but not invasive button

□ Full name, address and telephone □ Google Business Profile

□ Local really useful pages □ Reviews with continuity

Example: "Hello, I would like to understand if you can help me with [service]. My activity is [type] and I would like to intervene within [period]. »

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04 / Online site plan in 7 days

Day Decision Material ready

1 Objective and public A clear phrase

2 Pages Approved Map

3 Content Tests and Tests

4 Visual Photos and Identity

5 Realization Mobile version

6 Verification Form, link, privacy

7 Publication Domain and Measurement

CONTROL Try the site with a hand, slow network and reduced brightness. If you read or contact MOBILE effort, correct before launch.

PASSO Store this document as a baseline. Repeat the evaluation in 30 days and compare only SUCCESSIVO data collected by the same method.

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