

Wyoming/SSC Status - October 30

Activity	Status	WY	SSC	By
Demand Generation				
Paid Search	Campaigns update	SM/AA	DC	Ongoing
Studio				
Website Redesign	Walk-through content recommendations after MOZ and Analytics research	SM/AA	DC	On call
	Development updates: - Pardot forms: links provided confirm that we can create our forms with custom styling and send the information to Pardot - Shopper Approved: currently implementing this on dev. The API allows to show only the top rating reviews	EM/ME	DC	On call
	Share first pass of screens for feedback capture	ME	DC	On call
Rebrand	Apply brand to PowerPoint presentation and social media banners	SB	N/A	By end of this week