

	Work Breakdown Structure Dictionary		
WBS Element Number:	1.1.1	Owner:	Information Architect
WBS Element Title:	Process Definition		
WBS Element Description:			
The Information Architect will meet with members of the Search Engine Marketing team to determine the current processes used for launching and managing keywords and text ads. The IA will learn the workflow on all three Tier 1 Search Engines (Google, Yahoo, and MSN) in order to help design a system that can perform all necessary daily tasks in an efficient manner.			
Predecessor(s):			
Successor(s):			

	Work Breakdown Structure Dictionary		
WBS Element Number:	1.1.2	Owner:	Lead Developer
WBS Element Title:	API Research		
WBS Element Description:			
The Lead Developer and his team will read the documentation for the API from each of the three Tier 1 Search Engines. This will help to determine the API calls that will be required for reporting and submission of keywords to each engine.			
Predecessor(s):			
Successor(s):			

	Work Breakdown Structure Dictionary	
WBS Element Number:	1.1.3	Owner: Sr. Architect
WBS Element Title:	Architecture Design	
WBS Element Description:		
The Senior Architect will work with the development team and Database Administrator to map out the basic architecture that will be used for the database and code during execution.		
Predecessor(s):		
Successor(s):		

	Work Breakdown Structure Dictionary	
WBS Element Number:	1.1.4	Owner: Project Manager
WBS Element Title:	Requirements Document	
WBS Element Description:		
The Project Manager will create the Functional Requirements Document incorporating the research done by the development team, the Information Architect, and Senior Architect. This requirements document will need to be approved by the project stakeholders before any development can be done.		
Predecessor(s):		
Successor(s):		

	Work Breakdown Structure Dictionary	
WBS Element Number:	1.2.1	Owner: Lead Developer
WBS Element Title:	User Interface	
WBS Element Description:		
The Lead Developer and his team will design the user interface for the Keyword Management System. The interface will include pages for managing search engine information, account/campaign/ad group information, and supplemental pages for searching and submissions to the search engines.		
Predecessor(s):		
Successor(s):		

	Work Breakdown Structure Dictionary			
WBS Element Number:		1.2.2	Owner:	Lead Developer
WBS Element Title:		Code		
WBS Element Description:				
The Lead Developer and his team will create the code for the Keyword Management System. This code will be used for creating, editing, and deleting keywords, ads, accounts, etc. to the system. Stored procedures for entry into the database will be created for all pages and operations of the User Interface.				
Predecessor(s):				
Successor(s):				

	Work Breakdown Structure Dictionary		
WBS Element Number:	1.2.3	Owner:	Lead Developer
WBS Element Title:	API		
WBS Element Description:			
The Lead Developer and his team will implement all API calls necessary for sending information to, and receiving information from, the three Tier 1 Search Engines. This will include a daily sync of all accounts with the Keyword Management System as the "Master". Reports will be requested from the search engines each morning for the previous day as well as in increments of no more than 4 hours each day for intraday costs.			
Predecessor(s):			
Successor(s):			

	Work Breakdown Structure Dictionary		
WBS Element Number:	1.2.4	Owner:	SQL Developer
WBS Element Title:	Data/Reporting		
WBS Element Description:			
The Database Administrator will create the database and all necessary tables for the Keyword Management System. In addition, all necessary Cron jobs will be scheduled in cooperation with the developers implementing the API calls. The Database Administrator will also work with the Cognos reporting system developers in the integration of the Keyword Management System to the Cognos reporting system used by the Search Engine Marketing team.			
Predecessor(s):			
Successor(s):			

	Work Breakdown Structure Dictionary		
WBS Element Number:	1.3.1	Owner:	QA Engineer
WBS Element Title:	QA Testing		
WBS Element Description:			
The QA Engineer will set up a Sandbox environment in which the Keyword Management System can be tested. The QA Engineer will create test plans, including Unit, System, and Regression tests for all functions of the Keyword management system and execute these plans upon Code Completion.			
Predecessor(s):			
Successor(s):			

	Work Breakdown Structure Dictionary		
WBS Element Number:	1.3.2	Owner:	Project Manager
WBS Element Title:	User Acceptance Testing		
WBS Element Description:			
The Project Manager, along with the project team, will present the Keyword Management System to the project stakeholders for their review and approval before the application can be put into a production environment. The Project Manager will work with at least one Campaign Manager (end-user) and the Information Architect to measure the efficiency of the application workflow to ensure there are no issues before it can be used for daily activities.			
Predecessor(s):			
Successor(s):			

	Work Breakdown Structure Dictionary	
WBS Element Number:	1.4.1	Owner: Trainer
WBS Element Title:	Training	
WBS Element Description:		
The Project Manager will meet with the trainer that will be responsible for delivery of end-user training to the Campaign Managers (end-users of the system). Training documentation will be created, with training delivered in small groups to the SEM department.		
Predecessor(s):		
Successor(s):		

	Work Breakdown Structure Dictionary		
WBS Element Number:	1.4.2	Owner:	Lead Developer
WBS Element Title:	Sync/Import Accounts		
WBS Element Description:			
The Lead Developer and his team will run a phased sync of all Search Engine Accounts into the Keyword management System. This must be done before the system can be used by the Campaign Managers as they are currently running keywords in these accounts and Search Engines. The down-time per Campaign Manager should be no more than 1 day, with no two Campaign Managers experiencing down-time simultaneously.			
Predecessor(s):			
Successor(s):			

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