

Hoja Worksheet 3.4: Caso estudiado para Study for Liverpool Business Incubation Centre

Resumen Overview of Business

Sandra dirige un centro de incubación de empresas en Liverpool que ofrece servicios de oficina virtual (dirección de correo y direcciones de negocios). El centro de incubación se estuvo negociando durante 3 años y ha experimentado un crecimiento constante en los últimos 3 años, de los cuales llenó un edificio a su 90% de ocupación con oficinas. Todas las habitaciones libres y áreas de descanso se han convertido en oficinas y ese lado de la empresa está rápidamente alcanzando su capacidad. Está lleno muy a menudo, y sólo disminuye al 90% en el intervalo de tiempo en el que un arrendatario se muda y se sustituye por otro. Sandra ha identificado los servicios de oficina virtual como la clave para hacer avanzar su negocio. Al ser virtuales, no ocupan ningún espacio. El equipo puede manejar cualquier puesto adicional por lo tanto, los recursos están ahí para que el negocio pueda crecer. Las oficinas virtuales son rentables y requieren poco esfuerzo. Sandra cobra £ 20 por mes y tiene alrededor de 40 clientes. La respuesta telefónica no es un servicio ofrecido en la actualidad, por lo que el único elemento que consume tiempo es el envío de correos electrónicos a los clientes para informarles de que su mensaje ha llegado.

Los clientes se basan en personas que visitaron el edificio. Podría tratarse de personas que han asistido a sesiones de asesoramiento de negocios, personas que fueron inquilinos antes pero ahora quieren trabajar desde casa o fuera de la calle. Hasta la fecha Sandra no ha recibido clientes a través de la web.

Sandra runs a business incubation centre in Liverpool that offers virtual office services (mail handling and business addresses). The incubation centre has been trading for 3 years and has experienced steady growth over the past 3 years, of which she took on an empty building and has a 90% occupancy rate on filling the offices. All spare rooms and break out areas have been converted into rentable office space and that side of the business is very rapidly hitting its capacity. It's very often full, and only dips to 90% as one tenant moves out and the time gap for another to be found and in place. Sandra has identified the virtual office services as the key to moving the business forward. By the very nature they are virtual and do not take up any space. The team in place can handle any additional post thus the resources are there for the business to grow. The Virtual Offices are extremely profitable and require little effort. Sandra charges £20 per month and has around 40 clients. Telephone answering is not a service offered at present, so the only time consuming element, is emailing clients to inform them that their post has arrived.

The 40 clients have been found organically by people who visited the building. This could of been by people who have attended business advice sessions, people who were tenants previously but now want to work from home or general walk ins off the street. To date Sandra hasn't had a client via her website.

Formatted	... [1]
Formatted	... [2]
Formatted	... [3]
Formatted	... [4]
Formatted	... [5]
Formatted	... [6]
Formatted	... [7]
Formatted	... [8]
Formatted	... [9]
Formatted	... [10]
Formatted	... [11]
Formatted	... [12]
Formatted	... [13]
Formatted	... [14]
Formatted	... [15]
Formatted	... [16]
Formatted	... [17]
Formatted	... [18]
Formatted	... [19]
Formatted	... [20]
Formatted	... [21]
Formatted	... [22]
Formatted	... [23]
Formatted	... [24]
Formatted	... [25]
Formatted	... [26]
Formatted	... [27]
Formatted	... [28]
Formatted	... [29]
Formatted	... [30]
Formatted	... [31]
Formatted	... [32]

Identificación del problema y diagnóstico ~~Problem Identification & Diagnostic~~

Sandra sabía que conseguía dirigir a poca gente desde los motores de búsqueda de internet hasta su página web. Sandra was concerned that she gets very little traffic from internet search engines to her webpage for the 'Virtual Office Services'. Su petición de ayuda se parece al caso de otro cliente. Her request for help is similar to other clients 'I want to SEO my site', (El proceso por el cual conseguir altos posicionamientos en los buscadores) the process of getting a website higher in the search engine rankings) however, desde nuestra preservación, está claro que Sandra quiere más tráfico hacia su web, más consultas y clientes. from our brief conversation it is clear that Sandra wants more website traffic, more enquiries and ultimately more customers.

Actividad de Grupo ~~Group Activity~~

- What further information do you need from the entrepreneur? ¿Qué información de más necesitas por parte del empresario?
- What questions would you ask and why? ¿Qué preguntas harías y por qué?

Preguntas del Asesor ~~Business Advisors Questions/~~ Soluciones ~~tions &~~ respuestas de Sandra ~~Sandra's~~ Answers

Le pregunté a Sandra por qué las oficinas virtuales no tenían su propia página. De la revisión ambos estuvimos de acuerdo en que Sandra no tiene una página dedicada para sus oficinas virtuales, la información relativa a oficinas virtuales se perdió en su oferta general. También señalé que no había un botón dedicado para que el visitante pudiera encontrar más información sobre las oficinas virtuales. Se acordó que Sandra crearía uno.

Exploramos por qué sus páginas eran demasiado locuazas, sin enfocarse en un producto o servicio y le pregunté porqué no utilizaba imágenes. Esto era porque un diseñador gráfico había creado el sitio y el contenido fue creado por un redactor externo. Ella conseguirá imágenes del edificio.

Formatted ... [33]

Formatted ... [34]

Formatted: Font: (Default) Calibri

Formatted ... [35]

Formatted ... [36]

Formatted ... [37]

Formatted ... [38]

Formatted ... [39]

~~Le pregunté a Sandra si consideraría la ayuda externa ya sea de otro diseñador web o redactor, y no lo barajó como opción, ya que ella quería responsabilizarse y formarse.~~

Formatted ... [40]

~~Con esto en mente le pedí Sandra que considerara el diseño perfecto y "lo que hace a una web ser un buen sitio."~~

Formatted ... [41]

~~I asked Sandra why Virtual Offices didn't have its own dedicated page. From the review we both agreed that Sandra doesn't have a dedicated page for virtual offices, the information relating to virtual offices was lost in her overall incubation offering. I also pointed out there was not a dedicated button that a site visitor could press to find more information on Virtual Offices. It was agreed Sandra would create one.~~

Formatted ... [42]

~~We explored why her pages were too wordy, without a focus on a product or service and I asked Sandra why she doesn't use images. Sandra felt this was because a graphic designer created the site and the content was created by an external copywriter. She would get some pictures of the building uploaded.~~

Formatted: Font: (Default) Calibri

~~I asked Sandra would she consider outside help either from another web designer or copywriter, Sandra felt that wasn't an option as she wants to take ownership and educate herself.~~

~~With this in mind I asked Sandra to consider the perfect design and 'what makes a good website'~~

~~estas son las consideraciones de These are the considerations – ¿Qué es lo que hace que una web sea un buen sitio? What makes a good website?~~

Formatted ... [43]

~~Is the website responsive? ¿es la página receptiva? ¿trabaja desde teléfonos móviles, ordenadores y tablets? Will it work as well on mobiles as it will on PC or tablets?~~

Formatted ... [44]

~~¿es fácil de usar? It's easy to use?~~

Formatted ... [45]

~~¿se cargan rápidamente las páginas? Do the pages load quickly~~

Formatted ... [46]

~~Marca Branding – ¿es de acorde a lo previsto? is it in line with her stationery~~

Formatted ... [47]

~~Hay 7 elementos clave que hacen que el diseño de una web sea apropiado: These elements are the 7 key principles that make a web design look good are met:~~

Formatted ... [48]

~~• Equilibrio Balance,~~

Formatted ... [49]

~~• Cuadrícula Grid,~~

Formatted: Font: (Default) Calibri, Spanish (Spain)

~~• Color Colour,~~

Formatted ... [50]

~~• Imágenes Graphics,~~

Formatted ... [51]

• Tipografía typography,

Formatted ... [52]

• Banda Blanca White space,

Formatted ... [53]

• Vínculo Connection.

Formatted ... [54]

Le mencioné a Sandra visitar esta web ya que da una buena descripción de como una web debe ser referred Sandra to this website which gives a good outline of what a webpage should look like, <http://www.noupe.com/design/7-key-principles-that-make-a-web-design-look-good.html>

Formatted ... [55]

También le pregunté si tendría tiempo de realizar un programa de entrenamiento online ofrecido de manera gratuita por Google lo cual Sandra aceptó y se unió a I asked Sandra would she have time to undertake an online training programme offered for free by Google. Sandra agreed she would — Sandra joined Google's Academy, esto es un curso online para ayudar a dueños de empresa a mejorar su posición en Google. También ayuda a mejorar conocimientos generales y a mantenerse al tanto de los cambios. this is an online course to help website owners improve their position on Google. It will also help improve her overall knowledge and keep up to date with changes. See https://support.google.com/webmasters/answer/6001102?hl=en&utm_source=wmx&utm_campaign=links

Formatted ... [56]

Desde el punto de vista del motor de búsqueda From a Search Engine Point of view.

Formatted ... [58]

Durante la reunion lo que quedó claro en seguida es que la web era muy genérica. Hay campos genéricos pero no hay palabras clave (palabras que la gente introduce en Google cuando están buscando un servicio o producto) que destaquen. Le dije a Sandra que utilizara During the meeting, what was clear straight away is that the website was too generic. There is a generic domain and no real keywords (words that people input into Google when searching for a product or service) on the page that they are known for or stand out for. So I asked Sandra to use <https://adwords.google.com/KeywordPlanner>, para que investigara sobre las búsquedas mas populares cuando alguien busca desde Google por una oficina virtual. Señalé que mencionaba Google porque tiene herramientas gratuitas excelentes , en UK el 85% de las búsquedas son realizadas en Google.

Formatted ... [59]

Formatted: Font: (Default) Calibri

Formatted ... [60]

Después de hacer su investigación, Sandra tenía claro que research what is the most popular search term when somebody is searching Google for a Virtual Office. I pointed out that I keep referring to Google as they have excellent free tools available and in the UK over 85% of searches are completed on Google.

Formatted: Font: (Default) Calibri, Spanish (Spain)

Following Sandra's research it was clear that 'Virtual offices Liverpool' era el líder del sector was the front runner. Este era el término mas usado cuando la gente buscaba en este área. Los demás que Sandra decidió usar fueron "domicilio registrado" y "dirección comercial".

Formatted ... [61]

This was the term that most people used when looking for a Virtual Office in her area. The others which Sandra decided to use were 'registered address' and 'business address'.

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri

Según According to Google, 'Virtual Offices Liverpool' recibiría mas visitas a largo plazo would receive the most traffic by a long way.

Formatted ... [62]

Se acordó que Sandra escribiera una página con Virtual Office Liverpool en el centro de la página. ~~It was agreed Sandra would write a page with Virtual Office Liverpool at the heart of the text on the page.~~

Formatted ... [63]

Diseñamos un plan de acción que podría ser seguido por cada página- este fue el acuerdo

Formatted: Spanish (Spain)

~~We created an action plan which could be followed for each page, this is what was agreed~~

Formatted: Font: (Default) Calibri, Spanish (Spain)

La nueva página The new 'Virtual Office' page incluiría ,would include

Formatted ... [64]

- Una página y botón dedicada a ~~Dedicated page & button on the home page for 'Virtual Offices' – así la gente fácilmente sabrá que botón pincharo~~ ~~people could easily see which button to press~~
- El nombre de la página es como su nombre de búsqueda ~~The page is named as the search term~~ www.hercompanyname.com/VirtualOffice ~~esta idea vino como resultado de Sandra tomando el curso de Google~~ ~~this came via the advice off Sandra's Google course.~~ Tener una página web definida ayuda con el ranking de los motores de búsqueda. ~~Having a defined web address helps with search engine ranking.~~
- EL contenido de la página estará dedicado a los servicios de las oficinas virtuales, será útil e informativo para la persona que visite la página. También explicará que es una oficina virtual, quien las usa, su localización en un mapa ~~The content on the dedicated page would be all about the virtual office service; it would be informative and useful to the person visiting the site. It would explain amongst other information, what a Virtual Office is? Who else uses a Virtual Office and a map of where the Virtual Office would be located.~~
- De la investigación realizada por Sandra la palabra clave que eligió fue ~~From the research completed online by Sandra~~ Liverpool' ~~la cual es empleada en el contenido y en subtítulos~~ ~~would be used frequently within the content and as sub-headings on the page, without being blatant.~~ La página necesitaba ser coherente y el término de búsqueda no encajaba. ~~The page needs to be coherent and the search term not shoe horned in.~~
- Cualquier tipo de información útil deberá ser colocada bajo el pliegue-esto se debe a que cuando alguien ecuentre la web, podrá ver la pertinente información directamente y no tendran que desplazarse hacia abajo para leer. Esto es muy útil ya que muchas veces los buscadores no se desplazan y simplemente vuelven al motor de búsqueda para buscar otra web.
- Any useful information on Sandra's page should be above the 'fold' – this means when someone finds the webpage, the pertinent information is there on their screen. They won't have to scroll down to find what they are looking for. I explained that users don't always scroll down the page, especially if they are coming from a Google search, many will just click back to Google and choose another website.
- Añadimos número de teléfono y un email con su nombre para que la gente sienta un contacto. ~~Finally we looked at how to directly engage with the person visiting her site~~ La idea es que puedan contactar con ella, a través de la web y del teléfono. ~~We decided adding either a local phone number or an email with her name would help people to feel they had somebody to contact. The idea is that we wanted to get the user off the webpage and on to her phone.~~
- Sandra estuvo de acuerdo en añadir imágenes de colores del edificio para que vean como sería utilizar su edificio. Sandra agreed she would add some colourful images of the building to create an image of what it's like to use her building. (See image below on blenders which I gave to Sandra, which one would you choose?)

Formatted ... [65]

Field Code Changed

Formatted ... [66]

Formatted ... [67]

Formatted ... [68]

Formatted ... [69]

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted ... [70]

Formatted ... [71]

Cogiendo un punto de referencia para mejorar nuestro mejoramiento, realicé en google una búsqueda y ví que su empresa estaba entre los cinco primeros motores de búsqueda. ~~As a benchmark to mark our improvement, I completed a Google search and found that her business was on page five or later for a range of search terms.~~

Formatted ... [72]

En la reunión final in our final meeting together –

Sandra había completado su página Sandra had completed her 'Virtual Office' el curso de page, she had completed the Google Academy y lo más importante el plan de acción que habíamos creado. course and more importantly completed the action plan we created together.

Como comprobación final, revise cada página. Con el tiempo nacen páginas nuevas y las viejas son olvidadas o eliminadas, mientras que los links que dirigían al contenido aún estaban en su sitio. Había direcciones hacia enlaces rotos, cuando una página da error As a final check Sandra and I reviewed every page. Over time websites grow, and old pages can be forgotten or deleted, whilst on-page links to this content still remain in place. This leads to broken links which mean when Google Bot visits, an error page (typically a 404) las cuales te devuelven a Google will be returned. Unos cuantos de estos enlaces no te perjudican pero no ayudan a que Sandra Whilst a small number of these are unlikely to harm you, it doesn't help Sandra a) Consigue que su página se mantenga en altos rankings en los motores de búsqueda getting her site higher in the search engine rankings or b) Y lo mas importante, darle al usuario una buena experiencia, more importantly giving the end user a good experience – Sandra no quiere que sus clientes sufran errores de páginas. Sandra doesn't want her customers to see page errors.

Siguiendo un examen completo de la web, teniendo en mente todos los factores, ambos estabamos felices con la operación de la web. Estuvimos de acuerdo en revisarla con respecto a su apariencia en Google, preguntas y nuevos clientes en un mes. (leer abajo) Following a full review of the site, keeping all of the above factors in mind, we were both happy that the site is operating well. We agreed to review the results of the page, in terms of presence on Google, enquiries and new clients in a month – (see below)

Durante la reunion le pregunté a Sandra el porque se centraba en During our meeting, I asked Sandra about why she is so focused on SEO (search engine optimisation), y cuales eran sus grandes objetivos para la empresa, que la limitaba a crecer y qué áreas mejoraría. También analizamos una gran variedad de oportunidades de crecimiento incluyendo, la expansión, expansión del edificio, aumentos de precios potenciales o añadir servicios adicionales. Sandra expuso que quería que el negocio creciera pero también que lo hicieran sus ingresos con los medios de los que disponía, por ejemplo, su edificio actual y mas oficinas virtuales. Sandra hizo una gran inversión y quiere ver beneficios de su inversión. Exploró formas tradicionales de hacer publicidad pero le quitan mas tiempo y son mas caras.

Sandra afirmó que mas que centrarse en SEO, su principal objetivo es mejorar su conocimiento de la web. Ha incrementado las visitas, ha conseguido mejorar las consultas y últimamente ha ganado negocios por medios online. and what are her wider objectives for the business? What limits her from growing? And what are key areas she wants to improve? We explored a range of other growth opportunities including, expansion, building an extension, potential price increases, and adding additional services.

Sandra explained that she wants to grow her business, but she wants to do this by increasing her income from the resources she has available e.g. her existing building and more specifically the virtual offices.

Comentamos sobre quien haría los cambios físicos de la página web Sandra also explained she wanted any enquiries to come from online; she has spent a lot of money on her website and wanted to see a return on her investment. She had explored traditional forms of advertising but had found them time consuming and expensive.

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

~~Sandra confirmed that rather than focusing on SEO, improving her knowledge around websites is her primary aim. Increasing traffic, getting a better enquiry rate and ultimately winning business from online sources.~~

~~We discussed who would make the physical changes to her site?~~

~~Sandra estaba dispuesta a realizarlos ella misma pero que no estaba segura de si sus cambios mejorarían sus oportunidades de conseguir mas visitas. Sandra explained that she can make changes to her website but doesn't know which changes would directly improve her chances of people visiting her website.~~

~~Sandra ha buscado información y preguntado sobre programas y estafas que ocurren ahora mismo y si el uso de SEO merecería la pena. Le expliqué a Sandra que apoyara cada cambio que hicieramos para alcanzar los puestos más altos en los motores de búsqueda y permanecer en ellos a lo largo de 2016 y más allá, su página lo merecía.~~

~~Sandra had looked online and asked whether some of the programmes and cheats that are available to help with SEO would be worthwhile using? I explained to Sandra that underpinning anything we do, any changes we make, in order to reach the top of the search engines and stay there in 2016 and beyond, her website must deserve to be there. It needs to be the best in class. It must offer the best user experience in that niche. Debe de ofrecer la mejor experiencia para los usuarios en ese campo.~~

~~Google y otros motores de búsqueda están constantemente cambiando. Se crean nuevos programas, actualizaciones, trucos y estafas que raramente funcionan todo el tiempo pero que hay que mejorar. Google and other search engines are constantly changing. New programmes are written, updates flood in and tips and cheats rarely work for an amount of time that makes them worthwhile to try.~~

Investigación ~~Research~~

~~Realicé una investigación de la página. completed a review of her 'Virtual Offices' y le dije a ella que hiciera lo mismo y que considerara lo que el cliente escribiría en un motor de búsqueda cuando busca encontrar su negocio, por ejemplo ¿Escribiría el consumidor la dirección de la oficina o dirección para mi comercio? page, asked her to do the same, and asked her to consider what a customer would type in to a search engine when looking to find her business e.g. would the customer type into Google 'office addresses' or 'address for my business. Le pedí que hablara con los usuario de la oficina y a los arrendatarios virtuales para tener una idea de que buscarían ellos para encontrar su negocio. I asked her to speak to her office users and existing virtual tenants to get a feel of what they would type in to find her business.~~

Solución ~~Digital Solution~~

~~Sandra se unió a joined Googles Academy para mejorar sus conocimientos y estar al tanto de las novedades. to improve her knowledge and keep up to date with changes. See https://support.google.com/webmasters/answer/6001102?hl=en&utm_source=wmx&utm_campaign=links~~

~~Sandra también also completó the 'Analytics Academy' online. Esto la ayudó a entender información sobre gestión de su página. ¿De dónde provienen las visitas? ¿Cómo encontraron la web? ¿Dónde pasaron mas tiempo? ¿Qué páginas visitaron después de visitar su página? Esta es la página que utilizó. This is to help Sandra~~

Formatted ... [73]

Formatted ... [74]

Formatted ... [75]

Formatted ... [76]

Formatted ... [77]

Formatted ... [78]

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted ... [79]

understand management information from her website. Where are her visitors coming from? How did they find her site? What pages did they spend the most time on? What site did they go to after visiting Sandra's site? Here is the site that Sandra used <https://analyticsacademy.withgoogle.com>

Sandra ~~usa con frecuencia las herramientas de Google, regularly uses the tools on Google~~ (see <https://www.google.com/webmasters/tools/other-links?hl=en>) para asegurarse de que su página está trabajando lo bastante rápido y que responde. Hay como unas 10 distintas herramientas que pueden ser usadas to ensure her page is loading quickly enough and that her site is responsive. There are over 10 different tools to be used via the link above

~~Analizar~~ Researching 'keywords', "palabrasclave" <https://adwords.google.com/KeywordPlanner>, ayuda a Sandra a permanecer en un puesto alto de las búsquedas públicas. helps Sandra to stay on top of what the public are searching for.

~~Sandra regularly reviews other websites, especially in her sector~~

Sandra se está interesando en crear video digitales para su página. Esto la ayudará en el ranking de Google y lo mas importante, le permitiría explicar en un video que es una oficina virtual. Para ello está viendo tutoriales de Youtube para construir una página web mejorada. is looking into creating digital videos for her website. This will help with her Google ranking but more importantly allow her to explain what a Virtual Office is via video.

Sandra ha añadido una pieza de ~~Sandra is making use of tutorials on YouTube for 'building better webpages'.~~

Sandra has added a free piece of software gratuita a su web llamada, to her site called Yoast. Este, This software ayuda a los dueños/managers de la web a asegurarse de que tiene un efecto óptimo y efectivo, helps website owners/managers to ensure they are optimising their site as effectively as possible. Website Optimization Software • Yoast <https://yoast.com/software/>, Plugins para optimizar y analizar tu web, to optimize and analyse your site.

~~Los resultados fueron excepcionales~~ The results were exceptional. Es difícil decidir sobre que parte de mis consejos y que parte de las acciones de Sandra tuvieron un mayor impacto. Sin embargo, lo que está claro es que la combinación de todos los cambios mejoró su web. La web se movió de la página 5 a la 3 en los motores de búsqueda de Google. Sandra obtuvo 9 ventas en el primer mes y esto ha ido creciendo mes a mes. A través de consejos y enseñar al cliente como mejorar sus acciones sobre la web, Sandra es ahora la salvadora de su web y está cambiando cada una de las páginas para recibir más visitas.

~~It's hard to define exactly which part of the advice I offered and the action Sandra took had the biggest impact. However, what is clear is that a combination of all of the changes improved her website. The website went from page five to number 3 on page one of Google. Sandra had 9 sales in the first month and this has grown month on month. Through offering Sandra thorough advice and educating the client on how to improve a websites performance, Sandra is now website savvy and is changing each page to be more search engine friendly.~~

Formatted ... [80]

Field Code Changed

Formatted ... [81]

Formatted ... [82]

Formatted: Font: (Default) Calibri

Formatted ... [83]

Formatted: Font: (Default) Calibri

Formatted ... [84]

Formatted ... [85]

Formatted ... [86]

Formatted ... [87]

Formatted ... [88]

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

En resumen

Sandra aumentó sus ingresos, el negocio está creciendo y su sitio web es más fácil de usar

Sandra puede mejorar su sitio y la página de la oficina virtual hasta alcanzar la página uno de Google

Sandra también ha introducido una campaña de Google Adwords para limpiar cualquier tráfico raro a través de su lista. (Google Adwords es el sistema desarrollado por Google para ayudar a comercializar productos o servicios en el motor de búsqueda de Google y sus sitios afiliados mediante el uso de un anuncio de texto que aparece cuando las personas buscan frases relacionadas con su oferta. Aparece como un "enlace patrocinado".)

El sitio tenía una página web dedicada para oficinas virtuales (véase más adelante) que se desarrolla para las personas que tiene en mente. Tiene información útil como: por qué utilizar una Oficina Virtual, cómo se ve una Oficina Virtual, ¿Cuánto dinero da una Oficina Virtual? El sitio es informativo y se espera que ayude a alzar su puesto.

Otras ideas para el crecimiento o mejoramiento interno

El negocio podría crecer más si se ofrecieran servicios de telefonía

Desarrollar una lista de espera para las oficinas, especialmente para los que se mudan, que tendrán que avisar o tener arrendatarios que ocupen su lugar.

Aumentar los precios de las oficinas / oficinas virtuales

To Summarise

Sandra increased income, the business is growing and her website is more user friendly

Sandra can improve her site and the virtual office page is on page one of Google

Sandra has also introduced a Google Adwords campaign to mop up any traffic she misses through her organic listing. (Google Adwords is the system Google has developed to assist you in marketing your products or services in the Google Search Engine, and its affiliate sites, via the use of a placed text ad that appears when people search for phrases related to your offering, this appears as a "sponsored link".)

The site had a dedicated webpage for Virtual Offices (see below) which is written with the audience in mind. It has useful information, why use a Virtual Office, what does a Virtual Office look like, How much is a Virtual Office — the site is informative and therefore likely to feature higher in the rankings.

Other ideas for in-house growth or improvement

The business could grow further if they offered telephony services

Formatted: Font: Calibri, 10 pt, Italic, Font color: Black

Formatted: Normal, Pattern: Clear

Formatted: Font: 10 pt, Italic, Font color: Black

Formatted: Font: Calibri, 10 pt, Italic, Font color: Black

Formatted: Font: 10 pt, Italic, Font color: Black

Formatted: Font: Calibri, 10 pt, Italic, Font color: Black

Formatted: Font: 10 pt, Italic, Font color: Black

Formatted: Font: Calibri, 10 pt, Italic, Font color: Black

Formatted: Font: 10 pt, Italic, Font color: Black

Formatted: Font: Calibri, 10 pt, Italic, Font color: Black

Formatted: Font: 10 pt, Italic, Font color: Black

Formatted: Font: Calibri, 10 pt, Italic, Font color: Black

Formatted: Font: 10 pt, Italic, Font color: Black

Formatted: Font: Calibri, 10 pt, Italic, Font color: Black

Formatted: Font: 10 pt, Italic, Font color: Black

Formatted: Font: Calibri, 10 pt, Italic, Font color: Black

Formatted: Font: 10 pt, Italic, Font color: Black

Formatted: Font: Calibri, 10 pt, Italic, Font color: Black

Formatted: Font: 10 pt, Italic, Font color: Black

Formatted: Font: System Font Regular, 10 pt, Italic, Font color: Black

Formatted: Font: Calibri, Italic

Formatted: HTML Preformatted, Line spacing: 1,5 lines, Pattern: Clear (White)

Formatted: Font color: Custom Color(RGB(33;33;33))

Formatted: Font: (Default) Calibri

Developing a waiting list for offices — especially for movers, they will need to give notice or have leases in place at their existing office.

Increasing the prices of offices/virtual offices

Ejemplo de la Nueva Página Virtual. Example of the new Virtual Office Page

Nuestras oficinas Virtuales de Liverpool se encuentran en el corazón de Liverpool con el código postal L1. Esto puede ser útil para optimizar la web, presenta una dirección de la compañía distinta a la de casa. Muchos de nuestras empresas se registran con la dirección de las oficinas virtuales para tener su empresa y su vida familiar separada. Como miembro de la oficina virtual tendrás acceso a la marca y a las salas de reuniones en el corazón de Liverpool por tan solo £10 la hora por hora. Our virtual offices in Liverpool are based in the heart of Liverpool with an L1 postcode. This can be particularly useful when optimising your website, presenting an established company and keeping your business and home life separate. Many of our businesses use our virtual offices to register a company or to have a separate trading address for their business stationery and website. As a virtual office user, you will be able to access our brand new meeting rooms in the heart of Liverpool from only £10 la hora per hour, haz uso en el mismo sitio de sus habitaciones de entrenamiento y disfruta de un café. make use of the onsite training rooms and enjoy a coffee in Siren Café.

¿Como se puede conseguir una oficina virtual? How do I get my Virtual Office?

Tenemos un equipo dedicado a cuidar los requerimientos de las oficinas virtuales. Puedes llamar y hablar con nuestro Buildings Manager XXXXX XXXXX o puedes mandar un email a you can email us at hello@XXXXX o puedes hacerlo vía telefónica. you can even arrange your virtual office over the phone. (XXXXXXX). Tenemos una variedad de paquetes desde £18 al mes. per month We have a dedicated team to take care of your virtual office requirements. You can call in and have a chat with our Buildings Manager XXXXX XXXXX o puedes mandar un email a you can email us at hello@XXXXX o puedes hacerlo vía telefónica. you can even arrange your virtual office over the phone. (XXXXXXX). Tenemos una variedad de paquetes desde £18 al mes. per month**

¿Por qué usar una oficina virtual? Why use a Virtual Office?

- *Usa una dirección de correo virtual para registrar a tu empresa Use a virtual address to register your company at Companies House*
- *Keep your business and home address separate. Mantiene tus negocios y tu vida familiar separada.*
- *Usa la dirección para su correo postal y haz que se envíe Use the address for your business post and have it forwarded on*
- *Usa un código postal An L1 para ayudar junto con postcode to help with Google Maps con los rankings y otras características de los motores de búsqueda. and with other search engine features*
- *Una localización en el centro de Liverpool le da poder a tu negocio.*

** A central Liverpool location to give an established feel to your business*

¿Cómo sería la dirección de tu negocio? How would your business address look?

Virtual Offices Liverpool Address:

Formatted	... [89]
Formatted	... [90]
Formatted: Font: (Default) Calibri	
Formatted: Font: (Default) Calibri, Spanish (Spain)	
Formatted: Font: (Default) Calibri	
Formatted: Font: (Default) Calibri, Spanish (Spain)	
Formatted: Font: (Default) Calibri	
Formatted	... [91]
Formatted	... [92]
Formatted	... [93]
Formatted: Font: (Default) Calibri	
Formatted	... [94]
Formatted	... [95]
Formatted	... [96]
Formatted: Font: (Default) Calibri	
Formatted: Font: (Default) Calibri, Spanish (Spain)	
Formatted	... [97]
Formatted: English (United Kingdom)	
Formatted: Font: (Default) Calibri	
Formatted	... [98]
Formatted: Space After: 0 pt, Line spacing: single, Outline numbered + Level: 1 + Numbering Style: Bullet + Aligned at: 0,63 cm + Tab after: 1,27 cm + Indent at: 1,27 cm	
Formatted: Space After: 0 pt, Line spacing: single	
Formatted: Font: (Default) Calibri	
Formatted: No bullets or numbering	
Formatted: Spanish (Spain)	
Formatted: Space After: 0 pt, Line spacing: single	
Formatted: Font: (Default) Calibri, Spanish (Spain)	
Formatted: Font: (Default) Calibri	



Your Company Name
XXXXX

L1 1AA

Paquetes ekages

Liverpool Virtual Office Silver - £18 al mes per month*

Para las empresas que quieran colocar sus direcciones en un prestigioso edificio de Liverpool y requiera flexibilidad en cuanto a salas disponibles y puestos de trabajo. For the business that wants to locate their address in a prestigious building in Liverpool and requires flexibility as to when they hire meeting rooms and work stations. Plus full use of XXXXXXX Street, Liverpool como una empresa registrada a registered company address. EL nombre de su empresa será incluido en letreros sobre negocios internos y en publicaciones. EL equipo de recepción recibirá el correo postal y atenderá a sus visitantes dejándose saber con tiempo. Los usuarios de oficinas virtuales recibirán un descuento del 10% por cada reunión reservada dentro del edificio incluyendo el acceso a la web, medios sociales e internet por todo el centro. Your business name will be included in internal business signage and publications. Our reception team will receive and hold postal mail for collection and welcome your visitors when notified in advance. Virtual office users will receive a 10% discount on meeting room bookings within the building, inclusion in web and social media promotion and access to free wireless internet access in the Centre

Liverpool Virtual Office Gold £49 per month*

Otra información dada a Sandra her information given to Sandra-

Información sobre escoger un nombre con dominio on choosing a Domain Name

Choosing a domain name

Es mejor que sea corto, Shorter is better. Keep your domain name short; mejor de 1 o 2 palabras 1 or 2 words is best. Las The top 100,000 mejores websites, tienen 9 caracteres en su nombre, on average, have nine characters in their domain names.

- Formatted: Font: (Default) Calibri
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Font: (Default) Calibri
- Formatted: Font: (Default) Calibri
- Formatted: Spanish (Spain)
- Formatted: Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Font: (Default) Calibri, English (United Kingdom)
- Formatted: Font: (Default) Calibri
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Spanish (Spain)
- Formatted: Font: (Default) Calibri
- Formatted: Spanish (Spain)
- Formatted: Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)
- Formatted: Spanish (Spain)
- Formatted: Font: (Default) Calibri, Spanish (Spain)

~~Usa palabras existentes. Use existing words. Amazon.com and VitaminShoppe.com son buenos ejemplos de nombres ya existentes are good examples of domain names that were created using existing words. Usa un diccionario de sinónimos para encontrar palabras que cuesta encontrar. Use a thesaurus to find words that may not readily come to mind.~~

Formatted: Font: (Default) Calibri

Formatted ... [99]

~~Crean nuevas palabras. Muchas web famosos tienen como nombre palabras nuevas. Many famous websites are based on new words (o palabras ocultas que sean conocidas por pocas personas) or words that were so obscure that few people knew them. Ejemplos incluyen Google.com, Bing.com or Quora.com.~~

Formatted ... [100]

~~Crean palabras compuestas, portmanteaus. A portmanteau una combinación de 2 is a combination of two (or more) palabras words o morfemas, phemes y sus definiciones para crear una nueva palabra como Groupon or Pinterest.~~

Formatted ... [101]

~~Escoge Choose a .com siempre que sea posible, wherever possible – será encontrado en búsquedas internacionales it will be found in international searches~~

Formatted ... [102]

~~Cuando sea posible, Whenever possible, escoge otras variaciones, por ejemplo buy other variations e.g. .net or .co.uk – 1call.com onecall.com~~

Formatted ... [103]

~~It's worth keeping the following in mind when you are choosing a new domain – Si has escogido un nombre Nuevo, debes tener en cuenta;~~

Formatted ... [104]

~~Un estudio publicó que añadir las características general del producto al nombre ayudaba, por ejemplo A study published by Memorable Domains found that “ads featuring a generic domain name with an exact match to the product (ElectricBicycles.co.uk) performed significantly better than identical ads featuring an alternative generic (YourBikes.co.uk) or~~

Formatted ... [105]

~~A study titled “How generic domain names impact SEM campaigns” shows that ads with the display URL DivorceLawyer.com achieved a 298% higher CTR than ads with the display URL VladimirLaw.com.~~

Formatted: Font: (Default) Calibri

~~Does the CTR advantage make buying a premium keyword domain a smart choice? ¿la ventaja de usar CTR comprando un nombre con dominio es una opción acertada?~~

Formatted ... [106]

~~Ten en cuenta estos factores: Consider these factors:~~

Formatted ... [107]

~~• ¿Cuál es el motor de búsqueda? Usa la herramienta de Google para encontrar la palabra clave, frase o nombre con dominio que mas se apropie a los motores de búsqueda~~

~~What is the search volume? Use Google’s keyword tool to find the exact match search volume for the keyword phrase the domain matches.~~

Formatted ... [108]

~~• ¿Cuál es su coste? Muchas nombres con dominio están cogidos y son difíciles de conseguir. What is the cost? Most premium keyword domains are already registered and are difficult to obtain~~

Formatted: Font: (Default) Calibri

Formatted ... [109]

~~La idea de cambiar el nombre fue descartada, en mi opinion es lo mejor. The idea of changing the domain was rejected, and in my opinion quite rightly so.~~

Formatted: Font: (Default) Calibri

Formatted ... [110]

Otros puntos de Discusión ~~her Discussion Points~~

~~¿Qué lecciones has aprendido para sacar como asesor de este caso? What lessons have you learnt as an advisor to take away from this case study to use with clients?~~

~~En relación con las herramientas usadas y recomendadas, ¿Cuáles son especialmente señaladas en este caso? In relation to the following digital tools used and recommended which digital competence does this case highlight:~~

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri

Page 1: [1] Formatted	Ana Astete Galvan	3/7/2017 2:05:00 PM
Spanish (Spain)		
Page 1: [2] Formatted	Ana Astete Galvan	3/7/2017 2:05:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 1: [3] Formatted	Ana Astete Galvan	3/7/2017 2:05:00 PM
Spanish (Spain)		
Page 1: [4] Formatted	Ana Astete Galvan	3/7/2017 2:05:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 1: [5] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Spanish (Spain)		
Page 1: [6] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 1: [7] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Font: (Default) Calibri		
Page 1: [8] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Line spacing: 1,5 lines		
Page 1: [9] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Font: Calibri		
Page 1: [10] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Font: Calibri		
Page 1: [11] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Font: Calibri		
Page 1: [12] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Font: Calibri		
Page 1: [13] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Font: Calibri		
Page 1: [14] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Font: Calibri		
Page 1: [15] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM
Font: Calibri		
Page 1: [16] Formatted	Ana Astete Galvan	3/7/2017 2:16:00 PM

Font: Calibri

Page 1: [17] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [18] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [19] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [20] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [21] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [22] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [23] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [24] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [25] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [26] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [27] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [28] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [29] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [30] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [31] Formatted **Ana Astete Galvan** **3/7/2017 2:16:00 PM**

Font: Calibri

Page 1: [32] Formatted **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

Page 2: [33] Formatted **Ana Astete Galvan** **3/7/2017 2:34:00 PM**

Spanish (Spain)

Page 2: [33] Formatted **Ana Astete Galvan** **3/7/2017 2:34:00 PM**

Spanish (Spain)

Page 2: [34] Formatted **Ana Astete Galvan** **3/7/2017 2:35:00 PM**

Spanish (Spain)

Page 2: [34] Formatted **Ana Astete Galvan** **3/7/2017 2:35:00 PM**

Spanish (Spain)

Page 2: [34] Formatted **Ana Astete Galvan** **3/7/2017 2:35:00 PM**

Spanish (Spain)

Page 2: [34] Formatted **Ana Astete Galvan** **3/7/2017 2:35:00 PM**

Spanish (Spain)

Page 2: [34] Formatted **Ana Astete Galvan** **3/7/2017 2:35:00 PM**

Spanish (Spain)

Page 2: [34] Formatted **Ana Astete Galvan** **3/7/2017 2:35:00 PM**

Spanish (Spain)

Page 2: [34] Formatted **Ana Astete Galvan** **3/7/2017 2:35:00 PM**

Spanish (Spain)

Page 2: [34] Formatted **Ana Astete Galvan** **3/7/2017 2:35:00 PM**

Spanish (Spain)

Page 2: [35] Formatted **Ana Astete Galvan** **3/7/2017 2:40:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 2: [35] Formatted **Ana Astete Galvan** **3/7/2017 2:40:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 2: [35] Formatted **Ana Astete Galvan** **3/7/2017 2:40:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 2: [36] Formatted **Ana Astete Galvan** **3/7/2017 2:40:00 PM**

Spanish (Spain)

Page 2: [36] Formatted **Ana Astete Galvan** **3/7/2017 2:40:00 PM**

Spanish (Spain)

Page 2: [37] Formatted **Ana Astete Galvan** **3/7/2017 2:41:00 PM**

Spanish (Spain)

Page 2: [37] Formatted **Ana Astete Galvan** **3/7/2017 2:41:00 PM**

Spanish (Spain)

Page 2: [37] Formatted **Ana Astete Galvan** **3/7/2017 2:41:00 PM**

Spanish (Spain)

Page 2: [37] Formatted **Ana Astete Galvan** **3/7/2017 2:41:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [38] Formatted **Ana Astete Galvan** **3/7/2017 2:42:00 PM**

Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 2: [39] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [40] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [40] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [40] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [40] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [40] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [40] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [41] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [41] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [41] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [41] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [41] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [41] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

Page 3: [42] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 3: [42] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 3: [43] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Spanish (Spain)

Page 3: [43] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Spanish (Spain)

Page 3: [43] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Spanish (Spain)

Page 3: [43] Formatted **Ana Astete Galvan** **3/7/2017 2:52:00 PM**

Spanish (Spain)

Page 3: [44] Formatted **Ana Astete Galvan** **3/7/2017 6:07:00 PM**

Spanish (Spain)

Page 3: [44] Formatted **Ana Astete Galvan** **3/7/2017 6:07:00 PM**

Spanish (Spain)

Page 3: [44] Formatted **Ana Astete Galvan** **3/7/2017 6:07:00 PM**

Spanish (Spain)

Page 3: [45] Formatted	Ana Astete Galvan	3/7/2017 2:55:00 PM
Spanish (Spain)		
Page 3: [45] Formatted	Ana Astete Galvan	3/7/2017 2:55:00 PM
Spanish (Spain)		
Page 3: [46] Formatted	Ana Astete Galvan	3/7/2017 2:55:00 PM
Spanish (Spain)		
Page 3: [46] Formatted	Ana Astete Galvan	3/7/2017 2:55:00 PM
Spanish (Spain)		
Page 3: [47] Formatted	Ana Astete Galvan	3/7/2017 2:57:00 PM
Spanish (Spain)		
Page 3: [47] Formatted	Ana Astete Galvan	3/7/2017 2:57:00 PM
Spanish (Spain)		
Page 3: [47] Formatted	Ana Astete Galvan	3/7/2017 2:57:00 PM
Spanish (Spain)		
Page 3: [47] Formatted	Ana Astete Galvan	3/7/2017 2:57:00 PM
Spanish (Spain)		
Page 3: [48] Formatted	Ana Astete Galvan	3/7/2017 2:57:00 PM
Spanish (Spain)		
Page 3: [48] Formatted	Ana Astete Galvan	3/7/2017 2:57:00 PM
Spanish (Spain)		
Page 3: [49] Formatted	Ana Astete Galvan	3/7/2017 2:59:00 PM
Spanish (Spain)		
Page 3: [49] Formatted	Ana Astete Galvan	3/7/2017 2:59:00 PM
Spanish (Spain)		
Page 3: [50] Formatted	Ana Astete Galvan	3/7/2017 2:59:00 PM
Spanish (Spain)		
Page 3: [50] Formatted	Ana Astete Galvan	3/7/2017 2:59:00 PM
Spanish (Spain)		
Page 3: [51] Formatted	Ana Astete Galvan	3/7/2017 2:59:00 PM
Spanish (Spain)		
Page 3: [51] Formatted	Ana Astete Galvan	3/7/2017 2:59:00 PM

Spanish (Spain)

Page 4: [52] Formatted **Ana Astete Galvan** **3/7/2017 6:07:00 PM**

Spanish (Spain)

Page 4: [52] Formatted **Ana Astete Galvan** **3/7/2017 6:07:00 PM**

Spanish (Spain)

Page 4: [53] Formatted **Ana Astete Galvan** **3/7/2017 6:07:00 PM**

Spanish (Spain)

Page 4: [53] Formatted **Ana Astete Galvan** **3/7/2017 6:07:00 PM**

Spanish (Spain)

Page 4: [54] Formatted **Ana Astete Galvan** **3/7/2017 6:07:00 PM**

Spanish (Spain)

Page 4: [54] Formatted **Ana Astete Galvan** **3/7/2017 6:07:00 PM**

Spanish (Spain)

Page 4: [55] Formatted **Ana Astete Galvan** **3/7/2017 4:12:00 PM**

Spanish (Spain)

Page 4: [55] Formatted **Ana Astete Galvan** **3/7/2017 4:12:00 PM**

Spanish (Spain)

Page 4: [55] Formatted **Ana Astete Galvan** **3/7/2017 4:12:00 PM**

Spanish (Spain)

Page 4: [56] Formatted **Ana Astete Galvan** **3/7/2017 4:18:00 PM**

Spanish (Spain)

Page 4: [56] Formatted **Ana Astete Galvan** **3/7/2017 4:18:00 PM**

Spanish (Spain)

Page 4: [56] Formatted **Ana Astete Galvan** **3/7/2017 4:18:00 PM**

Spanish (Spain)

Page 4: [56] Formatted **Ana Astete Galvan** **3/7/2017 4:18:00 PM**

Spanish (Spain)

Page 4: [56] Formatted **Ana Astete Galvan** **3/7/2017 4:18:00 PM**

Spanish (Spain)

Page 4: [56] Formatted **Ana Astete Galvan** **3/7/2017 4:18:00 PM**

Spanish (Spain)

Page 4: [57] Formatted	Ruth Livesey	11/15/2016 3:20:00 PM
Font: (Default) Calibri		
Page 4: [57] Formatted	Ruth Livesey	11/15/2016 3:20:00 PM
Font: (Default) Calibri		
Page 4: [58] Formatted	Ana Astete Galvan	3/7/2017 4:32:00 PM
Spanish (Spain)		
Page 4: [58] Formatted	Ana Astete Galvan	3/7/2017 4:32:00 PM
Spanish (Spain)		
Page 4: [59] Formatted	Ana Astete Galvan	3/7/2017 4:32:00 PM
Spanish (Spain)		
Page 4: [59] Formatted	Ana Astete Galvan	3/7/2017 4:32:00 PM
Spanish (Spain)		
Page 4: [59] Formatted	Ana Astete Galvan	3/7/2017 4:32:00 PM
Spanish (Spain)		
Page 4: [60] Formatted	Ana Astete Galvan	3/7/2017 4:36:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 4: [60] Formatted	Ana Astete Galvan	3/7/2017 4:36:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 4: [60] Formatted	Ana Astete Galvan	3/7/2017 4:36:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 4: [61] Formatted	Ana Astete Galvan	3/7/2017 4:39:00 PM
Spanish (Spain)		
Page 4: [61] Formatted	Ana Astete Galvan	3/7/2017 4:39:00 PM
Spanish (Spain)		
Page 4: [61] Formatted	Ana Astete Galvan	3/7/2017 4:39:00 PM
Spanish (Spain)		
Page 4: [61] Formatted	Ana Astete Galvan	3/7/2017 4:39:00 PM
Spanish (Spain)		
Page 4: [62] Formatted	Ana Astete Galvan	3/7/2017 4:41:00 PM
Spanish (Spain)		
Page 4: [62] Formatted	Ana Astete Galvan	3/7/2017 4:41:00 PM

Spanish (Spain)

Page 4: [62] Formatted **Ana Astete Galvan** **3/7/2017 4:41:00 PM**

Spanish (Spain)

Page 4: [62] Formatted **Ana Astete Galvan** **3/7/2017 4:41:00 PM**

Spanish (Spain)

Page 5: [63] Formatted **Ana Astete Galvan** **3/7/2017 4:43:00 PM**

Spanish (Spain)

Page 5: [63] Formatted **Ana Astete Galvan** **3/7/2017 4:43:00 PM**

Spanish (Spain)

Page 5: [63] Formatted **Ana Astete Galvan** **3/7/2017 4:43:00 PM**

Spanish (Spain)

Page 5: [63] Formatted **Ana Astete Galvan** **3/7/2017 4:43:00 PM**

Spanish (Spain)

Page 5: [64] Formatted **Ana Astete Galvan** **3/7/2017 4:45:00 PM**

Spanish (Spain)

Page 5: [64] Formatted **Ana Astete Galvan** **3/7/2017 4:45:00 PM**

Spanish (Spain)

Page 5: [64] Formatted **Ana Astete Galvan** **3/7/2017 4:45:00 PM**

Spanish (Spain)

Page 5: [64] Formatted **Ana Astete Galvan** **3/7/2017 4:45:00 PM**

Spanish (Spain)

Page 5: [65] Formatted **Ana Astete Galvan** **3/7/2017 4:46:00 PM**

Spanish (Spain)

Page 5: [65] Formatted **Ana Astete Galvan** **3/7/2017 4:46:00 PM**

Spanish (Spain)

Page 5: [65] Formatted **Ana Astete Galvan** **3/7/2017 4:46:00 PM**

Spanish (Spain)

Page 5: [65] Formatted **Ana Astete Galvan** **3/7/2017 4:46:00 PM**

Spanish (Spain)

Page 5: [66] Formatted **Ana Astete Galvan** **3/7/2017 4:47:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 5: [66] Formatted **Ana Astete Galvan** **3/7/2017 4:47:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 5: [66] Formatted **Ana Astete Galvan** **3/7/2017 4:47:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 5: [66] Formatted **Ana Astete Galvan** **3/7/2017 4:47:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 5: [66] Formatted **Ana Astete Galvan** **3/7/2017 4:47:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 5: [67] Formatted **Ana Astete Galvan** **3/7/2017 4:50:00 PM**

Spanish (Spain)

Page 5: [67] Formatted **Ana Astete Galvan** **3/7/2017 4:50:00 PM**

Spanish (Spain)

Page 5: [67] Formatted **Ana Astete Galvan** **3/7/2017 4:50:00 PM**

Spanish (Spain)

Page 5: [67] Formatted **Ana Astete Galvan** **3/7/2017 4:50:00 PM**

Spanish (Spain)

Page 5: [68] Formatted **Ana Astete Galvan** **3/7/2017 4:53:00 PM**

Spanish (Spain)

Page 5: [68] Formatted **Ana Astete Galvan** **3/7/2017 4:53:00 PM**

Spanish (Spain)

Page 5: [68] Formatted **Ana Astete Galvan** **3/7/2017 4:53:00 PM**

Spanish (Spain)

Page 5: [68] Formatted **Ana Astete Galvan** **3/7/2017 4:53:00 PM**

Spanish (Spain)

Page 5: [68] Formatted **Ana Astete Galvan** **3/7/2017 4:53:00 PM**

Spanish (Spain)

Page 5: [69] Formatted **Ana Astete Galvan** **3/7/2017 5:00:00 PM**

Spanish (Spain)

Page 5: [69] Formatted **Ana Astete Galvan** **3/7/2017 5:00:00 PM**

Spanish (Spain)

Page 5: [69] Formatted **Ana Astete Galvan** **3/7/2017 5:00:00 PM**

Spanish (Spain)

Page 5: [69] Formatted **Ana Astete Galvan** **3/7/2017 5:00:00 PM**

Spanish (Spain)

Page 5: [70] Formatted **Ana Astete Galvan** **3/7/2017 5:01:00 PM**

Spanish (Spain)

Page 5: [70] Formatted **Ana Astete Galvan** **3/7/2017 5:01:00 PM**

Spanish (Spain)

Page 5: [70] Formatted **Ana Astete Galvan** **3/7/2017 5:01:00 PM**

Spanish (Spain)

Page 5: [70] Formatted **Ana Astete Galvan** **3/7/2017 5:01:00 PM**

Spanish (Spain)

Page 5: [70] Formatted **Ana Astete Galvan** **3/7/2017 5:01:00 PM**

Spanish (Spain)

Page 5: [71] Formatted **Ana Astete Galvan** **3/7/2017 5:06:00 PM**

Spanish (Spain)

Page 5: [71] Formatted **Ana Astete Galvan** **3/7/2017 5:06:00 PM**

Spanish (Spain)

Page 5: [72] Formatted **Ana Astete Galvan** **3/7/2017 5:10:00 PM**

Spanish (Spain)

Page 5: [72] Formatted **Ana Astete Galvan** **3/7/2017 5:10:00 PM**

Spanish (Spain)

Page 5: [72] Formatted **Ana Astete Galvan** **3/7/2017 5:10:00 PM**

Spanish (Spain)

Page 7: [73] Formatted **Ana Astete Galvan** **3/7/2017 5:53:00 PM**

Spanish (Spain)

Page 7: [73] Formatted **Ana Astete Galvan** **3/7/2017 5:53:00 PM**

Spanish (Spain)

Page 7: [74] Formatted **Ana Astete Galvan** **3/7/2017 5:55:00 PM**

Spanish (Spain)

Page 7: [74] Formatted **Ana Astete Galvan** **3/7/2017 5:55:00 PM**

Spanish (Spain)

Page 7: [74] Formatted	Ana Astete Galvan	3/7/2017 5:55:00 PM
Spanish (Spain)		
Page 7: [74] Formatted	Ana Astete Galvan	3/7/2017 5:55:00 PM
Spanish (Spain)		
Page 7: [74] Formatted	Ana Astete Galvan	3/7/2017 5:55:00 PM
Spanish (Spain)		
Page 7: [74] Formatted	Ana Astete Galvan	3/7/2017 5:55:00 PM
Spanish (Spain)		
Page 7: [75] Formatted	Ana Astete Galvan	3/7/2017 6:07:00 PM
Spanish (Spain)		
Page 7: [75] Formatted	Ana Astete Galvan	3/7/2017 6:07:00 PM
Spanish (Spain)		
Page 7: [76] Formatted	Ana Astete Galvan	3/7/2017 6:06:00 PM
Spanish (Spain)		
Page 7: [76] Formatted	Ana Astete Galvan	3/7/2017 6:06:00 PM
Spanish (Spain)		
Page 7: [76] Formatted	Ana Astete Galvan	3/7/2017 6:06:00 PM
Spanish (Spain)		
Page 7: [76] Formatted	Ana Astete Galvan	3/7/2017 6:06:00 PM
Spanish (Spain)		
Page 7: [76] Formatted	Ana Astete Galvan	3/7/2017 6:06:00 PM
Spanish (Spain)		
Page 7: [76] Formatted	Ana Astete Galvan	3/7/2017 6:06:00 PM
Spanish (Spain)		
Page 7: [76] Formatted	Ana Astete Galvan	3/7/2017 6:06:00 PM
Spanish (Spain)		
Page 7: [76] Formatted	Ana Astete Galvan	3/7/2017 6:06:00 PM
Spanish (Spain)		
Page 7: [77] Formatted	Ana Astete Galvan	3/7/2017 6:12:00 PM
Spanish (Spain)		
Page 7: [77] Formatted	Ana Astete Galvan	3/7/2017 6:12:00 PM
Spanish (Spain)		

Spanish (Spain)

Page 7: [78] Formatted **Ana Astete Galvan** **3/7/2017 6:09:00 PM**

Spanish (Spain)

Page 7: [78] Formatted **Ana Astete Galvan** **3/7/2017 6:09:00 PM**

Spanish (Spain)

Page 7: [78] Formatted **Ana Astete Galvan** **3/7/2017 6:09:00 PM**

Spanish (Spain)

Page 7: [78] Formatted **Ana Astete Galvan** **3/7/2017 6:09:00 PM**

Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 7: [79] Formatted **Ana Astete Galvan** **3/7/2017 6:12:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 8: [80] Formatted **Ana Astete Galvan** **3/7/2017 6:13:00 PM**

Spanish (Spain)

Page 8: [80] Formatted	Ana Astete Galvan	3/7/2017 6:13:00 PM
Spanish (Spain)		
Page 8: [81] Formatted	Ana Astete Galvan	3/7/2017 6:13:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [81] Formatted	Ana Astete Galvan	3/7/2017 6:13:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [81] Formatted	Ana Astete Galvan	3/7/2017 6:13:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [81] Formatted	Ana Astete Galvan	3/7/2017 6:13:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [81] Formatted	Ana Astete Galvan	3/7/2017 6:13:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [82] Formatted	Ana Astete Galvan	3/7/2017 6:15:00 PM
Spanish (Spain)		
Page 8: [82] Formatted	Ana Astete Galvan	3/7/2017 6:15:00 PM
Spanish (Spain)		
Page 8: [82] Formatted	Ana Astete Galvan	3/7/2017 6:15:00 PM
Spanish (Spain)		
Page 8: [83] Formatted	Ana Astete Galvan	3/7/2017 6:15:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [83] Formatted	Ana Astete Galvan	3/7/2017 6:15:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [83] Formatted	Ana Astete Galvan	3/7/2017 6:15:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [84] Formatted	Ana Astete Galvan	3/7/2017 6:16:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [84] Formatted	Ana Astete Galvan	3/7/2017 6:16:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [84] Formatted	Ana Astete Galvan	3/7/2017 6:16:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 8: [84] Formatted	Ana Astete Galvan	3/7/2017 6:16:00 PM
Font: (Default) Calibri, Spanish (Spain)		

Font: (Default) Calibri, Spanish (Spain)

Page 8: [85] Formatted Ana Astete Galvan 3/7/2017 6:19:00 PM

Spanish (Spain)

Page 8: [85] Formatted Ana Astete Galvan 3/7/2017 6:19:00 PM

Spanish (Spain)

Page 8: [86] Formatted Ana Astete Galvan 3/7/2017 6:19:00 PM

Spanish (Spain)

Page 8: [86] Formatted Ana Astete Galvan 3/7/2017 6:19:00 PM

Spanish (Spain)

Page 8: [86] Formatted Ana Astete Galvan 3/7/2017 6:19:00 PM

Spanish (Spain)

Page 8: [86] Formatted Ana Astete Galvan 3/7/2017 6:19:00 PM

Spanish (Spain)

Page 8: [86] Formatted Ana Astete Galvan 3/7/2017 6:19:00 PM

Spanish (Spain)

Page 8: [86] Formatted Ana Astete Galvan 3/7/2017 6:19:00 PM

Spanish (Spain)

Page 8: [87] Formatted Ruth Livesey 11/15/2016 3:20:00 PM

Font: (Default) Calibri

Page 8: [87] Formatted Ruth Livesey 11/15/2016 3:20:00 PM

Font: (Default) Calibri

Page 8: [87] Formatted Ruth Livesey 11/15/2016 3:20:00 PM

Font: (Default) Calibri

Page 8: [87] Formatted Ruth Livesey 11/15/2016 3:20:00 PM

Font: (Default) Calibri

Page 8: [88] Formatted Ana Astete Galvan 3/7/2017 6:22:00 PM

Spanish (Spain)

Page 8: [88] Formatted Ana Astete Galvan 3/7/2017 6:22:00 PM

Spanish (Spain)

Page 8: [88] Formatted Ana Astete Galvan 3/7/2017 6:22:00 PM

Spanish (Spain)

Page 8: [88] Formatted	Ana Astete Galvan	3/7/2017 6:22:00 PM
Spanish (Spain)		
Page 8: [88] Formatted	Ana Astete Galvan	3/7/2017 6:22:00 PM
Spanish (Spain)		
Page 8: [88] Formatted	Ana Astete Galvan	3/7/2017 6:22:00 PM
Spanish (Spain)		
Page 10: [89] Formatted	Ana Astete Galvan	3/7/2017 6:38:00 PM
Spanish (Spain)		
Page 10: [89] Formatted	Ana Astete Galvan	3/7/2017 6:38:00 PM
Spanish (Spain)		
Page 10: [90] Formatted	Ana Astete Galvan	3/7/2017 6:46:00 PM
Spanish (Spain)		
Page 10: [90] Formatted	Ana Astete Galvan	3/7/2017 6:46:00 PM
Spanish (Spain)		
Page 10: [90] Formatted	Ana Astete Galvan	3/7/2017 6:46:00 PM
Spanish (Spain)		
Page 10: [91] Formatted	Ana Astete Galvan	3/7/2017 6:52:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 10: [91] Formatted	Ana Astete Galvan	3/7/2017 6:52:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 10: [91] Formatted	Ana Astete Galvan	3/7/2017 6:52:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 10: [92] Formatted	Ana Astete Galvan	3/7/2017 6:54:00 PM
Spanish (Spain)		
Page 10: [92] Formatted	Ana Astete Galvan	3/7/2017 6:54:00 PM
Spanish (Spain)		
Page 10: [93] Formatted	Ana Astete Galvan	3/7/2017 6:55:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 10: [93] Formatted	Ana Astete Galvan	3/7/2017 6:55:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 10: [93] Formatted	Ana Astete Galvan	3/7/2017 6:55:00 PM

Font: (Default) Calibri, Spanish (Spain)

Page 10: [94] Formatted **Ana Astete Galvan** **3/7/2017 6:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 10: [94] Formatted **Ana Astete Galvan** **3/7/2017 6:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 10: [94] Formatted **Ana Astete Galvan** **3/7/2017 6:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 10: [94] Formatted **Ana Astete Galvan** **3/7/2017 6:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 10: [95] Formatted **Ana Astete Galvan** **3/7/2017 6:46:00 PM**

Spanish (Spain)

Page 10: [95] Formatted **Ana Astete Galvan** **3/7/2017 6:46:00 PM**

Spanish (Spain)

Page 10: [96] Formatted **Ana Astete Galvan** **3/7/2017 6:57:00 PM**

Spanish (Spain)

Page 10: [96] Formatted **Ana Astete Galvan** **3/7/2017 6:57:00 PM**

Spanish (Spain)

Page 10: [97] Formatted **Ana Astete Galvan** **3/7/2017 6:58:00 PM**

Spanish (Spain)

Page 10: [97] Formatted **Ana Astete Galvan** **3/7/2017 6:58:00 PM**

Spanish (Spain)

Page 10: [98] Formatted **Ana Astete Galvan** **3/7/2017 7:00:00 PM**

Spanish (Spain)

Page 10: [98] Formatted **Ana Astete Galvan** **3/7/2017 7:00:00 PM**

Spanish (Spain)

Page 10: [98] Formatted **Ana Astete Galvan** **3/7/2017 7:00:00 PM**

Spanish (Spain)

Page 10: [98] Formatted **Ana Astete Galvan** **3/7/2017 7:00:00 PM**

Spanish (Spain)

Page 10: [98] Formatted **Ana Astete Galvan** **3/7/2017 7:00:00 PM**

Spanish (Spain)

Spanish (Spain)

Page 12: [100] Formatted **Ana Astete Galvan** **3/7/2017 7:13:00 PM**

Spanish (Spain)

Page 12: [100] Formatted **Ana Astete Galvan** **3/7/2017 7:13:00 PM**

Spanish (Spain)

Page 12: [100] Formatted **Ana Astete Galvan** **3/7/2017 7:13:00 PM**

Spanish (Spain)

Page 12: [100] Formatted **Ana Astete Galvan** **3/7/2017 7:13:00 PM**

Spanish (Spain)

Page 12: [100] Formatted **Ana Astete Galvan** **3/7/2017 7:13:00 PM**

Spanish (Spain)

Page 12: [100] Formatted **Ana Astete Galvan** **3/7/2017 7:13:00 PM**

Spanish (Spain)

Page 12: [101] Formatted **Ana Astete Galvan** **3/7/2017 7:16:00 PM**

Spanish (Spain)

Page 12: [101] Formatted **Ana Astete Galvan** **3/7/2017 7:16:00 PM**

Spanish (Spain)

Page 12: [101] Formatted **Ana Astete Galvan** **3/7/2017 7:16:00 PM**

Spanish (Spain)

Page 12: [101] Formatted **Ana Astete Galvan** **3/7/2017 7:16:00 PM**

Spanish (Spain)

Page 12: [101] Formatted **Ana Astete Galvan** **3/7/2017 7:16:00 PM**

Spanish (Spain)

Page 12: [101] Formatted **Ana Astete Galvan** **3/7/2017 7:16:00 PM**

Spanish (Spain)

Page 12: [101] Formatted **Ana Astete Galvan** **3/7/2017 7:16:00 PM**

Spanish (Spain)

Page 12: [101] Formatted **Ana Astete Galvan** **3/7/2017 7:16:00 PM**

Spanish (Spain)

Page 12: [101] Formatted **Ana Astete Galvan** **3/7/2017 7:16:00 PM**

Spanish (Spain)

Page 12: [101] Formatted	Ana Astete Galvan	3/7/2017 7:16:00 PM
Spanish (Spain)		
Page 12: [101] Formatted	Ana Astete Galvan	3/7/2017 7:16:00 PM
Spanish (Spain)		
Page 12: [101] Formatted	Ana Astete Galvan	3/7/2017 7:16:00 PM
Spanish (Spain)		
Page 12: [101] Formatted	Ana Astete Galvan	3/7/2017 7:16:00 PM
Spanish (Spain)		
Page 12: [101] Formatted	Ana Astete Galvan	3/7/2017 7:16:00 PM
Spanish (Spain)		
Page 12: [101] Formatted	Ana Astete Galvan	3/7/2017 7:16:00 PM
Spanish (Spain)		
Page 12: [101] Formatted	Ana Astete Galvan	3/7/2017 7:16:00 PM
Spanish (Spain)		
Page 12: [101] Formatted	Ana Astete Galvan	3/7/2017 7:16:00 PM
Spanish (Spain)		
Page 12: [101] Formatted	Ana Astete Galvan	3/7/2017 7:16:00 PM
Spanish (Spain)		
Page 12: [102] Formatted	Ana Astete Galvan	3/7/2017 7:17:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 12: [102] Formatted	Ana Astete Galvan	3/7/2017 7:17:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 12: [102] Formatted	Ana Astete Galvan	3/7/2017 7:17:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 12: [102] Formatted	Ana Astete Galvan	3/7/2017 7:17:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 12: [103] Formatted	Ana Astete Galvan	3/7/2017 7:17:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 12: [103] Formatted	Ana Astete Galvan	3/7/2017 7:17:00 PM
Font: (Default) Calibri, Spanish (Spain)		
Page 12: [103] Formatted	Ana Astete Galvan	3/7/2017 7:17:00 PM

Font: (Default) Calibri, Spanish (Spain)

Page 12: [104] Formatted **Ana Astete Galvan** **3/7/2017 7:18:00 PM**

Spanish (Spain)

Page 12: [104] Formatted **Ana Astete Galvan** **3/7/2017 7:18:00 PM**

Spanish (Spain)

Page 12: [105] Formatted **Ana Astete Galvan** **3/7/2017 7:20:00 PM**

Spanish (Spain)

Page 12: [105] Formatted **Ana Astete Galvan** **3/7/2017 7:20:00 PM**

Spanish (Spain)

Page 12: [105] Formatted **Ana Astete Galvan** **3/7/2017 7:20:00 PM**

Spanish (Spain)

Page 12: [106] Formatted **Ana Astete Galvan** **3/7/2017 7:22:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 12: [106] Formatted **Ana Astete Galvan** **3/7/2017 7:22:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 12: [106] Formatted **Ana Astete Galvan** **3/7/2017 7:22:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 12: [106] Formatted **Ana Astete Galvan** **3/7/2017 7:22:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 12: [107] Formatted **Ana Astete Galvan** **3/7/2017 7:22:00 PM**

Spanish (Spain)

Page 12: [107] Formatted **Ana Astete Galvan** **3/7/2017 7:22:00 PM**

Spanish (Spain)

Page 12: [108] Formatted **Ana Astete Galvan** **3/7/2017 7:23:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 12: [108] Formatted **Ana Astete Galvan** **3/7/2017 7:23:00 PM**

Font: (Default) Calibri, Spanish (Spain)

Page 12: [109] Formatted **Ana Astete Galvan** **3/7/2017 7:25:00 PM**

Spanish (Spain)

Page 12: [109] Formatted **Ana Astete Galvan** **3/7/2017 7:25:00 PM**

Spanish (Spain)

Spanish (Spain)

Spanish (Spain)

Spanish (Spain)