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Online Marketing and SEO Plan

My business rationale is to make a digital shortcut using this website to help people find a beach that is based on their location in Florida.  The website has many perks including lifeguard hours, beach availability, hotel and resorts in the area, google maps, and location. We intend to make every user feel like they took something away from our sight and it made a piece of their life easier.  We also strive to make sure that the sight is very simple and easy to use, so there will be no frustration involved with finding a vacation site. Another factor we plan on putting into the site is links to the new “Florida Beaches” social media accounts.  We will be implementing Twitter, Instagram and Facebook and this will be help us be accessible to all users of all age. The reason we will be creating social media pages is because we want to be interactive with all of our users so that we could create a relationship with them.  This will allow us to get feedback so we could make the sight better for everybody.

The keywords that we hope to purchase are “beach”, “sand”, “shore”, “Coast” and “sunbathing”.  We want to purchase these keywords because they all relate to our site and have a lot of meaning involved with vacation and relaxation.  All of these words will help cause attention to our site which hopefully will be beneficial to us and the amount of users. All of these words cost around $100 each so in total it wall cost nearly $500, but in the grand scheme of things this won’t financially impact us greatly.  The marketing campaign in total will cost around $25,000 and will take around 1 year to achieve. During this year, we will be advertising of social media, fully developing our site, finding a target audience. The reason our marketing budget is high is because advertising is a big portion of our website and it will help get people to find and use.

Marketing Strategy

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| Marketing   1. Social Media(Instagram, Facebook and Twitter) 2. Connect with people that are not from Florida 3. Reach out and offer more information in response of them using the site | Website   1. Takes around 2 weeks to finish completely 2. Update everyday 3. Add new beaches and new locations 4. Draw viewers with relaxing pictures 5. Add live weather to website | Goals  (Short term)   1. Finish the website 2. Find target users 3. Advertise on social media 4. Add a user feedback section on website |
| Goals  (Long-term)   1. Get up to 1,000 users 2. Expand locations and beaches 3. Make a deal with larger traveling website | Keywords  ($100 per word)   1. Beach 2. Sand 3. Shore 4. Coast 5. Sunbathing |  |