



A tribute to Stoffel the HoneyBadger

19.11.2019

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Why?

I think Stoffel is a great icon or hero especially for South Africa firstly he is both black and white (because he's a badger), secondly he displays great respect towards his peers namely his partner who helps him in his daring escapes.

He also holds with him a very inspiring never say die attitude and is relentless as well as very cunning in his pursuit.

Which in my opinion makes him a great candidate to be a South African Hero.

Design

I plan to make a simple and informative design with the hero being the focal point of the homepage.

The needs of my audience are to be educated on Stoffel and what he means to the South African people, I plan to fulfill this by creating an entertaining yet informative site with lots of easily digestible information.

Goals

To teach people about Stoffel as well as entertain and inspire them through telling his story.

Updates

I will be linking an active Stoffel Facebook profile and HoneyBadger /conservation related Instagram and Twitter Hashtag feeds.

Potential domains

- I. stoffel-tribute.co.za
- II. stoffelthehoneybadger.co.za

Key phrases and SEO

I plan on using key phrases that are strongly connected to wildlife conservation and eco tourism as well as general common honey badger searches.