The major goal for this site is to create a website design for the museum that appeals to all those interested in visiting the museum as well as those who are not yet aware of the museum, its free admission or its many works displayed. To achieve this goal, the site will be promoted by advertising through social media sites such as Facebook, Twitter, Instagram and any other platforms that may yield results. To measure the success of this goal we will measure the traffic directly to the website as well as the success of social media advertising. A way to measure the success of advertising on social media is by recording the amount of likes, shares, favorites or retweets for each advertisement posted. In order to promote the website social media tools such as messaging will be utilized as well as the possible creation of a page dedicated to the website.