Horizon’s website succeeds in giving a sneak peak to the restaurant. People willing to make reservations beforehand can call on the number that is listed in the website. Horizon’s management uses their website as one of the primary sources of reaching out to the public and increasing sales. The website features various information such as about the restaurant, press, gallery, their cookbook, their contact information and location.

The sophisticated look and feel of the website succeeds in attracting the right kind of business for horizon’s that is sophisticated people who believe in a fine dining experience and is also willing to spend a bit more than usual for dinner. The weakness of the website according to me is, it doesn’t feature online reservation system.

The website visibility of Horizon can be accounted by :The website’s Google PageRank - 5/10 . Few incoming links are as follows : <http://www.southstreet.com/> ; <http://www.vegetarian-restaurants.net/usa/PennPhilly.htm> . Few keyword search results for which the website is visible are as follows: philly's best vegetarian restaurants, south street restaurant, vegan philly, modern vegan cuisine. Horizon doesn’t have any kind of online advertising and the offline promotion of their URL is only via the newspaper “Philadelphia Weekly”.

Google Analytics gives detailed information about the number of visits, absolute unique visitors, traffic information and keywords. We see that keywords receiving the maximum number of visits are brand-specific. So, we see that most of the people visiting the website already know about the restaurant.

Since Horizon’s doesn’t have any kind of online advertisement, and they solely rely on the “word of mouth” or “Philadelphia weekly” to publicize them, we are sure that Google Adwords campaign will help them in reaching out to a wider audience and will be able increase their customer base significantly.

We are also targeting “brand-neutral” people in this campaign, this means that people who are still unfamiliar about Horizon but are equally interested to try out a new vegetarian fine-dining experience are our primary targets, this way we are sure we will be able to attract more health-conscious vegans or simply carnivores who like to have healthy vegetarian food at times.