**ONLINE MARKETING AND SEO PLAN**

To market this website, Facebook is the perfect place to do it. Explore Stuart is a website whose goal is to bring the experience of the city of Stuart to the screen of the audience. The target audience is for people living in and those who are looking to visit south Florida.

To market, rather than creating a Facebook page for Stuart as one may think of, one can make a memorable post on Facebook and share it. This is the best way to reach the target audience: person to person interaction. This is ideal because Stuart is a family friendly and inviting atmosphere that brings people together. Rather than making a Facebook page to market the site, this way, we can create traffic on our site simply by passing it through other people. In this case, sharing is caring!

In order to do this, we can start by making a post. Using color and carefully descripted words to lure them to click the post, choosing one of the most iconic images, such as the iconic Sailfish statue and a catchy caption, are some idea to make this post more attractive to Facebook users. If a few people become interested, they will share it to more and more people.

This marketing idea will focus on sharing the post to people who live in south Florida. This is because people will share this website with people in the area and encourage them to visit a city very close by them. This can also make people enthusiastic about the history and artistic culture that Stuart provides.

This campaign would last for a three month trial period in order to see how effective the Facebook advertising works out and if the target audience is being reached. No budget is necessary; however, one may consider hiring a professional social media manager who knows more about how to make the post more influential and clickable.