The target population of this website is the people who like Chinese food or want to try Chinese food. The goal of this website is making the target population gain some knowledge before leaving the website. I choose Facebook to start a marketing plan. Facebook is targeted to young people and young people are more likely to try new things or different kinds of food. We can use keywords like Chinese food, food, foodie, Chinese history, cuisines, delicious, or the name and special dishes of the restaurant. We also can establish a public page and add more pictures of dishes and the contact information of the restaurants. Facebook promoting is better than Google because it is free since Facebook is free and once the information has posted on a person’ timeline, their friends will know the website. It’s helpful to spread the word.