Deployment Plan

After the project is completed, it will need to be deployed on the web. Since we are creating a public website for quizzes, we will need to find hosting to deploy the site online. Our site will contain quizzes of all kinds. It is meant to be a fun entertaining website that users can visit and casually take quizzes and share with friends.

The target market is really anyone that is on the web. That being said, the demographic of users will be generally younger people. Online quizzes are a popular staple of the internet. People enjoy taking quizzes that reflect on their personality or quizzes that tell them how they fit into groups. People are always searching for a way to belong. Online quizzes offer a sense of belonging to everyone, so anyone can enjoy the site.

The site will need a clever domain name to be easily remembered and typeable, so that users can navigate to the site easily. QuizMania.com is unfortunately taken, however quizmania.net is an available domain name for $12.99/yr according to <https://www.hostinger.com/domain-checker>. Along with paying for the domain name we will also need to pay for hosting. Since we would like our website to be able to be a large scale phenomenon we could use a virtual private server so that our website could handle higher traffic spikes. Using a virtual private server will also us to have complete control over the hosting environment, and allows us to handle traffics surges better than shared hosting could do. The average cost for hosting a virtual private server is around $20 - $40 / month. Overall the site will probably cost about $375 for the first year. The site will be relatively cheap as it starts out, but as it grows it can become more expensive to maintain. We might want to switch to dedicated hosting to have complete control over our server and resources. Dedicated hosting would cost around $100 - $400 / month. To offset costs of hosting, we could use google AdSense to display ads on our site and receive payment for doing so. According to the Google Adsense website for a games/hobbies & leisure we could expect to receive somewhere between $2,622 and $6,618 for each 50,000 page views we receive. We could also deploy quizzes on the site that are tied to certain brand deals. For each we could have quizzes that tell users what kind of product they should buy from a certain manufacture. For example we could have a certain quiz that tells users what kind of Nike shoe they should own. Quizzes like these would be a good way that we could make a profit from our website. We might also want to advertise our website to gain a userbase. We could advertise on different social media platforms, on Instagram for example. The cost of advertising on Instagram depends on many different factors. On Instagram, for example, ads charge per engagement; ads could cost between $0.20 to $2 per click. Depending on how much we would like to advertise our cost for advertising could range into thousands of dollars.