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Online Marketing and SEO Plan

LOCATION

I am starting off by targeting Miami, since it is in an English-speaking country- the US- and since, living here, if anyone would be interested to participate in the project, I could include them and meet them in person. According to how the web-site is going to develop and according to the responses it going to elicit, I might expand the area to make the web-site reach more national/international.

KEY WORDS

The key words that I am going to use are anti-violence, Gandhi, peace, gun, gun control, domestic violence and violence. I want to include both the violence-related words and the peace-related words so that I will be able to attract both people are already looking for an alternative approach to violence and those who are potentially “on the other side” of the spectrum. This reflects the essence of the web-site, its purpose being to attract people from all backgrounds and to spark a conversation,

DURATION

The duration of the campaign will be around 6 months to start with, to evaluate what impact it is going to have on the readers and the extent of engagement with the content/cause in order to base future decisions accordingly. Since the website’s topic is not related to a singular event or to any promotion of a specific day because of the more conversational rather than commercial nature of the content, there is no limited or more appropriate time in which it should be promoted.

A screenshot of a cell phone

Description automatically generated