

SEO Plan

Area/ Location Target:

Given the nature of the business, mostly making their revenue through walk-ins, we want to have a pretty local target area. 75% of the campaign will be spent targeting our specified audience in Miami, Homestead, Ft.Lauderdale, and Miami Gardens. This will allow us to reach a certain amount of people while shortening the commute to the studio, therefore increasing revenue. The other 25% will be dedicated to the booming music industry in LA and New York. Research has shown there is a spike in the number of up coming musicians in those areas, in which E-productions remote mixing and mastering will benefit them.

KeyWords:

Using Google AdWords, we want to be the forefront of music production searches out there. We want to set a monthly budget of \$1000 devoted to being the top search on google when people type:

- Music Mixing
- Music Production
- Mix
- Master
- Recording
- Mixing
- Analog Mixing
- Music Company
- Record Label
- Independent mixing
- Miami Music Production
- Studio Miami

Duration:

Bottom Line, we want our campaign to last 2 months. If SEO plan continues to show growth we will continue to budget it every 2 months. We chose this duration as research shows ("**forbes.com**") that SEO is typically driven by natural language and takes awhile to kick start. We also know that it will take at least 2 months for our listing on google to move up the ranks of other top studios in Miami.