Our website was designed with the purpose of bringing about awareness of the original composition of Joseph Chica. Ultimately the objective is to increase website traffic with the hope of increasing attendance at Mr. Chica’s performances while simoltaneosuly increasing streaming and sales of original compositions. As a result, we chose to target femalses within the ages of forty and eighty. We found that middle aged to elderly individuals are the primary purchasers of classical music content. Our use of an emotional story coupled with the content shound captivate the target demographic. We chose the following words for our ad campaign in an effort to draw the desired viewers: “piano, composition, classical, relaxing, Beethoven, Mozart, Chopin, Miami, blind, inspiration, motivating.” We are confident that our web design coupled with our marketing strategy will achieve the desired outcomes.