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## Online SEO Plan: Miami Travel Guide

We will use Google Ads to promote our new Miami Travel Guide, as many people turn to Google to plan travel and vacations. Using the \$1000 budget, we will target the continental United States, as many major United States airports fly direct into Miami. We will target keywords like Miami, vacation, travel, beach, spring break, and getaway. We will promote a long-term campaign so that our website sees great viewership over time. We want to promote Miami in the long term, not for a specific holiday.

