**Online Marketing and SEO Plan**

Since my website is a personal portfolio website that mainly serves to advertise my skills and encourage connections rather than selling a concrete product, marketing the website should be based around getting people’s attention and sparking their interest in me, first and foremost.

A website for a musician is typically reserved as a second-impression source––something that I can put on a business card after meeting with someone in person or something I can plug through my online work. However, my name may also be spread around to different people I may not know, so I’ve tried to make my website as comprehensive as possible while still maintaining its brevity.

Because most of the music industry is centralized mainly in the New York area and the Los Angeles area, I’ve localized my Google Ads in those regions to optimize the chance that someone working in the music industry will see my name. I’ve also included the Miami Metropolitan area in my campaign for added exposure, since there is a chance that someone who lives in Miami may hear about me, and I’ve also included the Chicagoland area since I grew up there and have many connections there.

This is the overview of the campaign I would deploy:

A screenshot of a social media post

Description automatically generatedSince I have a unique name, someone who searches “Nihar Mandapaty” on the web will likely immediately see my webpage first, but to add extra emphasis on my profession, I’ve added the words “music industry” and “music producer” to my code for added optimization.

I haven’t spent too much money overall on deploying this website. My ideal viewer would be an influential person in the music business or a talent recruiter, so it doesn’t necessarily matter how many people I reach unless the people who see my website are people I can connect with for business purposes. I would, however, like to keep this website up for a fairly long time, so the duration of my campaign will likely be within the range of 2 to 3 years, or for as long as I am able to fund it, since consistent exposure is always helpful.