

SEO Plan (Search Engine Optimization)

Keywords: JavaJam, coffee, local coffee, coffee house, specialty coffee, open mic, music, coffee tunes, coffee variety, bargain coffee, cheap coffee.

Our Plan:

- To target audiences seeking good quality coffee at a fraction of the price of other coffee shops.
- To provide jobs to anyone in the local area looking for barista or managerial jobs.
- To entertain with a soothing atmosphere during the day and a more robust atmosphere at night.

Our Competitive Edge

We strive to make sure we are on the top of the coffee charts when it comes to competing with other coffee chains. Here's some of the ways we do just that:

- ❖ Premium Coffee and snacks at a great bargain
- ❖ Entertainment throughout business hours
- ❖ Great lively atmosphere or quiet solitude depending on the time
- ❖ Great variety of choices