Ninja Sex Party website

Why do they need this website?
As a band, engagement is everything. If Ninja Sex Party (Henceforth abbreviated to NSP) fails to engage with its fan base, it will quickly lose popularity. It would also be deemed wise for NSP to have a website so as to help with search engine optimization and to give them a platform to release tour dates on.

Who are we building this website for?
We'll be focusing on search engine optimization, and there's two separate target audiences:
1. New visitors; people who have never heard of NSP.
2. Avid fans that want to know more about NSP.

What can we offer these target audiences?
The reason we'll be getting new visitors is because of the search engine optimization focus. Apart from giving a lot of info to avid fans, we also want to make sure that if someone looks NSP up they find a treasure trove full of beginner information so that they can quickly get hooked on the band.
For those who are already avid fans, we have to make sure there's relevant information present for them. This will include tour dates and blog posts, as well as, if time allows for it, a combined feed of all relevant social media.

What are their opinions on NSP?
Most fans already see NSP as one of the greatest comedy bands in existence, and have mostly been funneled in through Game Grumps (Dan Avidan, the lead singer, is a co-host on Game Grumps. It's a youtube show where him and Arin Hanson sit down to play games and talk about random subjects). It's the new fans that we need to worry about: If they haven't found out about NSP through Game Grumps, they could be thrown off by the rather heavily sexual type of humor found throughout NSP's work, which will inevitably seep through to this website. Thankfully, public opinion of NSP is good, but new fans might be shocked before even seeing the website by knowing the band is called Ninja Sex Party.

What are our goals?
Our goals are simple, albeit difficult in execution:
1. NSP.com needs to be easily editable with its CMS.
2. NSP.com needs to be search engine optimized.
3. NSP.com needs to be concise in its information.
4. NSP.com needs to prominently feature songs.
5. NSP.com needs to have a blog post page where avid fans can keep track of what's going on with the band.

We can achieve all this within the two-week timeframe that I've been given due to illness and working on other school assignments. The CMS that we need to make will be our priority, after which the user experience and the blog post page will be our focus.