

Customer demographic:

Age: 20 – 50

Gender: More likely to be female, approximately 56% female, 44% male

Education: Our target demographic is likely to have completed some college or above. Since our tours focus on history, educated travelers will likely be more interested in our tours than people less educated.

Income: Low to Medium experience with technology and internet

Socio-economic level: Our target audience is most likely to be within the low to middle income bracket

Primary Language: English, but foreign languages should be considered (international travelers)

Preferences: People who love the outdoors, exploring, interested in history

Geographic Region: primarily Northwestern United States

Competition:

<http://www.portlandspirit.com/>

<http://www.portlandwalkingtours.com/>

<http://mikeshistorytours.com/>

<http://knowyourcity.org/>

<https://secretsofportlandia.com/>

<http://pedalbiketours.com>

<http://www.portlandbysegway.com/>

<http://www.wildwoodtours.com/index.php>

I determined who our competition is by doing various google and map searches of companies that had similar keywords, locations, and tours.

Broadhead keywords:

tour, walking tour, bridge tour, historical tour, sightseeing, architecture, guides, explore, reservations

Longtail keywords:

walking tours Portland, historical tours Portland, bridge tour Portland, explore Portland, Portland tour reservations, guided tour Portland

SWOT Analysis:

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| Strengths <ul style="list-style-type: none">▪ Has strong business name that gives a clear idea of what we do▪ One of the only companies that offers the option to make reservations▪ Website is clear and well-designed | Threats <ul style="list-style-type: none">▪ Main competitors are ranked highly on Google searches (come up in the top five)▪ Competitors are linked from other sites listing the “Top Tours for Portland” |
| Weaknesses <ul style="list-style-type: none">▪ Does not have strong SEO for website▪ Not listed in “Top Tours” lists or linked from other web pages▪ Home page is a little short and could benefit from more information and a video. | Opportunities <ul style="list-style-type: none">▪ Strong SEO will help us capture the search “Portland historical tours”▪ Low competition in web page quality▪ Not many competitors doing historical tours▪ Products and company are well-suited for social media advertising |