**Needs Analysis for Content Strategy**

**Site**

McCabes.com - McCabe’s Guitar Shop. “The largest selection of stringed things to make music with in California.

**Audience Profile**

The shared or common characteristics for the mccabes.com site are a strong appreciation for music. Especially for playing music, learning how to play an instrument, finding that special 1st guitar or to add to their collection. They're passionate about seeing live folk concerts. They are considering a visit to the store in Santa Monica to see the inventory, play any instrument and make a purchase. Some have instruments that have to be repaired or they are looking to rent an expensive bass for their teenager starting lessons.

**Subject Matter**

McCabe’s is the largest stringed instrument store in California. They specialize in acoustic and folk instruments such as: guitars, banjos, mandolins, dulcimers, fiddles, psaltries, bouzoukis, sitars, and ethnic percussion.

Besides offering the larges selection of stringed instruments, the store provides music lessons, workshops, instrument rentals, repairs, and concerts.

The mccabes.com site provides the option to purchase directly online through a shopping-cart solution or you can check out the inside of the store in the gallery. You can check the class and workshop schedule, complete with teacher bios. There's an agenda for the upcoming concerts (with complete archives.) The home page has directions and store hours and it’s filled with links to useful information about rare stringed instruments, and useful instrument maintenance guides.

**Desired Outcome**

Update the site to give it a modern aesthetically pleasing look that stays in touch with the stores laid back feel and don’t take me too serious attitude. Organize the products service and information offered on the site, in a way that makes it more easily findable and effective. Update the tables based presentational formatted HTML to semantic HTML5 and CSS for styling.

**Voice and Tone**

Voice – play-full, not-too-serious, up beat, humorous, and accessible

Tone – enticing, informative, passionate, curative, and educational.

**Reason for Choosing Site**

McCabe is a very cool music store and the site provides a wealth of information.

This provides a great opportunity to update the late 1990’s look and re-organize the sites information. The site uses tables and uses presentational formatting.