Needs Analysis for Content Strategy

Site:

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

Audience profile:

Animal loving adults and seniors needing assistance with caring for their pets (dogs and cats). Either they have a busy schedule, go out of town for business or pleasure, or just need extra help.

Subject matter:

Service to care for pets, including: dog walking, doggie daycare, cat sitting, overnight stays, boarding, puppy checks, and pet taxi. These can entail walks, playing, exercising, feeding, and other pet care needs. They also take special requests. This company services North County San Diego areas, inland and coastal, and lists the particular neighborhoods and zip codes for the different services in various places on the site.

Desired outcomes:

For the end user/pet owner to call the company to inquire about the services offered and book appointments. Or, for the end user to send an electronic inquiry via website, email, or fill out an online form.

Voice and Tone:

Upbeat

Friendly

Caring

Fun, yet professional

Reason for choosing this site:

We chose this site due to its outdated appearance; lack of branding identity (logo and uniqueness); inconsistent company name; redundant information; confusing and unorganized details; lack of modern good layout and visual design; poor images quality; sloppy image sizing and layout; lack of good user experience; overall content quality; disjointed links; and is not responsive. Overall, it has a great need for a redesign.