

Needs Analysis for Content Strategy

Site:

<http://www.sitswap.com>

Audience profile:

Animal loving adults needing assistance with caring for their pet(s) and are open to exchanging pet sitting needs with others. There also may be animal lovers unable to have their own pet full time who would be willing to help pet owners and enjoy the company of the animal(s).

Subject matter:

Adults sign up for a free membership and search for other members in their area who are looking to swap pet sitting as needed. Options are flexible, such as where the pet sitting will occur and what's included, which would be chosen and agreed upon by the members.

Desired outcomes:

New memberships and massive growth for many members to choose from. Members will contact each other through the site by message.

Voice and Tone:

Upbeat

Friendly

Caring

Fun, yet professional

Reason for choosing this site:

Exchanging services has become more popular as well as making new connections online. Also, cat café's are springing up in various urban areas to enjoy cats without having one. This site will serve as a meeting place for pet owners with the need for pet sitting, yet don't want the cost of professional pet sitters/dog walkers or have their pet boarded in cages. Using a more personal approach, they may develop friendships with other like-minded pet loving individuals.

Comparable existing sites:

A cross between homeexchange.com, sit4sit.com, airbnb.com, social media, and sites for pet sitting services.