My Creative Brief/ SEO plan

In order to market my website I plan on using images that catch peoples attention of different locations in my blog. Ultimately my blog exists to show people who are interested my take on certain cities around the world and what I think makes them unique and so by using images to attract people to read my ideas I am attracting my ideal audience of people who genuinely are interested. My website is for people who like to travel and have an interest in culture and the purpose for it is to showcase the beauty of different places around the world.

Background Summary: My client is anyone interested in travel. I don’t have a product to sell but my service would be the description and my opinion I am offering about each location I am talking about. People who are looking to travel around the world or go places might come to my website to see what I think of different places. A strength is that I am a world traveler and people tend to trust other people (this is why websites like trip advisor are so popular). This would also be a weakness because all the things I discuss are opinions and my perceptions and so people would have to be looking for a general review to visit my site.

Drivers: my goal for this project was to channel my love for travel and experiencing other cultures. In some ways I am achieving a self driven goal of just getting to share this passion but I also am achieving a goal of getting to share with others. My objectives are just to show a part of myself, be able to have a diverse pallet of places, and also to have other people seek interest.

Audience: My audience would be friends and family who was to see my analysis of these places ad well as people planning on traveling to these places in the future. My family and friends think of me because they love me and want to see what my opinions are but external people may be looking for suggestions of where to go or what to do when they travel.

Competitors: Competitors would be other travel blogs just because people who are seeking ideas of where to go would have to select my blog over others. Other travel blogs right now are a lot bigger because they are much more developed but they have similar content to mine. Some have even more personal stories, suggestions, and photos and so this is something I hope to continue to develop in my blog.

Tone: I think the communication should feel very personal so that people feel a personal connection to my blog and take the content to heart.

Message: What I am saying with my website is “here are some amazing places in the world you should consider visiting and here is why they are amazing.” I want my audience to take away a broad idea of culture in different locations and perhaps something unique they didn’t know about that place before. I also hope to send a message of awe and wonder in my photos to make people curious and interested in the places I am picked.

Visuals: Visuals are very important to my website because it really helps to describe these places and paint the picture. All the places I have picked are very unique and different in their own ways and so by using photos instead of just description I can really give people a sense of the location.

Details: mandatory information is the name of the city and the country its in. Other than that I am trying to be creative in what information I share about it and what I decide to include about each place.

People: As of now there are no people but only places. I want the site to be specific yet objective to the location as a whole and so its not necessary to include people as of now.