**Needs Analysis for Content Strategy**

**Site**

Old Bisbee Ghost Tour

<http://www.oldbisbeeghosttour.com>

**Audience Profile**

Male/Female, age 18+, (typically not for children due to graphic content)

Tourists – Bucket list, traveler, Visiting Bisbee AZ

Families - Visiting Bisbee AZ, searching for things to do. Loves to try things

Paranormal Investigator – Studying the unusual and scary happenings in a particular place

Adventurous people - Looking to enjoy themselves.

**Subject Matter**

A haunted historical Paranormal Ghost Tour in Bisbee, AZ providing a number of tours/adventures.

**Desired Outcome**

* To provide the history of the paranormal activity throughout the different exhibits of the Ghost tour
* To provide the public with a great experience of the paranormal activity in Bisbee, AZ.
* To gain more foot traffic to the tour and Finders Keepers where they sell merchandise
* To showcase the paranormal sightings in the gallery of ghosts to provide supporting details of the reality of the paranormal activity in Bisbee, AZ.

**Voice and Tone**

Fun & Lighthearted, Family Friendly, Spooky, Adventurous, Graphic Content

**Reason for Choosing Site**

* The site has a basic structure that could use some tweaking
* It is also not appealing to the user
* The navigation menu could use some reorganization
* The site can be condensed
* Everything is centered vertically throughout the site