W08 Personal Site Content

**Why They Will Come**

My website, “Honestly”, will be a place where people can go to find reviews on all types of products, services, and experiences. People will come to my website because it will be where they can find honest and good information on things they are interested in. They will also go there to leave reviews themselves, following an easy process to leave anonymous reviews. If they want to be recognized as a reviewer, they can also opt in to using their real name.

There are many other websites that offer this type of service to others already, and I know that people have their preferences. But Honestly will be a place where all reviews will fit in. The website will have information about anything and everything.

Users will be able to find answers to questions about their favorite places such as restaurants, businesses, travel, and experiences. The best way to find out about anything is word of mouth.

**Spreading the Word**

We as humans love to spread the word about things we are doing or want to do, and this is a place where they can do it. Anytime I see an ad about a product I’m interested in, I open it on a browser and soon after will Google: “reviews about \_\_\_\_”. I am usually able to find information quickly with reviews left by other people. I get to determine if this product is worth my time and money by reading through other people’s experiences.

According to DemandJump, online reviews are becoming a powerful tool for e-commerce. Studies have shown that 93% of consumers use online reviews to make shopping decisions. There is also a statistic that says that 88% of consumers will trust online reviews as much as a referral or recommendation from a trusted friend, family member, or co-worker.

**Types of Activities**

When users Google reviews about a recent movie or an old movie that was released years ago, they can find it on Honestly. When they want to find out what people have said about a workout machine, they got an ad for on Instagram, they can find out about it on Honestly. If they just purchased a product from Ikea and want to tell people their experience, they can also talk about it on Honestly.

As the site is created and updated, there will be updates to what type of content can be added to a review. Photos and videos will be a normal thing that can be added to a user’s review to give a more detailed review. Users will also be able to like a review if it was helpful to them or not. These abilities will give the site a more personal feel, and will help users want to visit more often and leave their reviews.

**Required Information**

To search through the different reviews, they only need to search. But if they want to spread the word about a certain product or service, they will need to create an account. This will require a Name, Last Name, Username, Email Address, and Phone Number.