Hot Air Balloon Company Mobile Content Strategy.

**Big Picture**

Website accomplishes? providing riding times, bio about the pilot and company, selling rides, reviews.

I want users to? They will want to buy a ride on a hot air balloon

Successful user interaction? accessibility of each page, the way it’ll flow, and the process of booking a ride and payment should be simple.

Website supports business goal? its easy to book and buy rides.

User will be satisfied? after visiting the website, they will WANT to book a ride, and so obviously they’ll do it. So, they will be satisfied, duh.

**Content Audit or inventory**

Gallery of photos and videos.

The Experience.

Pricing.

Reviews.

Calendar of availability.

Bio on pilot and company.

FAQ.

A checkout page.

**Inverted Pyramid**

*Most important* – booking, pricing, experience, calendar, gallery, FAQ, bio, reviews – *least important.*

\*use plain language. Keep it simple.

\*use headings because easier for searching

\*create timeless content but also maintain the site.

Logo  Nav Bar – Blue Sky Balloons

**Home Experience Booking About**

100 percent image. Logo either centered or far left.

Home

Experience

* Gallery
* Reviews

Booking

* Pricing
* Calendar of availability

About

* Bio on company
* Bio on pilot
* FAQ’s
* contact



