

Space Blog

General Information

Potential Names:

- West East Space Consulting
- Blue Shift Consulting
- Red Shift Consulting
- Binary Origins Consulting

Problem: Western companies operating in the space industry are interested in learning more about and potentially doing business with their Chinese counterparts. However, there is a lack of English language news and info about the Chinese space industry.

Summary: West East Space is an entertaining and informative content distribution platform. The English language content discusses current news and trends in the Chinese space industry, highlighting companies, new technologies, and people.

Target Audience (TA): Western space industry professionals who are interested in the Chinese space industry.

Objectives:

- Drive TA engagement on the platform and develop a brand image as the 'Western Expert on the Chinese Space Industry'
- Collect TA contact information
- Convert TA engagement into consulting projects for the West East Space consultancy (Bill and Blaine)

Solution:

1. Create a site which publishes English language news about the Chinese space industry. The platform will provide valuable information to the TA and draw them to the site. If the TA is interested in working with any of the Chinese space industries mentioned on the platform, they can work with Bill and Blaine's consulting firm.
2. Curate Chinese language news about the industry, translate information into English and provide opinion pieces.

3. Highlight Chinese companies in the space industry. What are they doing? What services do they provide?
4. Provide a hiring platform for Chinese companies who are looking for western talent in the space industry.

Content:

- Opinion pieces about the Chinese space industry
- Analysis of specific private Chinese space companies
- Highlights of people in the Chinese space industry
- Announcements of partnerships between western and Chinese companies

Potential Future Directions:

- Focus on Chinese and Indian markets
 - *Created content tailored for the Chinese and Indian markets*
- Premium Site Access
 - *Users must pay to access some content on the site*
- Google Ads
 - *Collect passive revenue from ads on the site*
- Paid Ad Placement
 - *Allow companies to pay directly to have their ads hosted on the site*

References:

- Agency Blog Examples:
 - <https://walkthechat.com/>
 - Attractive images, tagged articles, article preview, relative content to agency services
 - <https://www.ideo.com/blog>
 - Beautiful design, clear categories, "Most Read", related posts
- Normal Blog Examples:
 - <https://news.microsoft.com/stories/index.html>
 - Clean design, attractive pictures, tagged posts
 - <https://knowtechie.com/>
 - Lots of content, categorized posts, attractive home screen
- Space Blog Examples:
 - <https://www.universetoday.com/>
 - Good: Up to date content
 - Bad: Design, ads, pictures
 - <http://planetary.org/blogs/>
 -
 - <https://www.newscientist.com/subject/space/>
 -

Website Pages

1. **Home** (westeastspace.com)

The main page of the site. Contains a scrolling list of

- Latest
 - Collection of the most recently published articles
- Most Read (sidebar)
 - Collection of the most read articles
- Featured
- Categories
- Newsletter (sidebar)
 - Signup for news

2. **About** (westeastspace.com/about)

- Should be a blog post style article about Space Blog

3. **Contact** (westeastspace.com/contact)

- Name
- Organization
- Role
- Email
- Country
- Inquiry Description

4. **Blog Post** (westeastspace.com/blog-post-name)

- Most read (sidebar)
- Newsletter (sidebar)
- About the author
 - Just a section with a photo and short bio
- More from Space Blog

5. **Category Index** (westeastspace.com/category-name)

- Collection of posts relating to that category