Site Audience and SEO Objectives

**Part 1 -- Target Audience**

1. **The target audience for this site are people who enjoy independent/artistic/local types of film.**
   * Age range **(20-40)**
   * Gender with likely percentage of female vs. male **(Female- 60%, Male- 40%)**
   * Education level **(High school or some college)**
   * Knowledge level with technology/Internet **usage (Beginner to advanced level as the person would most likely have a serious interest in independent films)**
   * Socio-economic level **(Lower to upper class)**
   * Primary language **(English)**
   * Culture, ethnicity, religion **(Most likely has an open mind to all forms of diversity although they may not have been raised in a diverse background)**
   * Preferences (hobbies, similar interests, purchasing habits, media likes and dislikes, etc.) **(Films, art, diversity, creativity, advocate for local things and activities)**
   * Geographic region or location **(Specifically Portland, Oregon. Oregon in general and possibly other states along the west coast such as California or Washington)**
2. **Customer Story:**

Desiree is 34 years old and originally from Texas. She graduated from University of Texas (Austin) with a master’s degree and recently obtained her LCSW. Desiree recently moved to Portland, Oregon because the vibe and beauty of the Pacific Northwest has always drawn her in.

Although Desiree was raised in a lower class and traditional family, she has always been interested in a more diverse environment and to explore the arts and local films. Desiree is of Hispanic ethnicity and fluently speaks Spanish, but her primary language is English. Desiree was not raised to speak Spanish, but she decided to learn the language on her own at the age of 28. She decided to do so with the intent of self-improvement and constantly learning new things.

Desiree enjoys the arts, films, yoga, nature, locally sourced food, and is a vegetarian. When Desiree moved to Portland, Oregon she decided to start searching for local films to see on the web. She typed in Portland local films and ran across the site “Portland Dom”. The film appeared to be right up her ally so she is now anticipating the release date so she can watch the film.

**Part 2 -- Competition**

1. Determine the site's competition. List the website addresses of a minimum of 3 and a maximum of 10 competitors.
   * 1. **OMPA- Oregon Media Production Association (https://ompa.org/)**
     2. **Four Course Films (https://fourcoursefilms.com/)**
     3. **Cast Iron Studios (https://castironstudios.com/)**
2. How did you determine who the competition is? Describe the method you used for determining who the site is competing against.

**I determined the competition by searching specifically for local film companies based in Portland, Oregon.**

1. What keyword phrases (long tail -- at least 3 words in the phrase) do you believe the competitors are optimizing for? In other words, **which keyword phrases do competitors rank highest for** in a search? Include at least 3 keyword phrases.
   1. **Portland local films**
   2. **Local indie film**
   3. **Independent films in Portland**
   4. **Creative local films**
   5. **Artistic films in Portland**
   6. **Where to see indie films in Portland**
   7. **Portland creative films**
2. What are **one or two of the most common keyword phrases** competitors rank highest for in a search? (It may be helpful to view the competitor page or pages through this [Spider Simulator](http://www.webconfs.com/search-engine-spider-simulator.php) to reduce them to their basic text content.)
   1. **Independent films in Portland**
   2. **Local indie films**
3. What is the most unique keyword phrase that a competitor used on their site to that they appear to be optimizing for?

**Best Indie film companies Portland.**

## Part 3 -- SWOT Analysis

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| Strengths   * Appealing design and images * Responsive site * Site is very specific to the film * Internal and external links work and are logical to the film company | Threats   * Competitors rank several spots higher * Competitors content is fresh * Competitors are also from Portland * Competition is stiff in a place like Portland * Competitors are really utilizing SEO practices |
| Weaknesses   * Content is not fresh * Not utilizing SEO practices * Ranking is lower * Site is outdated as of 2013 * Home page does not have a lot of text | Opportunities   * Can update all text, blogs, videos, and release date. * Can rank higher by keeping the site fresh and up to date. * Opportunity to give the site a whole new look and be interactive with visitors to the site. * Ability to really create excitement around the film and site. |
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## Part 4 -- SEO Objectives

* 1. **Update all content, images, blogs, and videos to keep the site fresh so that it can gain a better readability score, as well as gaining in SERP ranking so that it can end up ranking in the top 3 at minimum over the next couple of months.**