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Content Analysis and Site Review on The American Revolutionary War Living History Center (ARWLHC) - Website Content Analysis – www.arwlhc.com and www.revwarexperience.com

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*The American Revolutionary War
Living History Experience*



*The Colonel Hambrecht / Hambright Inn
Colonel Cleaveland Museum & Phifer Corporate Meeting Hall*

*See LIVE battles unfold
Total Luxury Accommodations
with Jacuzzi's & Waterfall pool
The Nature & Earth Underground Spa
Blue Moon Paint Horses Equestrian Center
John Adams Ale House Tavern & Restaurant
The Chapel by the Woods for Weddings*



*Meet Lord Cornwallis and endorse your support for the divine, seated King & Queen...
Walk among our nature trails... Take command of entire armies and make war
King size beds and jacuzzi rooms, gourmet breakfasts & candlelight dinners
Purchase a Log cabin for year round living or as vacation/rental income, on site
704.937.2940 The American Revolutionary War Living History Center (ARWLHC)*

These questions were proposed by Doctor Felix Lao of the Art Institute to relate the current form of the media to the historical perspective. The idea is to understand what media today is really comprised of — content as well as ads — and to consider how you feel about and relate to the media you yourself consume. You also want to consider your reaction and relationship to ads in the media — do you act upon the message you see? If you think you don't, then how do you make decisions about the clothes you wear, the food you buy, the movies you see? Consider these aspects.

Web Site Content Analysis and Feasibility Study of Proposed Communication

A Content Analysis is evaluating a content piece for quality and effective delivery of information. There are different elements to a content analysis, depending on what medium is being evaluated and what the result goals are.

Webster's claims: *content analysis*

Function: Noun

Date: 1940

Analysis of the manifest and latent content of a body of communicated material (as a book or film) through a classification, tabulation, and evaluation of its key symbols and themes in order to ascertain its meaning and probable effect.

For our purposes, content analyses will be performed between two pieces on the same medium, or sometimes a single topic delivered over two different mediums. Remember - The goal of design is to communicate with a target audience.

What is the site communicating to you? The ARWLHC in its present form is communicating the proposals for a brand new attraction and theme park. It offers several levels of involvement including log home ownership, director investment into the project and small business ownership complete with operation.

A number of variables are proposed in the communication of theme park like battles occurring 52 weekends out of the year, luxury accommodations for sleeping and dining as well as other amenities including a spa and horseback riding.

One of the most interesting items that is communicated it is the capability for a guest to fight inside of the world and live in 1776 through 1782.

What is the site supposed to be communicating? Information about a newly proposed theme park in Kings Mountain, NC.

1. Top Navigation – Overall, this form of website navigation is not presently evident and there may not be incorporated into the functionality in the future. Despite typified Top, Left and Bottom navigation being offered on world class sites and the deep seated international studies that prove most humans find this to be helpful – continued innovation of graphic design is being discussed for the ultimate navigation structure.

- **Graphics** – The graphic design is well supported with excellent photography.
- **Logos** – These are evident but could be supported much better and incorporated into the new linkage and navigation structure. The release of that structure and all new web site will be very interesting.
- **Links** – Presently there are links to the informative Adobe .pdf documents which explain and backup this worthwhile, historic tourism initiative.
- **Ads** – Presently there really are not any ads on the web site other than to encourage folks towards the award winning film, “The Patriot,” and the world famous artist, “Don Troiani.”

2. Left Navigation - Overall, this form of website navigation is not presently evident and there may not be incorporated into the functionality in the future. Despite typified Top, Left and Bottom navigation being offered on world class sites and the deep seated international studies that prove most humans find this to be helpful – continued innovation of graphic design is being discussed for the ultimate navigation structure.

- **Menu items** – Clustered together on to one page. As this entire web site appears to be a two page splash page introduction to concept – one looks forward to the rollout of the entire new site. A number of the items on the website directly connect viewers to heritage and cultural travel ideas in a thrilling and invigorating manner.
- **Self explanatory** – Heritage and cultural travel, are a terrific economic development strategy. This website is quite self explanatory in the fact that the primary aim and goal is to economically impact the entire Kings Mountain region. What is not self-explanatory is that heritage and cultural travel got their start in 1978 as part of the National Trust for Historic Preservation – just two years after the inventor of this project began revolutionary war reenacting in 1976.
- **Drop down info** – Presently under design to not be incorporated into the project.
- **Mouse over** – Presently under design to be heavily incorporated into the project.
- **Intro text** – A significant quotation from the famous Patrick Henry on page one. A feasibility study of this is showing overall too much text on page two.
- **Sections into subsections** – Greater usage of sections and subsections is advised and recommended to clean up the entire web site. This will be done when the all new web site is released.
- **Ads** – As was previously mentioned there’s very little advertising. It appears that the goal is to produce a clean project with a focus on the history, culture and connection to

travelers in this historic region. Not to open up a web site that is loaded with advertising trying to connect with buyers.

- **Graphics** – The present graphics are very nice and are professionally done. These are combined with professional photography and it is recommended that alternate text be used on all images to facilitate meta-data.

3. Home page – the home page of this web site can be accessed by two uniform resource locators (URL's). The homepage is fast loading and quick across multiple browsers. And also offers full motion video on the level of Hollywood production which engrosses the viewer and interviews have shown that it excites them. This has led to view was clicking to read more and enter what ultimately will be, the main website. Presently this leads you into the informative page two. This website is over all classified as a splash page. It is designed to provide basic information which facilitates exploration of a much larger product.

- **Headline** – The headlines clearly states the full name of the brand new attraction.

- **Photo or image** – The photos and images that are being utilized are very captivating – almost as if a person is entering into Jamestown or Williamsburg but in more of a rustic setting. The Staging and positioning of these photos had to take a considerable amount of effort, costumes and historic study.

- **Caption** – There is a lot of information available in the form of captions. However, greater amounts of white space with individual captions will prove a lot better. It is for this reason that I highly recommend these changes for the overall new web site.

- **How many additional headlines?** There are six additional headlines that support the main headline. The amount of white space is adequate.

- **Feature placement** – Greater usage of placement would benefit this website.

- **Links to special sections** – There are moderate links to speciale downloads and other information on key players. However, this website is extremely sparse and its present format due to the fact that it is only an exploratory splash page. It is not designed to act as a fully functioning website, just yet.

- **Interactive links** – These are highly recommended to be set up in the future featuring games, studies of the revolutionary war, downloads, videos and music. Presently, the extensive link to a Facebook website is providing intense interactive activity. The detailed filming of numerous videos is quite evident and has led to a major television show being filmed about the project. Caution must be taken to not get rid of Facebook and its interactive excellence, as this project has interlinked to Twitter and LinkedIn.

4. Site Interior – a lot of attention has been paid to the site interior with digital handoff to Facebook. Greater gains and planning will lead to be had for the new web site.

- **How does the interior reflect the home page?** – The interior of the web site is congruent in color, design and feel. It does offer bottom navigation to the primary supporter and construction headquarters (The Inn of the Patriots B & B).
- **How do sections change?** Presently, the sections do not change. The handoff to Facebook is well explained. Once the new web site opens up this will be interesting to continue to watch.
- **How does the left navigation change?** – Not planned for the future.
- **How does the top navigation change?** – Not planned for the future.

5. Overall Interactive elements – The usage of calendars for the events, photographic albums and videos filmed is quite excellent at Facebook.

- **List and compare between sites of same category** – This website is amazing to look at for the historical reenactor. Also, entrepreneurs and businesses will be greatly encouraged to find out about this project – as will senior city leaders in the region looking for innovative, new economic growth. Presently the website pales in comparison to the giants at Williamsburg and Jamestown. That being said, the project investment and idea, “translates into increased value and revenue because it supports longer periods of visitation and the increased purchase of goods (consumer confidence), attract new customers, gives people a desire to return,” and it’s designed offer strong financial argument (Barman 7). This is especially true considering the fact that it is going to operate 365 days per year. It uses a two year success patterned based off of The Inn of the Patriots Bed and Breakfast in the area.

Other sites and studies for comparison that contributed to this analysis have been:

- **2000 – Salisbury Convention and Visitors Bureau (Salisbury, NC):** Comprehensive reconnaissance, visitor profile and conversion study and strategic plan development.
- **1996 – Hickory CVB (Hickory, North Carolina):** Comprehensive visitor profile, product assessment, interface with furniture industry, product development, recommended target markets and market segments and marketing strategies.
- **1993 – Richmond County, NC Chamber Study (Rockingham, North Carolina):** Visitor profile study and marketing recommendations.
- **1992 – Brevard/Transylvania Tourism Development Authority (Brevard, North Carolina):** Comprehensive visitor profile study, product assessment, conversion study, economic impact, and marketing recommendations.
- **1991 – Boone CVB (Boone, North Carolina):** Visitor profile study, product development and marketing recommendations.
- **1999 – Feasibility Study: Military Museum Attraction (Columbus, GA):** Research, focus forums, site evaluation and feasibility study for major new museum attraction for Columbus, GA.

- **1998 and 1992 - An Appalachian Summer Festival (Boone, North Carolina):** Product assessment and marketing recommendations. Reference: An Appalachian Summer
- **1994 – Rock Hill EDC Study (Rock Hill, South Carolina):** Comprehensive study of prospect and industrial business owner opinions including rank order of incentives and attributes for attraction of recruits.

References:

1. Barman, Todd. “Ready for the Economic Upturn? Properly Planning for Business Cycles.” *Main Street News*. No. 264 September 2009: 2-8.
2. 15 November 2009, <http://www.history.org>
3. 15 November 2009, <http://historyisfun.org>
4. Feasibility Study for a Baltimore National Heritage Area. December, 2006
5. Western North Carolina Passenger Rail Study. 2001