



Website for RentalCam.com

Company: RentalCam

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Prepared For

Prepared By

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Executive Summary

RentalCam is a user-friendly website that focuses mainly on helping users find their perfect camera. This site has the capability to be used on both desktop and mobile devices. The goal of this site is to have returning users, or new users find and test different types of cameras, lenses, accessories, or anything else that will help them decide if it is the right product for them. Users can rent a product from the site, and it would be delivered to their household, so they can test and see if it fits their style. The site will be hosted on Bluehost and purchases will be processed through a standardized online shopping/renting system. To gain an audience for the site, RentalCam will implement techniques of SEO strategies, using social media platforms and collaborate with common influencers such as TikTok or even Youtube influencers to help advertise the site. We are aiming to make our site simple, easy to navigate, and bring the best user experiences to our clients/users.

Company Background

From our background, RentalCam provides various types of cameras and accessories from many different brands. From Canon to Fujifilm, we help users rent or even purchase our items to ensure they can achieve the best experience in photography or videography. Users will be able to navigate through our site to see what type of product they would like to test. People find photography/videography overwhelming when starting, we focus on assisting them in finding the perfect camera for our users and assist them by making their daily lives easier on what camera to use, where and how to start.

Audience User Demographics

For RentalCam, we mostly aim for new upcoming photographers. However, that is not the only type of audience we aim for. People nowadays are enjoying the hobby of photography. Users would start photography around the age of 15, and even adults enjoy the activity of photography. Our audience's age range can go from high school PR's to young adults taking pictures of their family, in the age range of 15-35. Photography is an activity that can be partaken in any sort of age range. We enjoy capturing moments in our lives, and the best way of doing it is with an amazing camera.

Usability Requirements

RentalCam will be accessed through both mobile and desktop devices. We want to make sure our users can access our site easily through mobile and desktop devices. They will be able to visit our site through the touch of their finger or at the comfort of their home. Usability requirements that we aim for is a smooth navigation system, as well as readable text, and a survey that will assist them in finding the right camera for them.

Keyword Analysis

Keyword	Avg. Monthly Searches	Competition
Camera	100K - 1M	High
Rental Camera	10K - 100K	Medium
Rent Camera Lens	1K - 10K	Medium
Film Camera	10K - 100K	High
Dslr Camera Rent	100 - 1K	Medium
Camera for Rent	10K - 100K	Medium
Reused Camera	0 - 10	N/A
Used Cameras	1K - 10K	High
Camera Accessories	1K - 10K	High
Affordable Cameras	100 - 1K	High

For our keyword analysis, we have chosen these keywords to represent our site. We aim to find keywords that involve renting camera equipment that would result in our site. Although the ranges of the elements are from medium to high, we believe that these keywords would be best used to view and represent our site and what the purpose of the site is about.

Keyword Distribution

Home

- **Keywords:** Camera, Rental Camera, Used Cameras, Camera for Rent, Affordable Cameras, Dslr Camera Rent, Film Camera
- **URL:** RentalCam.com
- **<title>:** Find and Rent your perfect camera
- **<meta-description>:** Here at RentalCam, we assist you in finding your perfect camera in an affordable way
- **<h1>:** Your Perfect Camera Rental Site

Brands

- **Keywords:** Camera, Rental Camera, Film Camera, Dslr Camera for Rent, Camera for Rent, Reused Camera, Used Cameras
- **URL:** RentalCam.com/Brands
- **<title>:** Start and Rent Our Various Camera Brands
- **<meta-description>:** To get started, find a body of a camera that you would like to try/rent, and view our lenses next.
- **<h1>:** Find Your Perfect Camera With Our Brands

Lenses

- **Keywords:** Rent Camera Lens, Rental Camera, Camera, Reused Camera, Affordable Cameras
- **URL:** RentalCam.com/Lenses
- **<title>:** View and Rent Our Various Types of Camera Lenses
- **<meta-description>:** Got a Camera, but don't know what lens fits best? Test a lens here.
- **<h1>:** Try and Add Our Lenses With Your Camera

Accessories

- **Keywords:** Camera Accessories, Camera, Used Camera, Rent Camera Lens
- **URL:** RentalCam.com/Accessories
- **<title>:** Need Something Extra? Try Out our Camera Accessories.

- **<meta-description>**: Check out our accessories to make your photography experience even better.
- **<h1>**: Add a Little Extra to Test With Our Various Accessories

Competition Analysis

BorrowLenses.com

Keyword	Avg. Monthly Searches	Competition
Sony a7iii	100k - 1M	High
Borrow a lens	10K - 100K	Low
Rent lenses	10K - 100K	Medium
Renting a camera	10K - 100K	Medium
Lensrental	10K - 100K	Low

BorrowLenses is a site that was formed in 2007 by two best friends, Mark Gurevich and Max Shevyakov. Their site is a bit confusing with the navigation bar as well as the site itself looking a bit dull. They are currently experiencing technical difficulties, which hinders them from having any customers. Their site is a simple layout, but with text that is small and hard to read, with too much information/text. When navigating through the site, it is difficult to find a certain camera or type of equipment around the site. They ship to all 50 states in the U.S.. They seem to not have a mobile app as well. The information above and with all the sites Keywords and data were gained in GoogleAds, using the Keyword feature to find their most popular Keyword Searches.

Lensrentals.com

Keyword	Avg. Monthly Searches	Competition
Canon cameras	100K - 1M	High
Camera's	100K - 1M	High
Lensrental	10K - 100K	Low
Rental lens	10K - 100K	Medium
Cameras to rent	10K - 100K	Medium

Lensrentals.com is most likely the most competition we would have. They have a well constructed site, and have the most visitors based on the Keywords we have researched. They distribute both cameras for photography and videography. Their site is bright and is easy to navigate. When searching for rental cameras, their site would be the first one to be in the search result. They do a well done job on reaching out to customers with their Instagram account and various raffles/promotions. However, although they have a well constructed site, they do not have an app for mobile users which we could use as an advantage. Lensrentals also uses Google Ads and SEO strategies to help promote and advertise their site.

Lensprotogo.com

Keyword	Avg. Monthly Searches	Competition
Lenses rental	10K - 100K	Medium
Rent cameras	10K - 100K	Medium
Borrow a lens	10K - 100K	Low
lensrental	10K - 100K	Low
Cameras lens	10K - 100K	High

Lensprotogo is another popular site for camera rentals. However, when using the Google Keywords, they don't seem to be as popular as Lensrentals. They aren't the first site that would pop up in the search results and would have to navigate around Google's search results to locate their site. They have a wide variety of camera brands, lenses, accessories, as well as multiple types of tools. They have pick up locations with FedEx and Hunt's Photo & Video, which helps them promote their business. One thing that we have noticed is that the speed of their site is a bit slower than other sites. It would take an average of almost 3 seconds to navigate and change pages around their site. However, with such a wide variety of items they distribute, it gives them leverage of how their business works.

User Persona:

Mark Wilson

Needs

- Find the best way to learn about photography.
- Where to purchase a camera that best suits for him.
- Find a easy way to learn photography without spending too much money.

Frustrations

- Doesn't know where to start.
- Has financial problems due to living in New York City.
- Does not have a location around him that distributes cameras.

General info

Age 25
Location New York City
Occupation Journalist
Nationality Caucasian
Salary \$80k per year

Personality

Illustrative Quote

"I love technology, and I want to explore the ins and outs of photography and cameras."

Background/Profile description

Mark is a journalist, currently residing in New York City. He is a big endorser for technology revolving around video games. Recently he has taken interest in photography thanks to the locals around NYC. However, since he has no knowledge around photography, he doesn't know where to start.

Goals

To be able to learn the technology in cameras while learning the process of photography or even videography.

Rachel Hoke

Needs

- Find a way to test cameras that she is familiar with.
- Find one camera that she can use daily without purchasing multiple cameras.
- Learn how cameras nowadays work

Frustrations

- Has old cameras, and doesn't know what kind to purchase.
- No camera stores in her area.
- Knows how to only use old film cameras.

General info

Age 38
Location Orlando, Florida
Occupation Business Analyst
Nationality Hispanic
Salary \$100k per year

Personality

Illustrative Quote

"I want to dive into the photography world again without learning too much."

Background/Profile description

Rachel is a American Hispanic that resides in Orlando, Florida. In her teenage years, she used to take lots of photos for the school journal, she hasn't touched a camera since. It has been over 20 years since she has used a camera, and she decides to partake in photography again, but doesn't know what's a great camera nowadays.

Goals

To find a camera that she would know how to use well from past experiences.

Project Management Methodology

For our methodology to make our site user-friendly, convenient and very accessible, is to implement an Agile Project Management Methodology. We would be monitoring our site's process and gaining suggestions for improvements from our clients and customers. We would be using the A/B testing method to evaluate and help construct a user friendly site that is welcome to all various types of customers.

Mood Board



Search Engine Optimization

RentalCam will implement and utilize numerous types of organic strategies:

1. We will aim to give our pages stand out aesthetics/designs to give users a welcome to our site that competes with other competitors' sites.
2. We will implement plug-ins, links, and breadcrumbs around our site so our users can access our data, figures and information
3. We will implement applicable images with our keywords that will link our product images to our sites to assist and ensure a better user experience
4. We will optimize and focus on search intent for our users as well as page load times so our users can access our content with no disturbances.

Online Marketing/Advertising

For RentalCam, we plan to utilize social media platforms to help advertise our content/products. We will plan to use Google Ads to ensure search results for our sites. With popular social media platforms like Instagram, Twitter, TikTok, and Facebook, we want to branch out our content to various types of users of all ages. We will use these platforms with images, short clips, and promotion to help traffic our sites and expand our followers.

Hosting

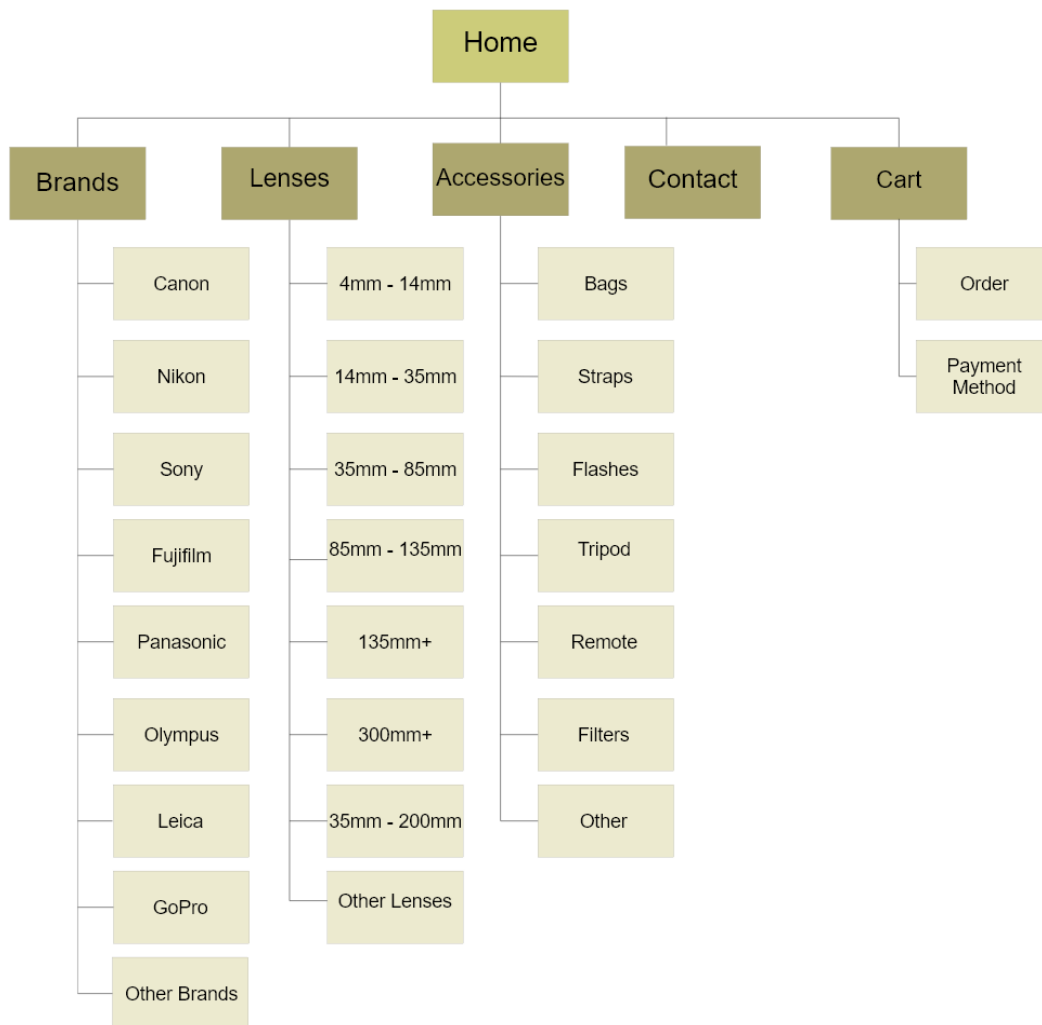
RentalCam will be using Bluehost as our main source of our host site. This will help us gain our own IP address and have the ability to edit and change our applications and site features. We will optimize Bluehost's Dedicated plan to help traffic our sites with high speed performances. With it, it will assist our features of the shopping, and renting process in our sites. We will implement guest checkouts, direct payment through PayPal, direct credit card payments, as well as Apple Pay through our mobile apps.

Security

RentalCam will focus on obtaining a Domain Validated Certificate as well as consider acquiring an Extended Validation Certificate to ensure we have rights to our domain, data, and information to ensure the safety of the user experience. This will protect our customers when using the payment method when using our transactions for renting any of our various types of products.

Website Structure:

Navigation Map



Desktop Wireframe:

Logo

Home

Brands

Lenses

Accessories

Contact

Cart



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Here is some text. Here is some text.
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Here is some text. Here is some text.

Button

Here is some text. Here is some text.
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<h2>Our Mission</h2>

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Button

Photo Carousel with arrow indicators



Where to Start?



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Button

Got Any Questions?

Send us an email or check our socials

Button

Logo



Mobile Wireframe:



<h2>Don't Know Where to Start?<h2>

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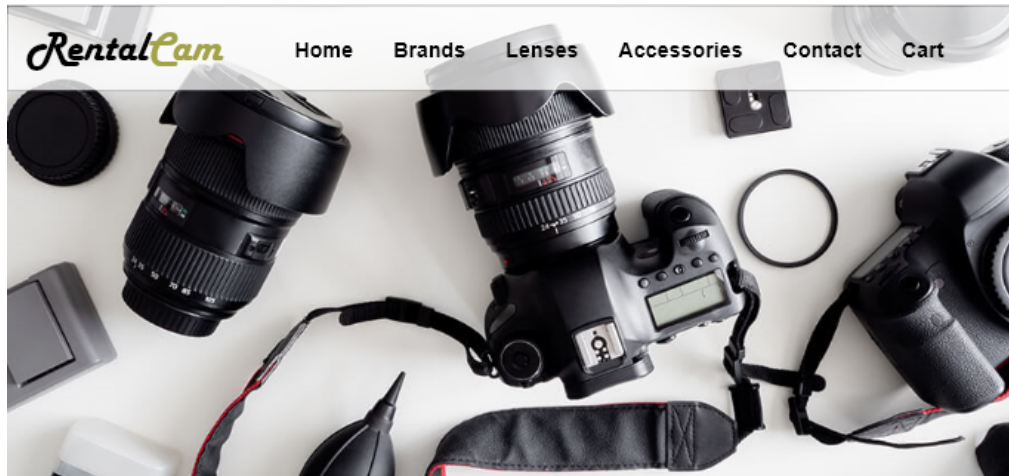
Button



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Homepage Mockup for Desktop:



Don't know where to start?
Rent and test our varieties of
cameras to find the one just
for you

[Learn more](#)

Rent And Find
Your Perfect
Camera

Our Mission

It is difficult to know where and how to start in the photography/videography realm. We don't know which camera is best for our needs. Here in RentalCam, our mission is to help you find and rent our varieties of cameras, to test and see which one best fits your style. Search through our site to see what kind of camera you would like to us to send to your home, and try out to see which camera is best for you.

[Learn more](#)



Where to start?



Search through our site to find a camera for you.
If you don't know where to start, take our survey below to get you started.



[Click Here](#)

Got Any Questions?

Send us an email or check our socials

[Submit](#)

Homepage Mockup for Mobile:

RentalCam



RentalCam

Find your perfect
camera here.

[Learn more](#)



Our Mission

It is difficult to know where and how to start in the photography/videography realm. We don't know which camera is best for our needs. Here in RentalCam, our mission is to help you find and rent our varieties of cameras, to test and see which one best fits your style. Search through our site to see what kind of camera you would like to us to send to your home, and try out to see which camera is best for you.

[View Products](#)



Don't Know Where to Start?

Take a short survey so we
can see which camera
is best for you.

Take Survey



RentalCam

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