# Rhetorical Appeal

## CORE IDEA

SEOBeast.org is a blog that delivers informative and useful SEO and SEM knowledge in a macho, witty and opinionated fashion.

## RATIONAL APPEAL (LOGOS)

SEOBeast.org can help increase knowledge and awareness of all facets of search engine optimisation and marketing.

## EMOTIONAL APPEAL (PATHOS)

Reading SEOBeast.org and learning more about SEO/SEM will make you more employable. It will also make you chuckle.

## REPUTATION-BASED APPEAL (ETHOS)

The authors and contributors to SEOBeast.org are highly experienced and dedicated marketeers.

# Visual Lexicon

## COLOR

The colour scheme should be strong and vibrant, utilising bold primary colours such as red and yellow to imbue a sense of passion, confidence and excitement.

## TYPOGRAPHY

Typography should be distinct and unusual yet confident and bold. It should illicit a sense of machismo and draw upon primal elements.

## GENERAL STYLE NOTES

A macho and dominating style is important but it should not appear superficial or be off-putting to visitors. The style should walk a fine line between being hyperbolic with hints of humour and being chauvinistic (used in its original meaning). The general style should convey an almost self-aware, tongue-in-cheek macho personality.

# Concept

The concept for SEOBeast.org revolves around a collaborative blog for search engine optimisation and marketing topics. It will create a unique and engaging experience by utilising a bold and unusual style combined with informative and highly engaging articles, each candidly reflecting the personality of the author behind them. Marketeers, both from other blogs and agencies around the world, will be encouraged to contribute their own posts and comments to the site in order to not only grow the source material but also provide the authors with a chance to market and promote themselves and their companies.

# Engagement Methods

## OPENNESS & OPINION

The whole tone and personality of the site will be based sound the concept of openness and opinion. It will be refreshing in the sense that it reflects the personalities of real people behind it and detail their candid opinion about search engine optimisation and marketing techniques.

## SURPRISE

The 404 error page will contain humorous quotes and outtakes from the authors and main contributors.

## GAMIFICATION

The principle of gamification will be utilised to encourage people to comment and contribute to the blog by rewarding their activity with titles such as 'Beastamer', 'Beastmaster' and 'Beastlord'. There would also a leaderboard rankings table listing everyones contributing score in descending order.

## REWARDS

Competition and giveways could be regularly run to encourage people to promote the blog through social media and also to contribute posts and content.