https://www.bosch.com/

Company

Name: BOSCH.
Sector: Sell construction material.
Country origin: Germany (Stuttgart).
Country presence: Germany (Gerlingen).
Public target: people who want to do some reform or construction work.
B2C/B2B: B2C (Since they use another company as an intermediary to sell their products.).

Page structure

Header: It has the logo and a drop down navigation bar.
Nav: It has a drop-down called menu where we can see information about the different products and companies.
Body Section: It has some tables with news about the company, it shows us how we can contact them and if we are able to affiliate with your company.
Aside: It has a box with information, it also shows 3 links to know about the company, work with them or contact them.
Footer: It has the copyright, some legal notices, information about its social networks and a drop-down to change the language.

Logo

Type: imagotype.
Placement: up to the right.
Colour: Red and Grey with white background.
Shape: A circle with an H inside.

Traffic

Site rank: 80,991
bounce rate: 56.9%
engagement: 3.3
search traffic: 31.3%
Social Engagement: stuttgart 416, mobility solutions 3000, smart home 1416.
Popular articles: 1º Carbon neutrality, 2º Solutions for carbon neutrality, 3º In the coronavirus crisis, Bosch is
committed to both technological innovations and climate action.
Keywords: Bosch 33.55%, bosch logo 4.84%, robert bosch 3.65%.
geography: United States 41'8%, India 17'2%, Algeria 3'4%.
traffic sources: bosch-home.com 60.2%, boschrexroth.com 59.8% y bosch-presse.de 52.6%.

Usability
Search: There is an icon and next to it you will find the word search, located almost in the upper right corner, if you click the search bar will be displayed horizontally to begin your adventure on the page

Page map: It is located in the upper right corner, its appearance is three horizontal lines one below the other and on its right side we find the word Menu, if we click an index is displayed, in which we can find eight words of interest to your customers, which at in turn, if we click on any of them, we will be shown another batch of words on the subject.

Languages: English / Germany

Responsive design: It has a good adaptation to the different platforms, all the elements are readjusted when the window is minimized and on the mobile everything is perfectly structured and readjusted, nothing to envy to the pc browser.

Adaptability: It is adapted so that the computer can read and enter the different sites by voice.

Chatbot help: it does not have as such but the closest thing is 'Contact us', which we find in the upper right corner, next to it we find 'Search'.

https://www.caib.es/

Company
Name: Govern de les Illes Balears.
Sector: Information Page.
Country origin: Spain (Balearic Islands).
Country presence: Spain (Balearic Islands).
Public target: People who live in the Balearic Islands.
B2C/B2B: B2C (Since the information goes direct to the readers and not through another company).

Page structure
Header: The main page doesn't have.
Nav: We have some links located on the right to change the language, information on accessibility and a search engine.
Body Section: We have 3 drop-downs that contain links inside with information about the web page.
Aside: The main page doesn't have.
Footer: We have the copyright mark, several links that contain legal notices and customer service, finally the social networks associated with the web.

Logo
Type: imagotype.
Placement: up to the right.
Colour: Red and white.

Shape: A banded shield and a crossed line.

Traffic
Site rank: 86,674
bounce rate: 56%
engagement: 2 Daily pageviews per visitor, 1 minute 44 seconds daily time on site.
search traffic: 24,9%
Social Engagement: no data
Popular articles: cita previa.
keywords: 18,6K.
geography: no data.
traffic sources: no data.

Usability
Search: It is quite easy to find what you are looking for on the page and it also has a search bar on the left.
Page map: It has three main tabs that inside contain other tabs with information related to the main tab to which it is associated.
Languages: Spanish / Catalan
Responsive design: It has adaptation for both mobile, tablet and computer
Adaptability: It is adapted so that the computer can read and enter the different sites by voice.
Chatbot help: It does not have, but it has a customer service telephone number, a face-to-face site to ask questions and a telematic service system.

https://www.pfizer.com/

Company
Name: Pfizer.
Sector: Information Page.
Country origin: New York (Brooklyn).
Country presence: New York (New York).
Public target: Anyone needing medical care, medicine / vaccination.
B2C/B2B: It has a section of the company which distributes its merchandise, B2C / B2B.

Page structure
Header: It has an image and a blank phrase, the closest thing to a nav is at the top and there we find the three horizontal lines, to change the language and the logo at the other end.
Nav: The closest thing is found in the header.
Body Section: Structured with rectangles with topics of interest and an image to attract the attention of the public.

Aside: The main page doesn't have.
Footer: We found some information and recommendations apart from the typical copyright. With a grayish background color.

Logo
Type: imagotype.
Placement: up to the right.
Colour: Navy blue and light blue.
Shape: doesn't have.

Traffic
Site rank: 22.118
bounce rate: 62.7%
engagement: 1.8 Daily pageviews per visitor, 2 minute 20 seconds daily time on site.
search traffic: 62.2%
Social Engagement: covid-19 vaccines 1.749, food and drug administration 1.216, clinical trials 744.
Popular articles: pfizer and biontech announce vaccine candidate against covid-19 achieved success in first interim analysis from phase 3 study.
keywords: 1° pfizer 23.3%, 2° pfizer vaccine 4.63%, 3° albert bourla 1.56%.
geography: 1°United States 40.5%, 2°India 15.4%, 3° Canada 5.0%.
traffic sources: 1° pfizer.com 62.2%, 2° modernatx.com 58.6%, 3° gsk.com 31.6%.

Usability
Search: We find it by clicking on the three horizontal lines one below the other located in the upper left corner, after that the search bar will be displayed.
Page map: We find it by clicking on the three horizontal lines one below the other located in the upper left corner, after which about five horizontal bars are displayed.
Languages: Many, some of them; Turkish, Spanish, English, Portuguese, German, Ukrainian ...
Responsive design: Yes, it is well adapted for different platforms and also when you reduce the size of the window, everything is structured to the new size.
Adaptability: It is adapted so that the computer can read and enter the different sites by voice.
Chatbot help: doesn't have.

https://www.amazon.com/

Company

Name: Amazon.
Sector: Buy/Sell.
Country origin: Washington (Bellevue).
Country presence: Washington (Seattle).
Public target: People who want to make purchases online.
B2C/B2B: It has an image and a blank phrase, the closest thing to a nav is at the top and there we find the three horizontal lines, to change the language and the logo at the other end.

Page structure

Header: You will find the search bar in the center, on its left side the logo and your address if you have entered it and on the right side of the search engine you will find the change of language, the configuration of your account and to return orders. It has a grayish blue color
Nav: It has, there are different categories of purchase and the amazon prime, apart from 'Everything' which is a drop-down.
Body Section: It has a blue background that degrades to a grayish white.
It is structured in such a way that the upper part contains some of the interactive site's own ads that you can go through if one interests you, below this we find 3 white rectangles, in the first one on the left we find recommendations, in the central one, products that I have already seen and the third promotions and discounted products. Below these we find three other rectangles, the first is about Amazon Prime ad, more offers and coupons save. We keep going down and we get more rectangles with product recommendations and suggestions.
Aside: The main page doesn't have.
Footer: In the footer part we find the amazon prime icon and below a varied list of countries horizontally, below these countries we find different purchase options and services offered by the company and finally in the lower part we find the typical conditions of use, notice privacy… The footer has a black color and the letters in white.

Logo

Type: imagotype.
Placement: up to the right.
Colour: Orange and White.
Shape: doesn't have.

Traffic

Site rank: 11
bounce rate: 23.1%

engagement: 9.8 Daily pageviews per visitor, 10 minute 54 seconds daily time on site.
search traffic: 27.4%
Social Engagement: world war ii, 19th century, 20th century.
Popular articles: Ultimate Fighting Championship - Wikipedia, Jimmy Carter - Wikipedia, Phil McGraw - Wikipedia.
keywords: amazon, amazon prime, amazon prime video.
geography: Estados Unidos, India, Japón.
traffic sources: wikipedia.org, pinterest.com, amazon.com

Usability

Search: It is located in the center of the upper part of the page and the search can be differentiated depending on the department.
Page map: In the browser on the left side, you can find 'Everything', we click on it and a white rectangle is displayed, of which we have many options.
Languages: From the Spanish client, we can choose Portuguese or Spanish. I guess it will have almost all languages.
Responsive design: It has, the page is perfectly structured to the different devices and to the resizing of the window.
Adaptability: It is adapted so that the computer can read and enter the different sites by voice.
Chatbot help: doesn't have.