

Competitive Analysis Template

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Summary

I reviewed the four sites listed below and evaluated them all based on design and functionality.

Competitors Evaluated

<http://whautorepair.com/>

Auto repair company, chosen by the client.

<https://murphysautocare.com>

Auto maintenance service company, chosen by the client. They liked this website the best.

<http://ricks1auto.com/hours/>

Auto repair company in Columbus, chosen by the client.

<https://www.firestonecompleteautocare.com/>

Complete auto care company, chosen by the client.

Navigation and Labeling

Willoughby Hills Auto:

Drop down navigation bar. Outdated and very clunky.

Murphys Auto Care:

Navigation bar at the top. Very simple and straight to the point.

Ricks #1 Auto Care:

Drop down navigation bar. Straight to the point and easy to navigate.

Firestone:

Drop down navigation bar. Very visual and easy to navigate. Out of the other competitors, this bar is labeled the best and easiest to use and understand.

Content and Features

All four of the competitor sites have the auto services that they offer on their website, about their companies, their hours, their reviews, and how to contact them.

Two of the four sites offer promotional details and coupons.

Firestone and Murphys both had their social media accounts listed and accesible.

Three of the four sites offer the ability to schedule an appointment online on the website.

Three of the four offer a FAQ about basic car questions, such as what do when a check engine light comes on.

The content that is missing would be the site that don't have their promotional deals such as coupons and don't offer the ability to schedule an appointment online.

Firestone and Murphys Auto Care's material functions very well. Everything is organized and easy to find. Ricks is lacking a ton of material and WH Auto has almost too much unnecessary information that makes their site feel very clunky and confusing. Murphys Auto and Firestone are both responsive sites. Ricks and WH auto are both not responsive and make you navigate on the desktop version from your phone.

Voice and Tone

WH Auto: There is a friendly voice that comes with this site, but it also has a voice of cluttered and outdated. When I'm navigating this site, I feel like im on a website from ten to fifteen years ago.

Murphys Auto: The voice of this site is inviting. I instantly feel welcome on this site and am able to find what I'm looking for. It feels modern.

Ricks #1: The voice of this site is boring and friendly. There is no color to the site besides black and white and there isn't much material.

Firestone: The voice of this site is exciting and helpful. Everything is very visual, which helps someone who isn't very familiar with cars, know what they are looking for

Despite some sites being more exciting than the others, they all the same voice, which was friendly.

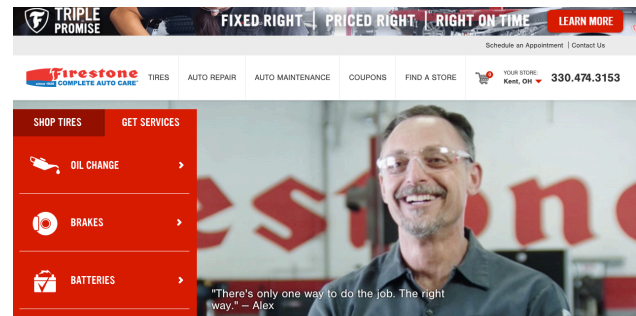
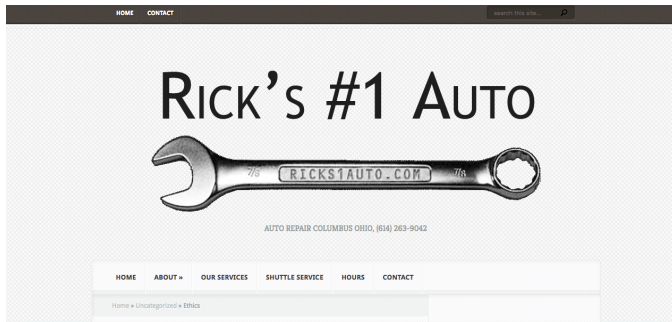
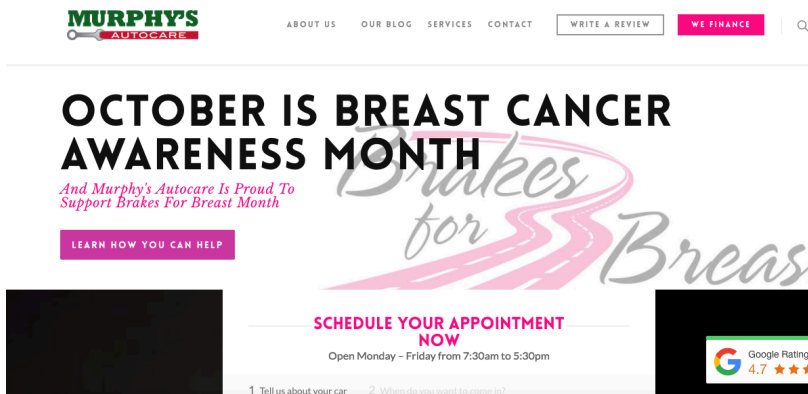
Design Aesthetics and Layout

The common design choices among all of the sites is a header with their logo, and then a navigation bar below. They all had their material in boxes underneath the header at the top.

The colors for the most part, were the colors that the sites chose for their brand, which for the most part were bright and inviting. Ricks Auto was the only site that didn't have any color.

The text for Murphys Auto along with Firestone was professional, but exciting. The text for WH Auto and Ricks was just boring and had no creativity to it.

Firestone and Murphys Auto were the only responsive websites. WH Auto and Ricks were only desktop views.



Recommendations and Strategy

I recommend that they create social media accounts and have a social media following. I think that they should run promotions and offer coupons on the website. Doing these two things will bring in new customers, as well as current and previous customers. I recommend to include the services that they offer, but don't overdo it with the amount of information. I think that they should include the ability to schedule appointments online and not just over the phone or in the shop. An About Us section will also be great for letting the customers know that the business is locally owned and run.