Competitive Analysis Template

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<u>Summary</u>

What you did
In general, what worked and what didn't (summary of findings below)
Navigation makes sense
Very plain
Not responsive
Not a lot of hierarchy

<u>Competitors Evaluated</u>

List 5 competitors, their URLs. descriptions of their websites or businesses and how they were chosen. You may use competitors determined by the client or your own.
Barbara Wilson Team - Howard Hannah (http://www.barbarawilson.com)
      Responsive, a lot of type, no photos, vibrant colors
M.C. Real Estate (http://www.mcrealestateohio.com)
      Responsive, awkward layout, use of photos, hard to read headers
Jack Kohl Realty (https://www.jkohlre.com)
      Responsive, a lot of photos, ability to search for homes, bright
Landes & Landes (http://www.landes-landes.com)
      Responsive, lots of photos, ability to search, bright white background,
Wadsworth Real Estate (http://wadsworthrealestateinc.com)
      Responsive, slideshow of photos, weird colors, a lot of photos, color hierarchy

<u>Navigation and Labeling</u>

Common labels (terms) used to navigate the sites
Buyers, Sellers, Listings, Contact, About Us, Rentals, Agents, Search Listings

Common navigation designs used to navigate and different screen sizes (drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)
Desktop size: Top navigation, explanding buttons
Mobile size: Top navigation, drop down menu, hamburger button

<u>Content and Features</u>

What features and types of functionality do competitors offer their users.
The ability to search houses immediately on the home page, pay rent online

What types of content is available on the sites.
moving checklist, local community information, local utility information, title agencies,

What content is missing on the sites that would be helpful.

Voice and Tone

What is the common "voice" of the competitors (friendly, serious, helpful, excited, boring)
Serious, helpful but boring

Is there consistency in voice and tone across the sites?
Yes, most are quite boring with either only pictures or only color and graphics

Design Aesthetics and Layout

**What are common design choices across the sites (colors, typography, layout)**
Center alignment, top navigation bars, a lot of drop down menus, header with logo and options

How does the design contribute to the usability of the site on various devices?
Keeps all of the navigation in one space, condenses information so that it is grouped into categories

Which design pieces (patterns) could be utilized on our website?

Show side-by-side screenshots of each website evaluated.
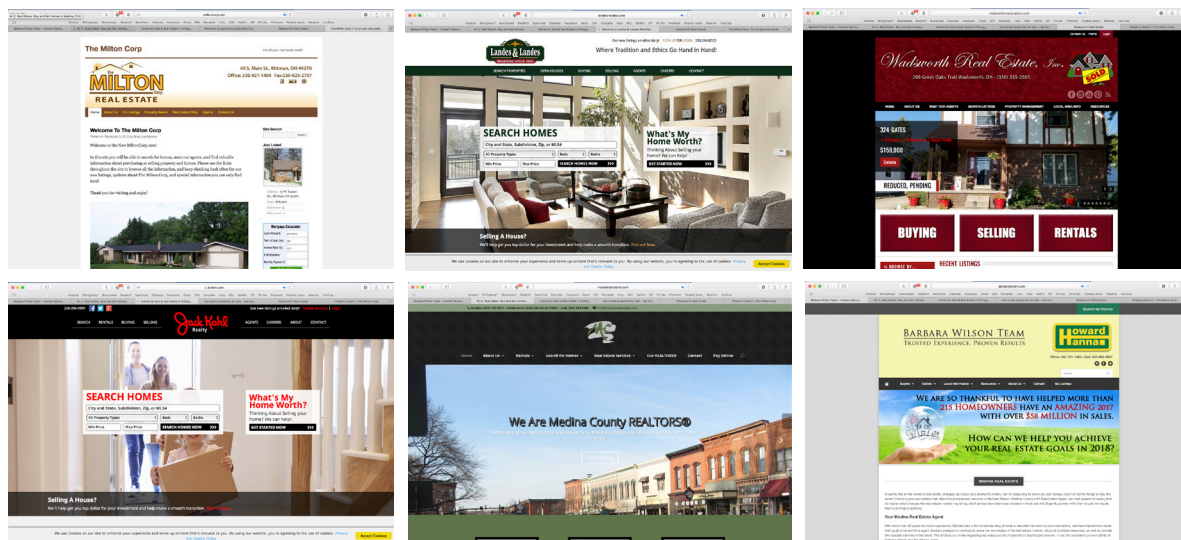
Recommendations and Strategy

Based on the findings above, what top recommendations do you have for your client's website, based on the top goals that they've shared already.
More photos, brighter colors, larger navigation, better search tools