http://www.signbydesign.biz

**Site Intent**

The main intent of the Signs By Design website redesign is to bring the website up-to-date with todays web standards and trends and making the site more appealing to the eye. Users will be encouraged to visit the new website daily after the redesign. SEO will also be used to increase traffic to Signs By Design website.

**Competitive Analysis**

Overview:

signsbydesign.biz has been online since 2007. It has a global ranking of 18,870,346 according to Alexa.com. The average time spent viewing the site is 3 minutes and 3 seconds. The bounce rate is not shown on Alexa.com they don’t have enough data to display this metric for the site. The traffic rank for three months is 18,870,346.

Current Keywords / Top Queries:

According to Alexa.com there is only one query that is being used which is 'sign'.

Competitors:

According to Alexa.com, the top sites for the search query “sign” are Wikipedia.org, imdb.com, google.com, buildasign.com, and rottentomatoes.com. The first three come up because they’re a few of the top ranked sites with this query used. Signs by Design isn’t even a first page search result on Google, so keywords definitely need to be taken advantage of for the site.  
  
The actual companies that compete with signsbydesign.biz are:

buildasign.com which has a global ranking of 48,766 and a US ranking of8,597. The average time spent on the site is about 2 minutes. The bounce rate is approximately 31%. The average user is a female around 35-64 years old, with children and some college education. The only search queries it has in common with signsbydesign.biz are ‘sign'.

**Targeted Audience**

The audience for signsbydesign.biz is not available according to Alexa.com. In my opinion it would be small business owners male and females between 30-50 years old, with children and some college education as well as college education. They would be looking and or interested in replacing a sign for there business.

**Michael Brown - Small Business Owner**

Michael Brown is a 36 year old small business owner from Buffalo NY. He has been working for himself for 5 years now and is looking to expand his business as well as give his storefront a new look. He’s extremely dedicated to selling car parts, he spends all his time on making sure his customers are getting the best products as well as a decent price. Mike is looking for a company to get a sign for his storefront.