

SSID: Competitor Analysis

Turnitin:

- Too wide sections
- Not clear CTA in hero section
- Good screenshots, but not detailed enough descriptors
- Video testimonials, not easy to view
- Too many CTAs for different softwares

Copyleaks:

- Clear 3-column features to highlight differentiating factors
- Feature 6 types of plagiarism checker
- Clear CTAs
- No FAQ

Quetext:

- Clean, minimalist branding
- Interactive graphics
- Large, clear screenshot of tool, but only 1 feature
- Clear CTA in hero section
- Clear FAQ

Conclusion - SSID:

- Blue is a good colour as it represents trust, responsibility, authority, integrity. However, using too light a colour might make the brand look too 'casual', or startup-like. To maintain the professional image of SSID, a dark blue colour scheme and serif font (Inter) is suggested for the rebranding of the landing page.
- Lack of clear feature descriptions (How it Works, Benefits), and HQ screenshots
- Lack of Contact section
- Lack of User Guide CTA/section to get users started
- Lack of Contact and display of time to get back to enquiries
- Good testimonials and FAQ