

Competitive Analysis

COGS 187B - The Webslingers

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Competitive Sites for sdstair.com

The following sites were chosen based on top searches in a Google search of “san diego stair”:

1. kleinsmithstairandtrim.com
2. deerparkstairs.com
3. sandiegostair.com
4. socalstairs.com
5. skyhookstairsandrails.com

Sites 1, 3, 4, and 5 were also confirmed to be the top competitors based off of the testimony of our client.

Kleinsmith Stair and Trim

DESIGN YOUR STAIRS **SPECIALTY STAIRS** **MOLDING & MANTLES**

Serving the San Diego Area: "Steps Above The Rest"

If you have been thinking of having new stairs designed or installed, Kleinsmith Stair & Trim can offer you excellent results with competitive pricing.

Whether you own a custom, remodeled or tract home, our BBB-accredited business can provide you with superior craftsmanship and service. We offer you a variety of woods and high-quality materials, and make everything from design to installation easy for you.

Here's Why We're San Diego's Premier Stair Company

- We offer you a 100% Satisfaction Guarantee
- Our company is fully insured with Workers Comp
- We never subcontract - we only use Kleinsmith workers
- No deposit required when in-stock supplies are used
- Lifetime warranty on Kleinsmith craftsmanship & materials
- We go to great lengths to keep your home and family safe

Quick Quote Form:

Name:

Phone:

Email:

Comments or Questions:

Major services presented boldly on front page.

This "Quick Quote Form" allows users to make easy contact to the company.

Photo Gallery: Full Wood Tread Stair Pictures

Use the image browser below, or [click here](#) to view these photos on Flickr. [Click Here](#) to return to our main photo gallery page.

Get the flash player here: <http://www.adobe.com/flashplayer>

[Share this page](#) |

Rather than containing real pictures in the site gallery, this section contains links to an external Flickr gallery.

KLEINSMITH
STAIR & TRIM INC.

877.831.9777
SAN DIEGO • CA

[HOME](#) [PHOTO GALLERY](#) [STAIR ANATOMY](#) [STAIR SOFTWARE](#) [TESTIMONIALS](#) [CATALOG](#) [CONTACT US](#)

After clicking the Stair Anatomy link in the navigation bar, there is only a subtle change that lets the user know that he/she has changed pages.

DESIGN YOUR STAIRS **SPECIALTY STAIRS** **MOLDING & MANTLES**

Understanding the Different Parts of a Staircase

Please be patient as we are presently updating this area of our website.

Quick Quote Form:

Name:

Kleinsmith Stair and Trim		
Functionality	<p><i>Positives</i></p> <ul style="list-style-type: none"> • Main page contains a "Quick Quote Form" that allows users to make easy contact to the company. • Presents major services boldly on main page (e.g. Design Your Stairs, Specialty Stairs, Molding & Mantles). 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • There are no secondary level pages, because all of the section changes are seen below the fold. In addition, the information in the box changes, but the page does not scroll down to the newly changed information. • The photo gallery is very limited, and does not contain actual pictures inside. Instead, the photo gallery is located in an external Flickr gallery.
Content	<p><i>Positives</i></p> <ul style="list-style-type: none"> • Provides a decent amount of information related to stairs, including stair anatomy, specialty stair services, and molding & mantles. 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • Much of the content is limited or completely absent. Even the images are limited and lack captions. This prevents the user from knowing specific information about particular stairs. • Some of the content, like the "Stair Software" is not even available
Architecture	<p><i>Positives</i></p> <ul style="list-style-type: none"> • Most of the placement of information is generally okay, because the site in itself is overall very simple and pretty straightforward. 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • The navigation bar links do not let the user know which section of information is being shown, which can make the user become disoriented.
Navigation	<p><i>Positives</i></p> <ul style="list-style-type: none"> • The links in the navigation bar do not lead to other pages, but rather keep the page stationary while only changing the information at the bottom. • The "Quick Quote Form" and the contact phone number are always visible throughout the site. 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • The navigation bar links do not let the user know which section of information is being shown, which can make the user become disoriented.
Design	<p><i>Positives</i></p> <ul style="list-style-type: none"> • The overall color scheme and choice of showing a prime image of a stair seems to be very appealing to the company's potential users. 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • The layout of the majority of the site below the fold is very plain and bare.

Brand	Positives	Negatives
	<ul style="list-style-type: none"> By having a testimonials section and also having the main button link as a "Design Your Stairs" link, the company is able to give a very personal vibe to their decision. Most of what the company offers for services are made relatively clear on the main page. 	<ul style="list-style-type: none"> With the lack of information in sections like "Stair Anatomy" and "Catalog", it might make it hard for the user to trust the company as reliable and organized. This minor flaw might reflect the quality of work the company provides.
Implications for Design:	<p>I believe we are going for a different look than this page provides. In contrast to this site our clients are looking for something more simple and clean, and above the fold. The quick quote form is intriguing. Although it is just a simple contact form, the way it is labeled makes it more likely that people will fill it out and contact them if they are assured that they will get a quote very quickly. The testimonials page could also be useful. It is nice to have actual quotes from satisfied customers to boost their credibility.</p>	

Deer Park Stairs

The screenshot shows the Deer Park Stairs website. At the top, there's a navigation bar with links for Straight Stairs, Curved Stairs, Millwork, Home, About Us, Gallery, Testimonials, News & Press, Associations, and Contact Us. The phone numbers for LONG ISLAND (631-363-5000) and HUDSON VALLEY (845-565-5456) are listed. The main content area features a large image of a spiral staircase with the text "Delivering exceptional craftsmanship for over 50 years." Below this, there's a testimonial and a "Contact us today" button. A yellow callout box highlights a "Standard High Ranch Installations Starting At \$1,495.00!" offer with a phone number. On the left, there's a sidebar with a deer logo and a newsletter sign-up form. At the bottom, there are links for Wood Stairs, Circular Stairs, Spiral Stairs, Stair Types, and L-shaped Stairs.

Straight Stairs • Curved Stairs • Millwork

Home | About Us | Gallery | Testimonials |



Gallery

Architectural ▾

A 0001



A 0002



A 0003



A 0006



A 0007



A 0008



In the photo gallery, the user is able to browse through images efficiently with the help of image pop ups, giving him/her a good visual idea of what types of stairs are available.

Contact us today to discuss the manufacturing and installation of your custom stair project.

Join Our Monthly Newsletter!

I'm a(n):

Name:

Email:

This section encourages the spread of the company's name.

Wood Stairs

- Circular Stairs
- Spiral Stairs
- Contemporary Stairs
- Boxed Stairs
- Open Stairs
- Exterior Stairs
- Winters
- Loft Ladders

Wood Railings

- Traditional Railings
- Contemporary Railings
- Colonial Railings
- Porch Rails
- Etched Glass
- Custom Designs

Custom Millwork

- Molding
- Fireplace Mantles
- Curved Landing Tread

Stair Types

- Straight Run Stairs
- "L" Stairs
- Double "L" Stairs
- Return Stairs / "U" Stairs
- Circular Stairs
- Spiral Stairs

Deer Park Stairs Specializes In:

- Custom & Stock Designs
- Repairs & Duplication
- Re-Creation
- Renovations
- New Construction
- Brownstone Restoration
- Multi-Family Apartments
- Commercial Stairs
- Commercial Railing Systems
- Retail Stores
- Office Buildings

Servicing the Tri-State Area Including:

- Long Island
- Nassau County
- Suffolk County
- Manhattan
- New York City
- Upper East Side
- Fire Island
- Hamptons
- Westchester County
- Bronxville
- Mount Kisco
- Scarsdale
- Ossining
- Larchmont
- White Plains
- Brooklyn
- Sands Point
- Port Washington
- Manhasset
- North Shore
- Old Westbury

This testimonial quote is a nice touch, but a link that leads to the testimonial page would be useful.

In the world of trim carpentry, one of the most important areas is attention to detail. It is a must to do the "little things" on a project, and Deer Park Stairs does these things. They have the uncanny ability to envision a project in its initial stages, and the finished product delivers on that vision.

Bob & Nancy, Huntington

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Website Design by Definitive Marketing & Communications

Home | About Us | Gallery | Testimonials | News & Press | Associations | Contact Us
Deer Park Stairbuilding & Millwork Co.
 LONG ISLAND: Blue Point, New York | P: 631-363-5000 | F: 631-363-2167
 HUDSON VALLEY: Circleville, New York | P: 845-565-5456 | F: 845-565-5412

Header links stay illuminated depending on where the user is on the site.

Testimonial quotes throughout the site may appeal to users emotionally.

In the world of trim carpentry, one of the most important areas is attention to detail. It is a must to do the "little things" on a project, and Deer Park Stairs does these things. They have the uncanny ability to envision a project in its initial stages, and the finished product delivers on that vision.

- Bob & Nancy, Huntington

The screenshot shows the Deer Park Stairs website. At the top, there's a navigation bar with links for Straight Stairs, Curved Stairs, Millwork, Home, About Us, Gallery, Testimonials, News & Press, Associations, and Contact Us. The 'About Us' link is highlighted with a yellow box and a red arrow pointing to it from the left. Below the navigation, there's a section with a deer logo and the text 'DEER PARK STAIRS'. To the right of this is a paragraph about the company's services. Further down is a testimonial box containing a quote from Bob and Nancy Huntington, with a red arrow pointing to it from the right. In the center, there's a photograph of a wooden staircase. The background of the page has a subtle paisley pattern.

Deer Park Stairs		
Functionality	Positives	Negatives
Content	<p>Positives</p> <ul style="list-style-type: none"> There is a lot of picture content for previous work that has been completed. 	<p>Negatives</p> <ul style="list-style-type: none"> The specificity of stair product types at the bottom of the main page is nice, but links to pictures of each item would probably be more helpful.
Architecture	<p>Positives</p> <ul style="list-style-type: none"> The list of items at the bottom of the page are separated by types, services, and regions serviced at. 	<p>Negatives</p> <ul style="list-style-type: none"> The links at the top of the page noting the 3 different stair types should be grouped with the items at the bottom of the page that list more specific stair types. The testimonial quotes found throughout the site are a nice touch, but there could be a nearby link that brings the user to more testimonials.
Navigation	<p>Positives</p> <ul style="list-style-type: none"> The navigation bar is highlighted to let the user know where on the site he/she is currently at. 	<p>Negatives</p> <ul style="list-style-type: none"> The logo is just an image rather than a link back to the home page. The image gallery is organized by "Architectural", "Conventional", and "Millwork", but no more than that. The captions on the bottom are merely image number labels rather than descriptions. The main slide show of images in the beginning gives user no control over what he/she sees.

Design	<p><i>Positives</i></p> <ul style="list-style-type: none"> The font and color scheme gives a decent appeal for users interested in sophisticated stairs. 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> The logo choice could be improved upon by possibly getting rid of the deer. It seems a little bit irrelevant for a site promoting stairs.
Brand	<p><i>Positives</i></p> <ul style="list-style-type: none"> The overall feel seems to be based on being a "premier manufacturer of prestigious stairways." This is accomplished well with testimonials and display images. 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> The deer park logo is not a good representation of prestige and/or sophistication.
Implications for Design:	This site is also going in a different direction than our clients hope to go. The architecture is not very well-done, and the default pop-up add is obnoxious. It does appear to have more depth than our current site, and this depth does encourage users to dig further, which is something we want.	

San Diego Stair - Norman Hasenfang

Norman Hasenfang

Railings & Stairs

- Home
- About Norm
- Stairs**
- Information
- Testimonials
- Contact Norm

Welcome to the **Norman Hasenfang Railings & Stairs** website. Norm is an award-winning craftsman and finish carpenter with over 25 years of specializing as a stairbuilder in the San Diego area.

The purpose of this site is to give you guidance so you can make informed decisions about your new stairs. Please feel free to browse for ideas as to what style of staircase would best suit your own home.

"Please contact me directly by phone when you're ready to schedule an estimate, (619) 697-0100 - I'm looking forward to working with you!" - Norm

These categories sufficiently encompass the most important parts of the website.

A simpler, more appropriate font might have been a better choice for this type of site.

Users have no control over this image slideshow.

Norman Hasenfang

Railings & Stairs

San Diego Railings & Stairs Photo Gallery

Click on thumbnail to view larger image.

Two-tone Over the Post Staircase	Post to Post with Square Detail Staircase	Post to Post Custom Staircase
Two-tone Over the Post Staircase	Post to Post with Square Detail Staircase	Post to Post Custom Staircase

"Stairs" Tab could be labeled with a more accurate name such as "Gallery" or "Photos".

Individual captions/labels are helpful for the users' understanding of each image.

Functionality	<p><i>Positives</i></p> <ul style="list-style-type: none"> • It provides the basic categories that are common amongst other websites • The “Information page” is very useful <p>Even if prices can’t be provided online, it is useful to know what factors affect pricing</p> <p>It’s also nice to include the glossary of terms, because it gives the clients a chance to educate themselves before meeting</p> 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • Although there are several pictures provided, they have very little interactivity <p>users have no control over the slide show</p> <p>the thumbnails blow up, but you can’t zoom in any further than that</p> • The contact page seems rather limited <p>He implies that he will be away from his phone often, and that email should only be used for pictures</p> <p>No other forms of contact are provided</p>
Content	<p><i>Positives</i></p> <ul style="list-style-type: none"> • Provides a good overview on the home page • Has lots of content on the “About” and “Information” pages • Labels the individual stair pictures in his gallery <p>gives the user something to refer to the individual picture as</p> 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • “Information” page is a little excessive <p>not many users would take the time to read all that, especially not the glossary</p>
Architecture	<p><i>Positives</i></p> <ul style="list-style-type: none"> • Basic side navigation bar is present across all pages • The labels are very intuitive 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • The content of the site doesn’t run very deep • The content on the “Information” page could be better organized to make the content not seem so excessive <p>make it more interactive (buttons for each letter of the alphabet to navigate the glossary) so it doesn’t just look like a big long list of things to read</p> • “Stairs” page could have been labeled better (“Gallery,” for instance)
Navigation	<p><i>Positives</i></p>	<p><i>Negatives</i></p>

	<ul style="list-style-type: none"> • Easy to figure out how to navigate (the site consists only of 5 pages, so it's not hard to find your way around) • Stationary left side bar with navigation tabs is helpful for the user to navigate easily 	<ul style="list-style-type: none"> • The navigation tabs don't stay illuminated on the page that you're currently on
Design	<p><i>Positives</i></p> <ul style="list-style-type: none"> • The basic structure of the page remains the same throughout the site 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • The design isn't consistent across pages <ul style="list-style-type: none"> There's a beige background that comes and goes from page to page The size of the title of each page is inconsistent
Brand	<p><i>Positives</i></p> <ul style="list-style-type: none"> • The brand is somewhat identifiable <ul style="list-style-type: none"> Dark, almost gothic based on the color scheme, font, and style of the ornate post that seems to be the logo 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> • Not all the components of the site contribute to the brand <ul style="list-style-type: none"> Whereas some aspects are really ornate and gothic, other aspects (like the solid colors and presentations of the pictures) are really bland and elementary
Implications for Design:	<p>Overall the site is very simplistic: simple fonts, simple colors, not very deep content. It could be done in a much cleaner fashion, and it doesn't really capture the look of our clients, so we most likely will not incorporate anything from the overall look. One thing that is good is the information page. It provides a lot of useful content for users to educate themselves with. If it were organized better, it could be something very useful to our site.</p> <p>It is also nice how the pictures in the gallery are labeled with the type of stair that is being portrayed. It gives clients something to refer to the kind of stairs they like or want.</p> <p>It might also be useful to include the areas of San Diego in which our client does business, as Norman Hasenfang shows in the footer.</p>	

SoCal Stairs

This is a nice, thorough form that allows users and potential clients to make contact with the company.

SoCal Stairs
Now Serving: Orange County, LA County, San Diego County, Ventura County, Riverside County

Name*
Address
City* CA
Zip*
Phone* -
E-mail
Message*

Image Uploader In order to use file uploads, [Adobe Flash 10+](#) is required.

Email: sales@socalstairs.com

About Us Portfolio **Contact Us** Testimonials

There is no way of letting the user know that he/she is currently on the "Contact Us" section of the site.



CALL TODAY FOR A FREE ESTIMATE: (877) 997-8247

This clean and simple logo intuitively brings the user back to the home page when clicked.



About Us Portfolio Contact Us Testimonials

SoCal Stairs is here for all your stair-building needs, from simple upgrades and installations, to full remodels, reframes, and new construction. We separate ourselves from the majority of stair companies by offering a level of versatility which few can match, with both Classic and Modern styles alike being well within our repertoire. If you are looking to build a unique staircase and want to involve yourself throughout the design process, we'll be there to work through the details with you, come up with an ideal solution, and make it a reality. If you'd like someone to come in and do the designing for you, we're brimming with ideas as well as the craft to produce at a high level of quality.

The user has a lot of control over the sample images.



Portfolio Image #7 | Enter Image # < | >

CALL TODAY FOR A FREE ESTIMATE: (877) 997-8247
CA. LIC. #899191

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[Find us on Facebook](#) 

This Facebook portal is very convenient and helpful for advertisement.

SoCal Stairs provides custom stair building and stair remodeling services throughout Southern California. With constant attention to detail we successfully satisfy even the most discerning customer. Whether it's the warmth of handcrafted hardwood staircases and railing, the elegance of continuous wrought iron railing, the cool precision of stainless steel and glass railing, or the ever-popular wood and iron combination railing, we'll work with you to put together a package that fits both your needs and budget.

We provide
stair remodeling & staircase repair services in:
 Orange County, LA County, San Diego County,
 Ventura County, Riverside County

CALL TODAY FOR A FREE ESTIMATE: (877) 997-8247
CA. LIC. #899191

Copyright 2011 - SoCal Stairs

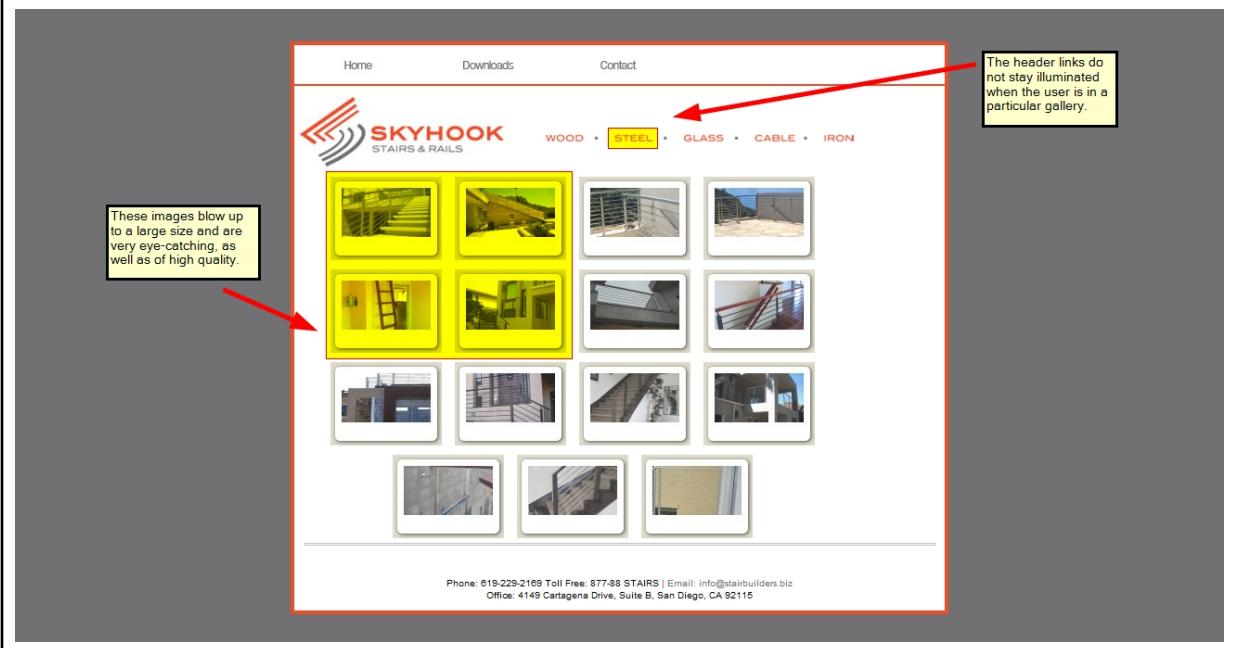
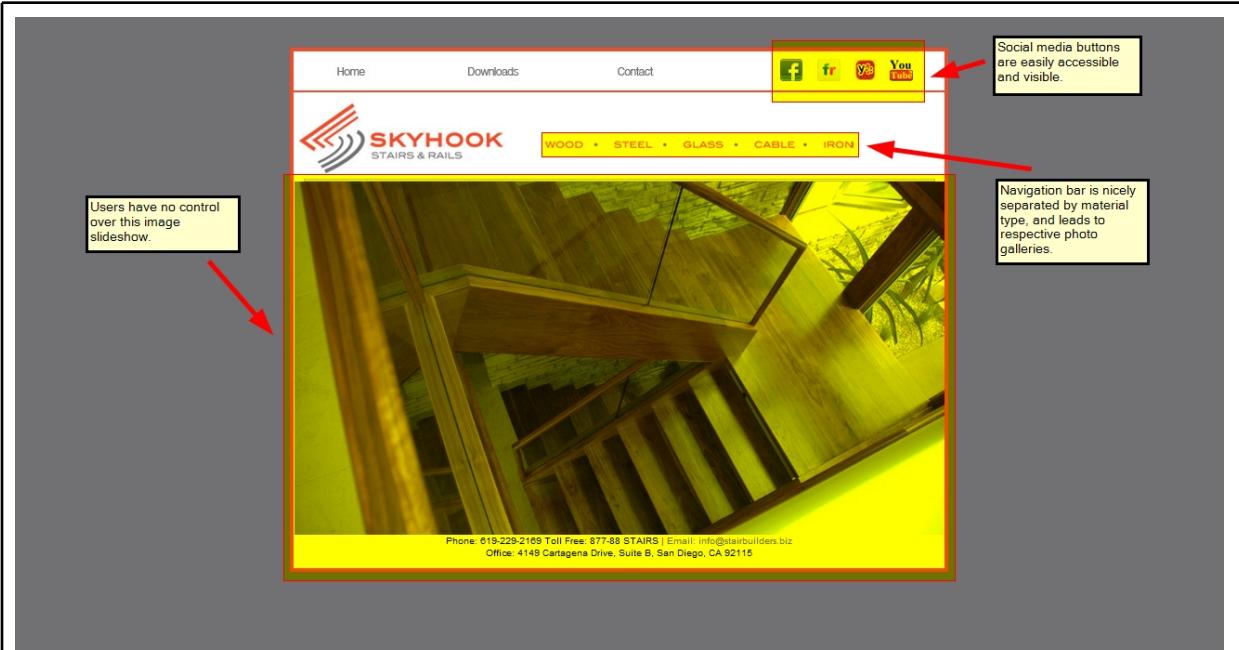
[Portfolio](#) [About Us](#) [Contact Us](#) [Testimonials](#)

The navigation bar links have mouseover effects, but do not stay illuminated at page destination.

SoCal Stair		
Functionality	Positives	Negatives
Content	<p><i>Positives</i></p> <ul style="list-style-type: none"> There are good descriptions on each page that give users some insight into the business There are plenty of pictures in the portfolio to show off the history of the work They provide the counties and locations in which they do business 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> The text is very block-y and daunting to read at first glance Although the phone number is given in the footer, it is not given anywhere in the actual content page The email is given in the content page, but it is not very prominently displayed, so it is hard to find In small font, at the very bottom
Architecture	<p><i>Positives</i></p> <ul style="list-style-type: none"> The labels in the nav bar are very intuitive The labels are given in a meaningful order 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> At the very bottom (below the fold) there is a link to their Facebook page, yet this is very hidden, and doesn't appear anywhere on the contact page The home page is synonymous with the "About" page This means they're either missing an opportunity to have a legitimate home page, or they have an unnecessary link to an "About" page that is actually the home page
Navigation	<p><i>Positives</i></p> <ul style="list-style-type: none"> All gross navigation is done from a prominent nav bar at the top of the screen 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> In the portfolio, although you do have the option to jump to a picture number, the numbers aren't

	<ul style="list-style-type: none"> ○ The site only has two levels, so navigation is not difficult ● Clicking the logo at the top takes you to the home page, and clicking the phone number in the footer takes you to the contact page <ul style="list-style-type: none"> ○ This is very intuitive 	<ul style="list-style-type: none"> visible from the thumbnails, so you'd have to go to that specific picture to anyway just to find out the number ● As mentioned above, the "About" button just takes you to the home page
Design	<p style="text-align: center;"><i>Positives</i></p> <ul style="list-style-type: none"> ● The overall look is very simple and clean <p style="margin-left: 20px;">There's good use of white space and nothing is too overbearing</p> ● Everything is above the fold ● Large, eye-catching photos 	<p style="text-align: center;"><i>Negatives</i></p> <ul style="list-style-type: none"> ● The font of the testimonials is inconsistent with the font used on the rest of the site ● Don't really like the swooping circle on the home page <p style="margin-left: 20px;">That element doesn't carry over anywhere else in the site</p>
Brand	<p style="text-align: center;"><i>Positives</i></p> <ul style="list-style-type: none"> ● The logo is very clean and professional <p style="margin-left: 20px;">The brand is very light and airy</p> 	<p style="text-align: center;"><i>Negatives</i></p> <ul style="list-style-type: none"> ● The color scheme used on the home page doesn't persist across any of the other pages ● Almost nothing carries over stylistically to the "Testimonials" page
Implications for Design:	<p>The overall look is very simple and clean, and this is something that our clients were interested in capturing. Though there are still some design aspects (color scheme, font) that need to be more consistent, it doesn't require much work to look really clean and professional.</p> <p>It is nice to have large, prominent photos on each page to keep them interesting. This is something we definitely want to incorporate, except also making the photos more interactive.</p> <p>I like having the phone number present all the footer, and having that link to the contact page. The phone number should be more prominent at the top, however, and the contact page in general needs some work.</p>	

Skyhook Stairs and Rails



Skyhook Stairs and Rails		
Functionality	Positives	Negatives
Content	<p><i>Positives</i></p> <ul style="list-style-type: none"> All of the pictures are really big and eye-catching you can tell the work is of high quality The contact survey is really thorough, and it's nice that it also gives the contact information on its own in the margin in case the user wanted to contact them not using the survey The downloadable flyers are really nicely done 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> In terms of text, there really is none apart from the contact information It would be nice to have some descriptions, or at least something in the way of background information The lack of text makes the site seem really shallow It feels like you're on the second level the entire time, working through the gallery with no way of getting back to the surface to get more information
Architecture	<p><i>Positives</i></p> <ul style="list-style-type: none"> The navigation bars are done really nicely The photo gallery is broken up by material type, and the different pages in the site are accessed by a global nav bar at the top 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> Although the gallery buttons are nicely divided, there are really only three buttons to choose from to actually navigate the site This makes the user aware of how small the site actually is The lack of options leaves me wanting more
Navigation	<p><i>Positives</i></p> <ul style="list-style-type: none"> All of the navigation is done through the nav bars at the top, so it is pretty comprehensible The nav bars are present 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> There are no headers on any of the pages, and the links don't stay illuminated after they've been clicked

	<p>throughout all of the pages, so it is easy to get from one section to another</p> <ul style="list-style-type: none"> The logo links back to the home page 	<p>For the gallery pages, where all you have to go off of are thumbnails, it becomes easy to forget which page you're on</p>
Design	<p><i>Positives</i></p> <ul style="list-style-type: none"> The design themes are very concrete, and persist throughout all pages of the site consistently <p>The same color scheme is used throughout</p>	<p><i>Negatives</i></p> <ul style="list-style-type: none"> The contacts page uses an unfamiliar font for no particular reason
Brand	<p><i>Positives</i></p> <ul style="list-style-type: none"> The overall brand is very clear It's meant to be very modern, chic, and almost industrial This is reflected in the style and arrangement of the site as a whole It also reflects the fact that most of their work is done with non-natural materials like metal and glass 	<p><i>Negatives</i></p> <ul style="list-style-type: none"> This metallic feel does make any wood images out of place Although the woodwork is likely a large part of their work, the gray and sharp orange suggests otherwise This might deter any customers that came there for softer, more natural or traditional looking work
Implications for Design:	<p>This site contains the greatest number of assets that we would like to incorporate into our redesign. We like the clean, modern style. We like the large, seductive pictures taken from all angles. The navigation is very comprehensible, and the contact page is complete.</p> <p>It would be nice to have more text content. This makes the site more easily searchable. It is also nice to have a bit more background information and more descriptions than this site provides.</p> <p>The downloads page is really useful. It allows the user to print out something tangible to examine away from their computers, which makes advertising more mobile. It gives them something they can show to their friends, and increases the likelihood of referrals.</p>	

Bottom Line
<p><i>What we learned:</i></p> <ul style="list-style-type: none"> While a good number of our competitor's sites hit aspects of improvement that ours is currently lacking in - an image gallery, attachments on quotes, testimonials, stair-related content - their overall designs tend to be lackluster, and they rarely find what appears to be the most usable implementations of each of these features. Our client's experienced-based intuition that minimalist, modern stairways are all

the rage, and thus the website should follow that aesthetic, appear to bear out after looking at some of our competitors: if the site has been updated anywhere close to recently, then bold sans-serif fonts, bright colors and clean lines rule the design.

- Most of our competitors are better at building branding than our client: they use their full business name, include copy that addresses why they deserve your business, and some try to deliver educational nuggets about staircases throughout the experience to promote confidence in the craftsman's expertise.

What we'll use:

- Some of the polish and visual design from competitors like Skyhook and SoCal Stairs.
- Some of the informative design and quality reassurance copy from San Diego Stairs.
- Some of the marketing awareness and brand building used by Deer Park Stairs.