

# SWOT analysis of Bohniman Website

## Internal Factors

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• SSL Certified</li></ul>	<ul style="list-style-type: none"><li>• Not user (mobile, tablet, large desktop) friendly</li></ul>
<ul style="list-style-type: none"><li>• Uses analytics tool to identify user visits</li></ul>	<ul style="list-style-type: none"><li>• Too much content in the ABOUT section</li></ul>
	<ul style="list-style-type: none"><li>• Chat Bot missing</li></ul>
	<ul style="list-style-type: none"><li>• Can't recognize if a navigation tab in a dropdown or not</li></ul>
	<ul style="list-style-type: none"><li>• The media coverage READ button is not working properly.</li></ul>
	<ul style="list-style-type: none"><li>• Our Company &amp; Our Project are on the same page</li></ul>
	<ul style="list-style-type: none"><li>• The bottom navigation bar is confusing</li></ul>
	<ul style="list-style-type: none"><li>• Icon missing in the browser tab</li></ul>
	<ul style="list-style-type: none"><li>• Upcoming projects missing</li></ul>
	<ul style="list-style-type: none"><li>• No description of team, advisors, sponsors</li></ul>
	<ul style="list-style-type: none"><li>• No Policies</li></ul>
	<ul style="list-style-type: none"><li>• The Middle section of media coverage misses one topic</li></ul>
	<ul style="list-style-type: none"><li>• The color of the website is dull</li></ul>
	<ul style="list-style-type: none"><li>• 3 out of 5 slides don't have an option of forward and backward.</li></ul>
	<ul style="list-style-type: none"><li>• Very less number of reviews.</li></ul>
	<ul style="list-style-type: none"><li>• Social icons should be placed at the bottom of the page.</li></ul>

## External Factors

Opportunities	Threats
<ul style="list-style-type: none"><li>• Adding animations to make UI more interactive</li></ul>	<ul style="list-style-type: none"><li>• Risk of getting behind because of not implementing AI features</li></ul>

## Continuation of SWOT analysis of Bohniman's LinkedIn Profile

### Internal Factors

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Consists of a LOGO</li></ul>	<ul style="list-style-type: none"><li>• Only soft skills are mentioned as Company's specialty.</li></ul>
<ul style="list-style-type: none"><li>• Complete address and location in given</li></ul>	<ul style="list-style-type: none"><li>• Wrong banner</li></ul>
	<ul style="list-style-type: none"><li>• Phone number and email address is missing</li></ul>
	<ul style="list-style-type: none"><li>• Specialties are not included</li></ul>
	<ul style="list-style-type: none"><li>• ISO certification is not mentioned</li></ul>
	<ul style="list-style-type: none"><li>• Blog missing</li></ul>
	<ul style="list-style-type: none"><li>• Video missing</li></ul>