



Faculty of Computer Science and Information Technology

Study course: DLP700 e-Business Solutions

REPORT OF INDIVIDUAL WORK

PRACTICAL TASK WEB PAGE ANALYSIS, COMPARISON, AND IMPROVEMENT RECOMMENDATIONS

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Checked:

Study year 2023/2024

PRACTICAL TASK

Introduction

In this practical task, there will be conducted an analysis of websites in the UK bookstore industry. There will be a focus on total visits, gender distribution, age distribution, and traffic channels. I also compared prices for the book *Fall of Civilizations: Stories of Greatness and Decline* by Paul Cooper to see the price difference in each bookstore. The primary website selected is Blackwell's, with competitors Bookshop.org and Waterstones.

Primary Website: Blackwell's (<https://blackwells.co.uk>)

Features, benefits, specifications: In the about section of the website there was written “We take the year of 1879 as our founding with a chain of 30 bookshops serving not only individual customers but also a host of libraries, universities, businesses and government departments. We employ over 500 staff across the country”. This book store offers books, gifts and games. As mentioned on the website and other popular news outlets they have created an exclusive image for this brand by having rich history. In the front page it shows information based on the users location that there is delivery included to Latvia as shown in figure 1. At the bottom of the website there are shown featured partners and social media channels as shown in figure 2.

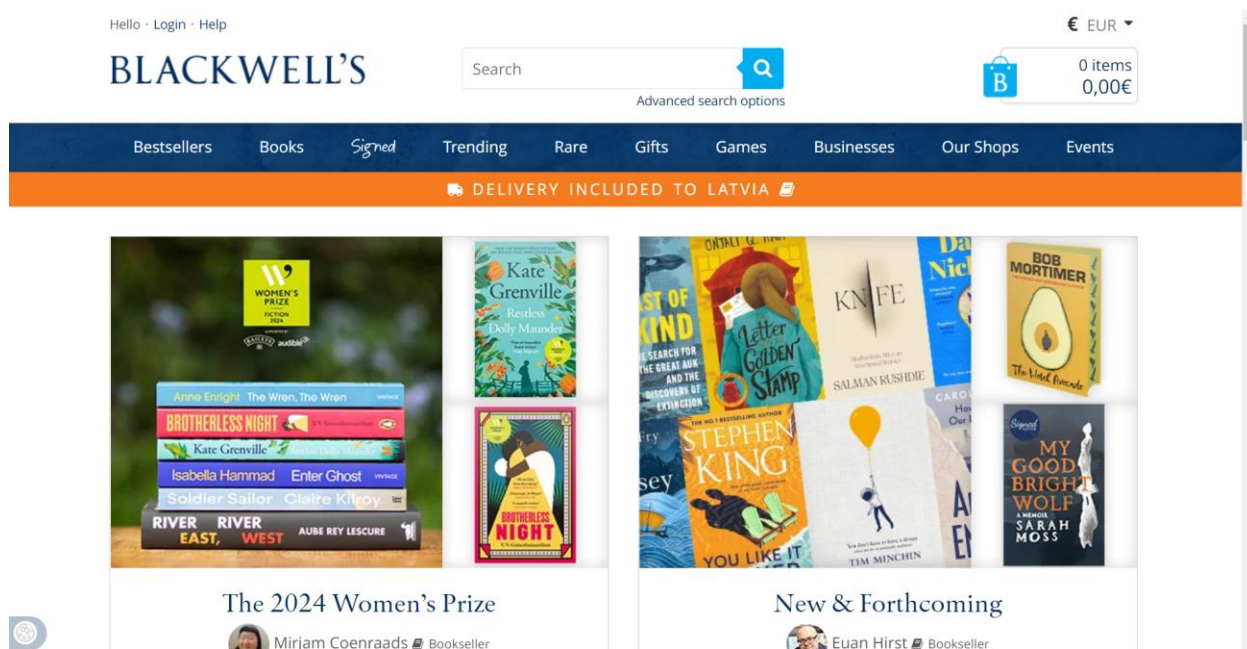


Fig 1. “Blackwell's front page”

Featured Partners:




THE
KITSCHIES

Follow us on:

 Facebook

 X

 YouTube

 Instagram

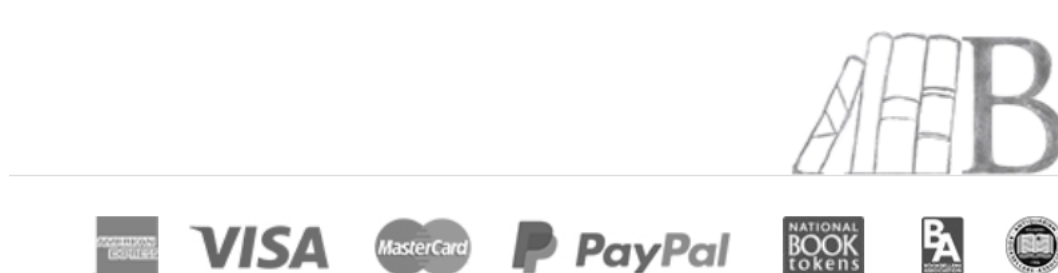


Fig 2. “Bottom of the Blackwell’s page”

Price: The price for the book *Fall of Civilizations: Stories of Greatness and Decline* by Paul Cooper is 29.23 EUR.

Competitor Nr. 1. Waterstones (<https://www.waterstones.com/>)

Features, benefits, specifications: In the About section it is written “Waterstones began in 1982. 3000 superb booksellers across over 300 bookshops.” This book store offers books, games, stationery and gifts. They also have Waterstone Plus card with which you can earn stamps and rewards. This is the biggest book store chain in the UK so it can offer a very large selection of books for low price. The front page has suggested books to the user as shown in figure 3. The bottom of the website has links to social media channels as shown in figure 4.



Fig 3. “Waterstones front page”



Fig 4. “The bottom of the Waterstones page”

Price: The price for the book *Fall of Civilizations: Stories of Greatness and Decline* by Paul Cooper is 24.40 EUR.

Competitor Nr. 2. Bookshop.org (<https://uk.bookshop.org/>)

Features, benefits, specifications: In the About section it is written “Bookshop.org is an online bookshop with a mission to financially support local, independent bookshops.” they also have put quotes from online articles of reviews of the store that can be seen in figure 5. This bookshop offers books and gift cards. This is an online bookshop that donates money to local bookshops since they have only an online store they don’t have to maintain bookstores on-site so this can lower the price of books. The front page has offers and the amount of financial support for local bookshops collected in pounds as shown in figure 6. The bottom of the website has links to social media channels, trustpilot review summary and B Corporation certificate as shown in figure 7.

“This is revolutionary: new online bookshop unites indies to rival Amazon,”

— [The Guardian](#)

“Thanks to Bookshop.org, there is no reason to buy books on Amazon anymore.”

— [Inside Hook](#)

Fig 5. “Reviews in the about section of bookshop.org”

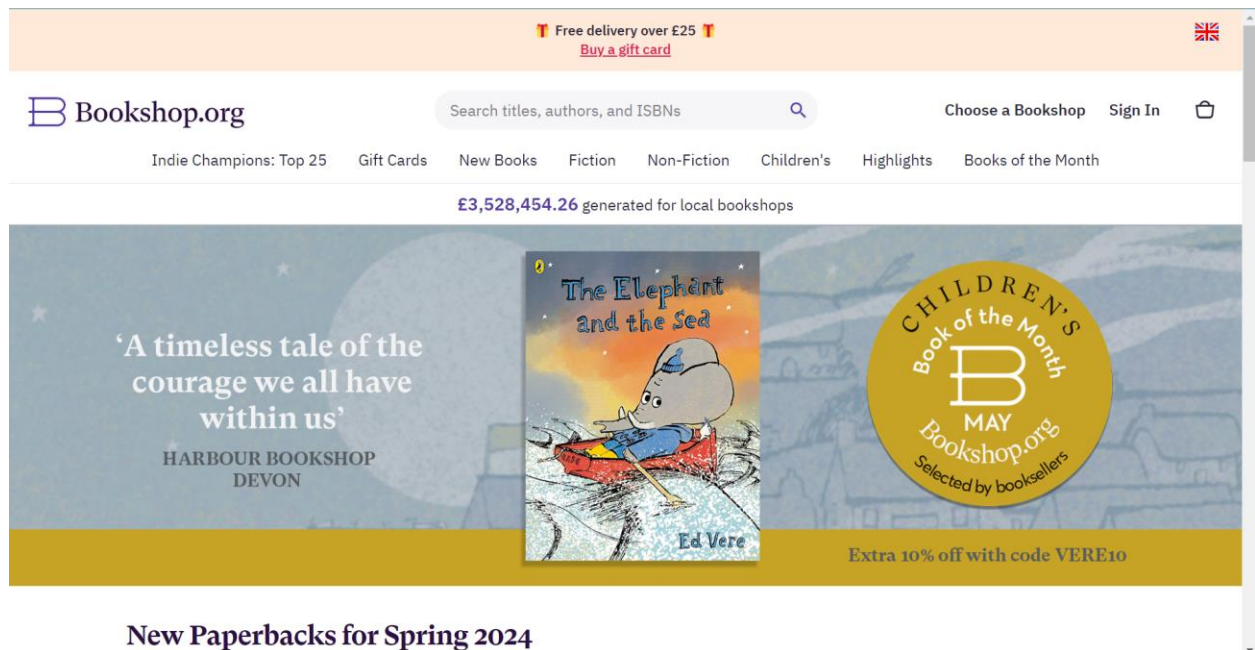


Fig 6. “Bookshop.org front page”

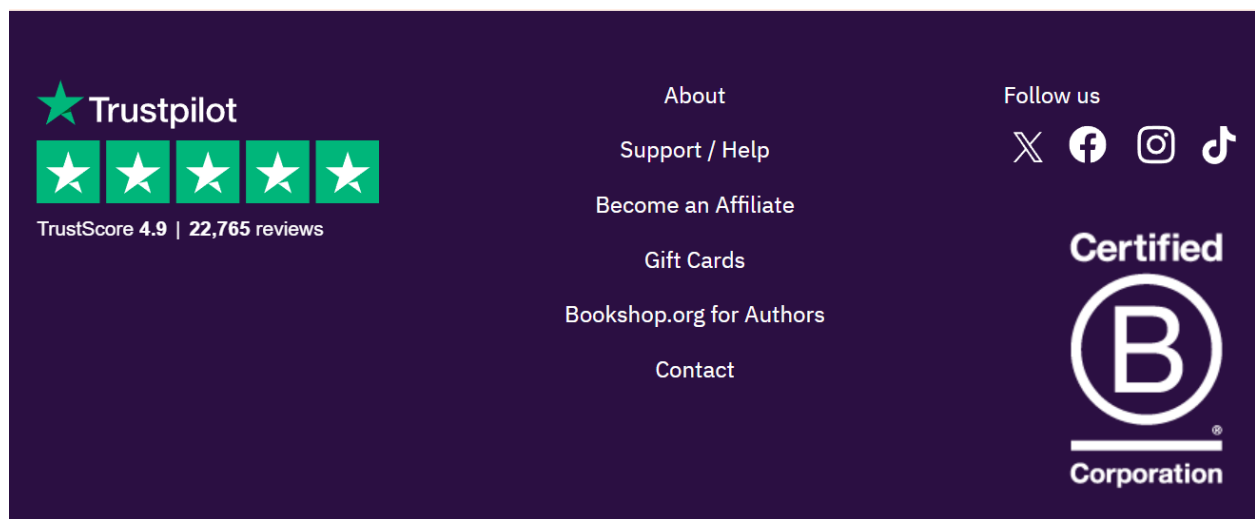


Fig 7. “The bottom of Bookshop.org website”

Price: The price for the book *Fall of Civilizations: Stories of Greatness and Decline* by Paul Cooper is 27.61 EUR.

Research goals:

- Gather data on total visits, gender distribution, age distribution, and traffic channels for the primary website and its competitors;
- Analyse the gathered data;

- Come up with improvement suggestions, conclusions, and recommendations for the primary website.

Data Collection

Total visits

Engagement ⓘ			
Metric	● blackwells.co.uk	● waterstones.com	● uk.bookshop.org
📅 Monthly visits	1.313M	4.572M 🏆	403,268
👤 Monthly unique visitors	700,384	2.359M 🏆	242,613
👤 Visits / Unique visitors	1.88	1.94 🏆	1.66
🕒 Visit duration	00:02:18	00:08:37 🏆	00:02:56
📄 Pages per visit	4.46 🏆	4.38	3.53
📈 Bounce rate	52.73%	51.7% 🏆	54.18%
📄 Page Views	5.862M	20.01M 🏆	1.423M

Fig 8. “Engagement”

Age distribution

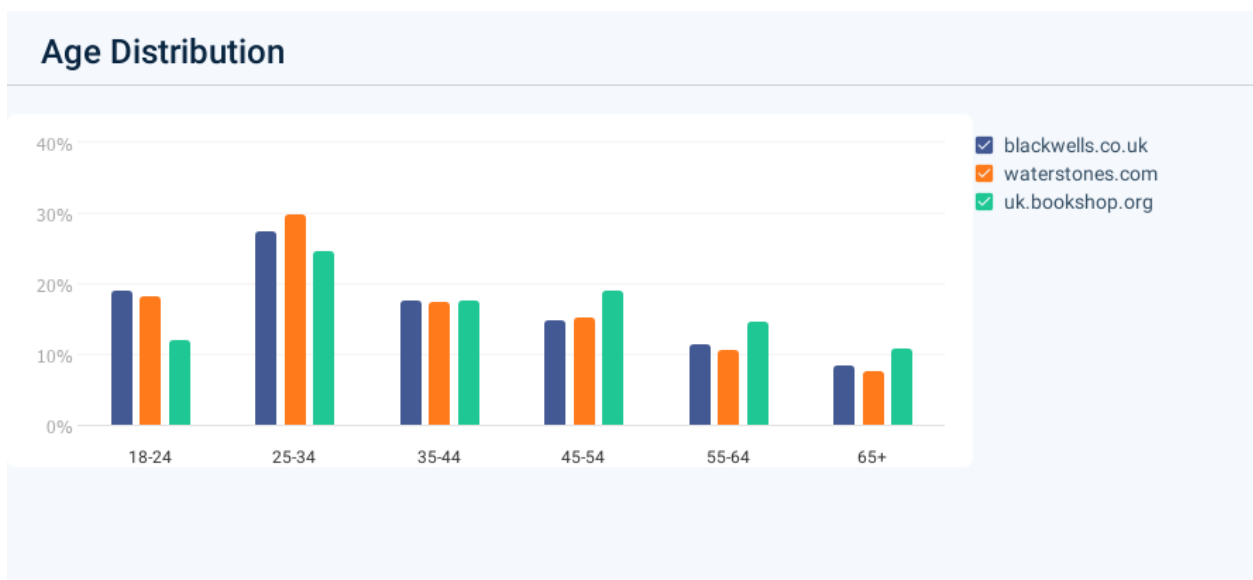


Fig 9. “Age distribution”

Gender distribution

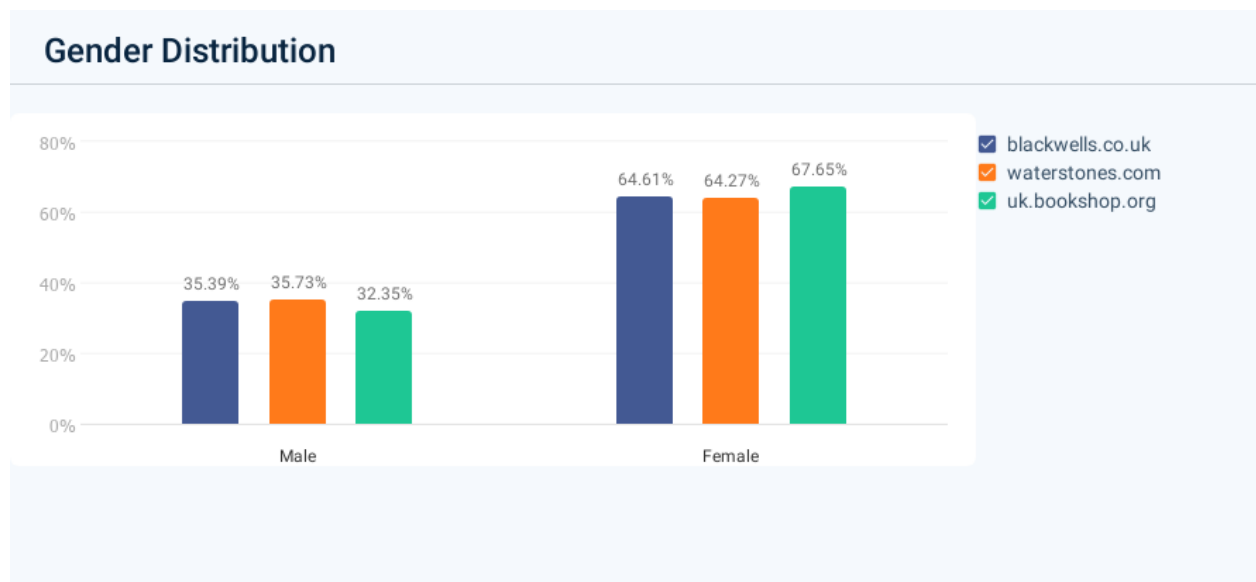


Fig 10. “Gender distribution”

Key words

Filter by: Any Search Length Non-Branded keywords Competitive Traffic Clear all

Search for terms to include or exclude

		Search Terms (73,231)	Total Traffic Share ↓	Competitive Traffic Share	Organic vs Paid
>	1	book	305.2K 9.81%	20.3% 73.7%	
>	2	books	224.9K 7.23%	13.6% 75.3% 11.2%	
>	3	pdf	52.2K 1.68%	36.5% 62.6%	
>	4	edition	44K 1.41%	42.9% 54.9%	
>	5	history	25.8K 0.83%	20.9% 73.4%	
>	6	2024	25.8K 0.83%	58.4% 32.9%	
>	7	love	25.1K 0.81%	17.0% 80.6%	
>	8	guide	25K 0.80%	31.6% 64.7%	
>	9	online	24.8K 0.80%	27.2% 56.3% 16.5%	

Fig 11. “Keywords non-branded”

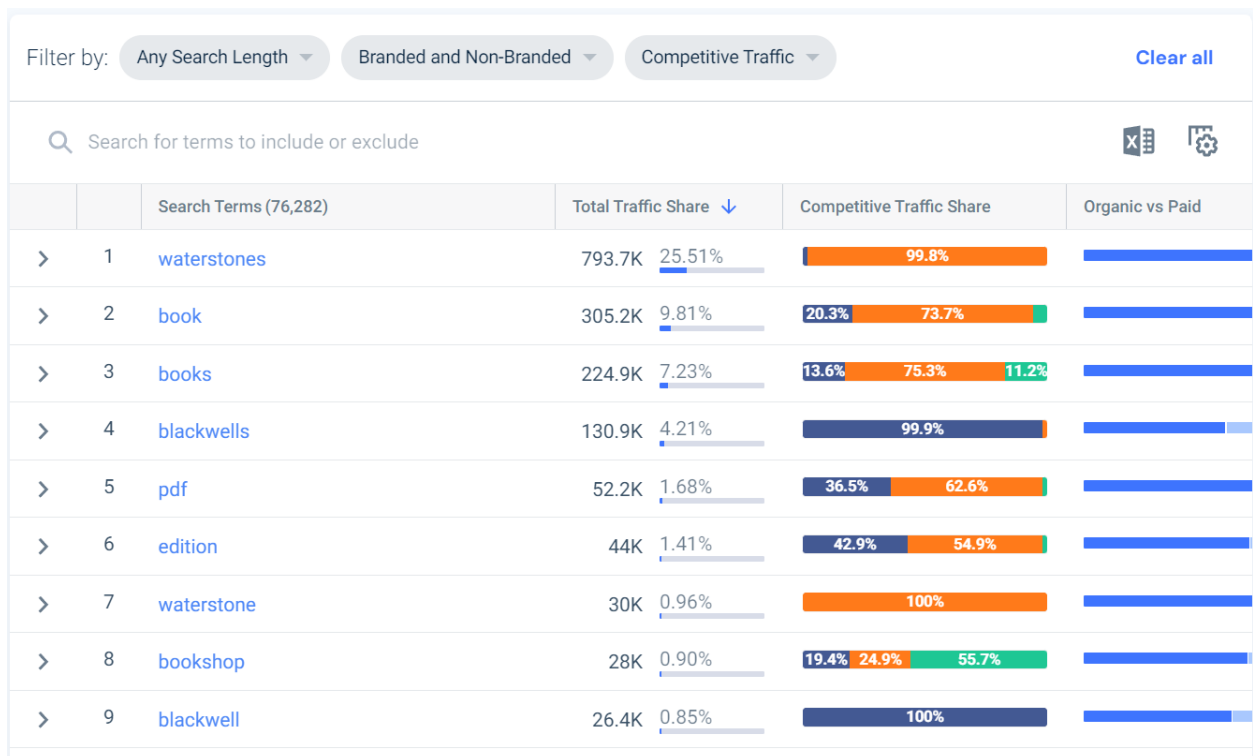


Fig 12. “Keywords branded and non-branded”

Key phrases



Fig 13. “Keyword phrases branded and non-branded”

Traffic channels

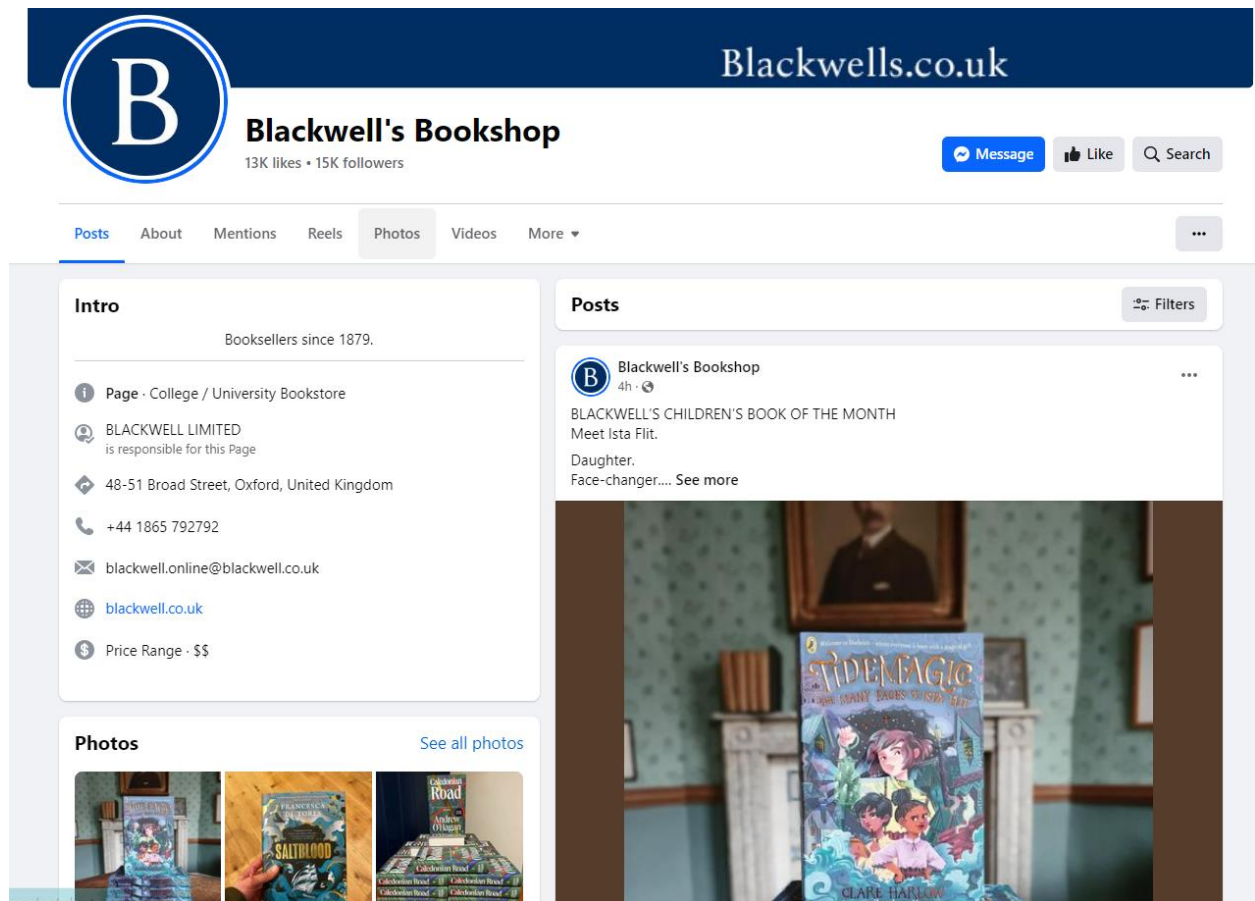


Fig 14. “Blackwell’s Facebook page”



Fig 15. “Blackwell’s Twitter profile”

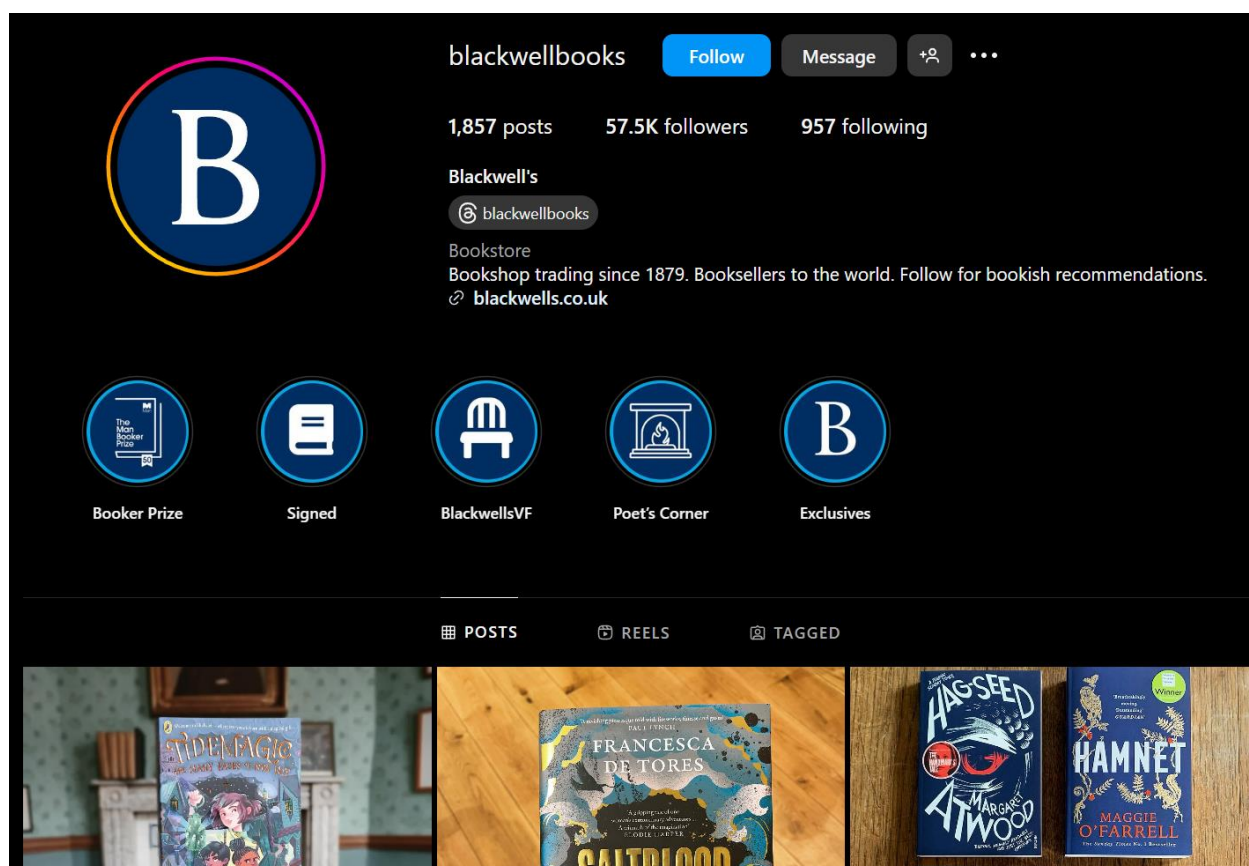


Fig 16. “Blackwell’s Instagram profile”



Fig 17. "Waterstone's Twitter profile"

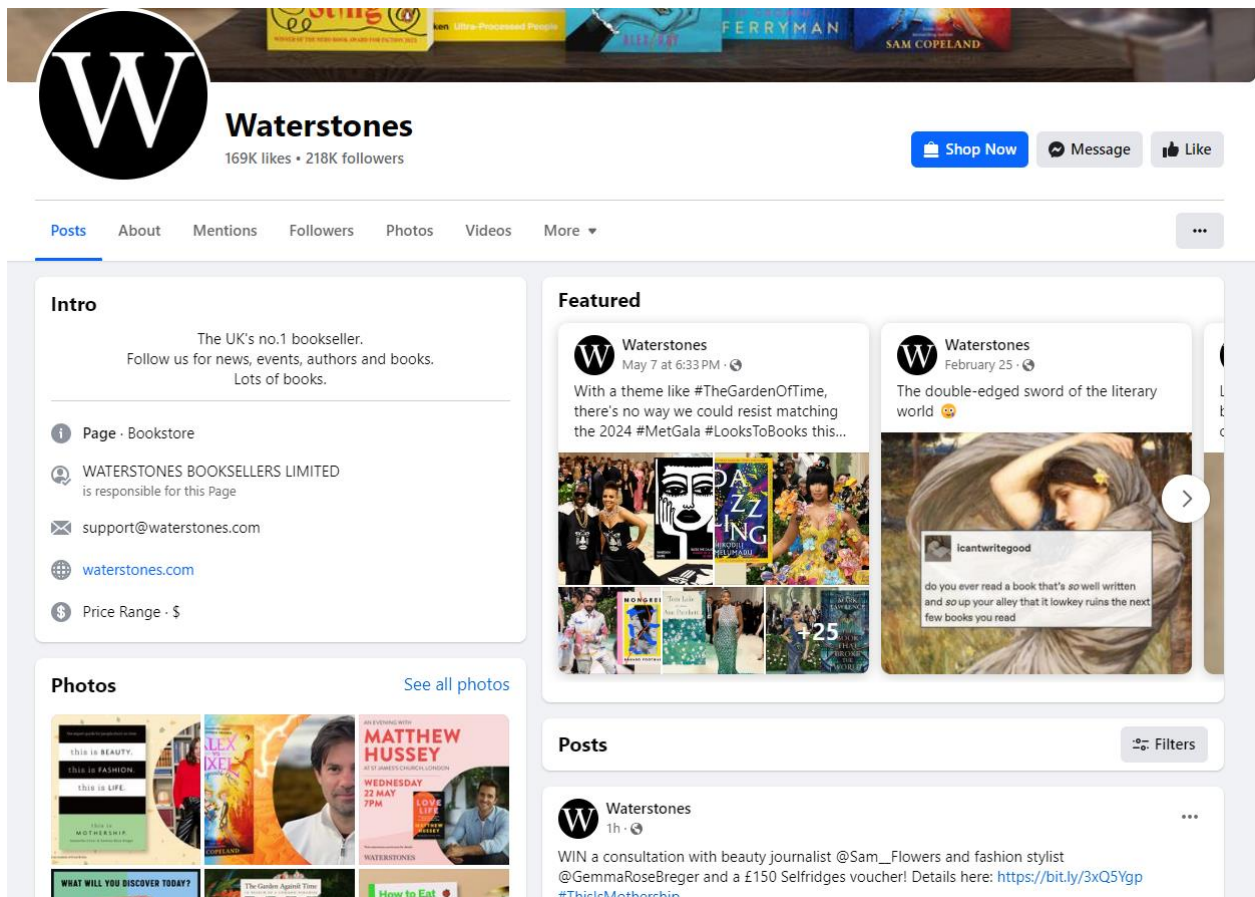


Fig 18. “Waterstone’s Facebook page”

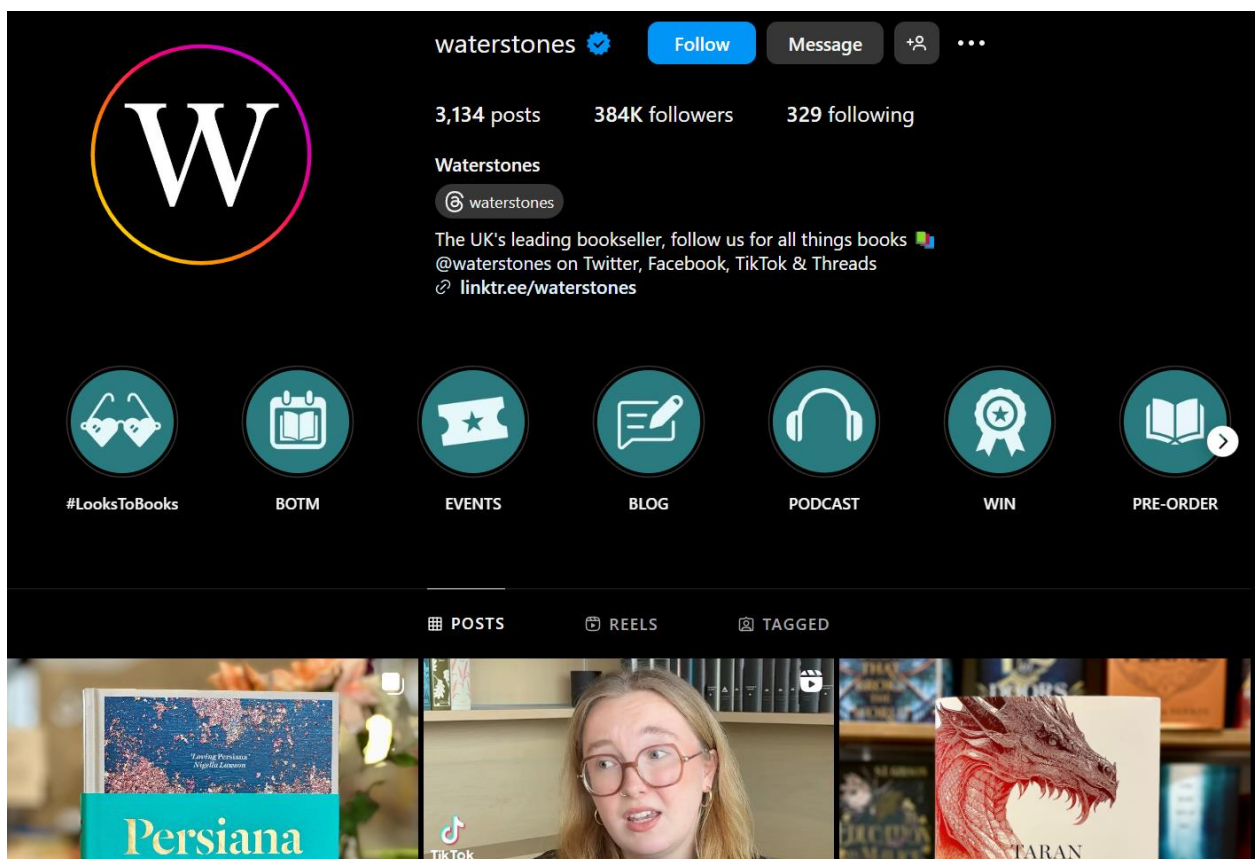


Fig 19. “Waterstone’s Instagram profile”



Fig 20. “Bookshop.org Twitter profile”

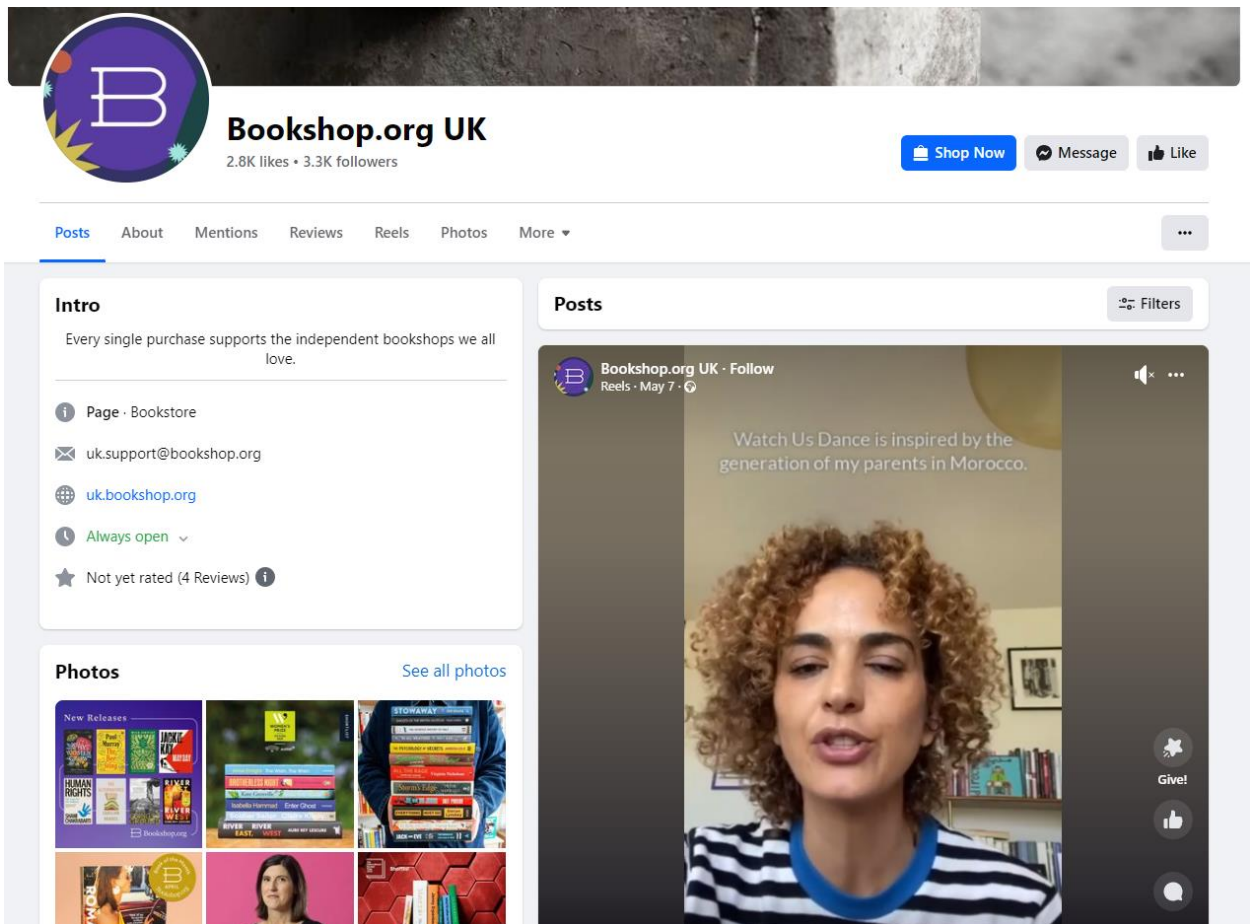


Fig 21. “Bookshop.org Facebook page”

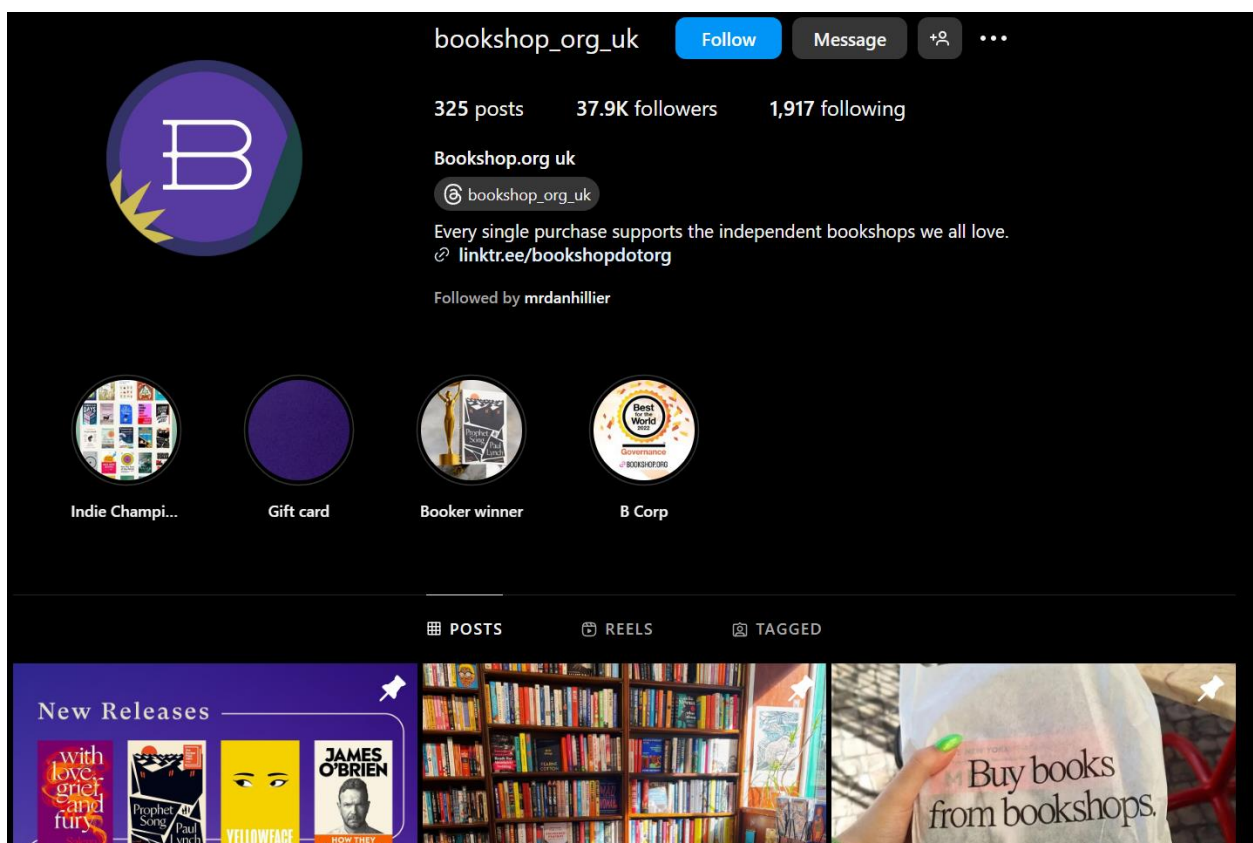


Fig 22. “Bookshop.org Instagram profile”


Table “Comparison on popularity on social media”

Company	Twitter followers	Instagram followers	Facebook followers
Blackwell’s	33 200	57 500	15 000
Waterstones	303 100	384 000	218 000
Bookshop.org	29 900	37 900	3 300

Google data and reviews

The screenshot shows a Google search interface with the query 'bookstore in the uk'. Below the search bar, there are two sponsored search results. The first result is for 'blackwells.co.uk', featuring a blue 'B' logo and a link to 'https://www.blackwells.co.uk/'. The ad text includes 'Free shipping on all orders. - Online Bookshop', 'Offering a broad selection of titles. Shop now. Celebrating over 140 years of book selling.', 'Largest academic shop. Latest Bestsellers. Student Price Match. Types: Fiction **Books**, Literature, Student.', 'Buy Books', 'Old Favourites New Friends', 'Children's Books', 'Explore Our Children's Range Huge selection. Free UK delivery', and 'Signed Copies', 'Pre order signed editions Your favourite authors'. The second result is for 'Bookshop UK', featuring a white 'B' logo and a link to 'https://uk.bookshop.org'. The ad text includes 'UK Bookshop.org', 'A better way to buy books online. Every purchase financially supports local independent bookshops.', and a list of links: 'Choose a Bookshop · About BookShop.org · Choose your location · New books'.

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Blackwell's
<https://blackwells.co.uk> › bookshop


Blackwell's, books for life and for learning Blackwell's

Trading since 1879, Blackwell of Oxford is the largest academic and specialist bookseller in the **UK**. Fast dispatch, carefully packaged, worldwide delivery.

Fig 23. “Google data”


Blackwells.co.uk
 4.6 ⓘ





 4 reviews · GB


May 4, 2024









Great service


Great service! Book arrived fairly quickly despite being ordered just before the Easter bank holiday. I contacted Blackwells about the delivery and got a very friendly and helpful reply. I look forward to buying more books from them in the future. Thanks!


Date of experience: March 28, 2024

 Useful
  Share
 

Advertisement


Kate
 14 reviews · US





May 3, 2024


Blackwell's was responsive.

Once I was able to get in touch with Blackwell's, they resolved problem with my order.




I ordered a \$10.00 paperback the end of February. When I had not rec'd it in 3 weeks and my local US Post Office continually said they were waiting to receive the item from Blackwell's, I tried to contact the zendesk (Blackwell's customer service program) - and ended up in some kind of computer loop I was not savvy enough to get out of. Finally got through to Blackwell's via an 800 phone number. They got back to me immediately, kept in touch with me and I received a replacement order in about a week.


Fig 24. “Blackwells reviews”



**Waterstones**
 4.5 


May 4, 2024

Amazing customer support and fast...
Amazing customer support and fast shipping.
Books were shipped quickly, one book was delayed, and I got a quick and thoughtful resolution from customer support.
I will definitely shop here again for my books.
Date of experience: May 02, 2024

 Useful  Share 

**Reply from Waterstones** 3 days ago
Hello,
Thank you for your feedback, I am so happy to hear that your experience will encourage you to shop with us again in future!
Have a lovely day,
Waterstones Customer Support

**Hailey Sutton**
1 review  US

4 days ago

Customer service was great
Customer service was great, had an issue with a UK versus US address and they were quick to find the issue and fix it and hopefully no more missent orders!
Date of experience: May 08, 2024




 Useful  Share 

Fig 25. “Waterstones reviews”

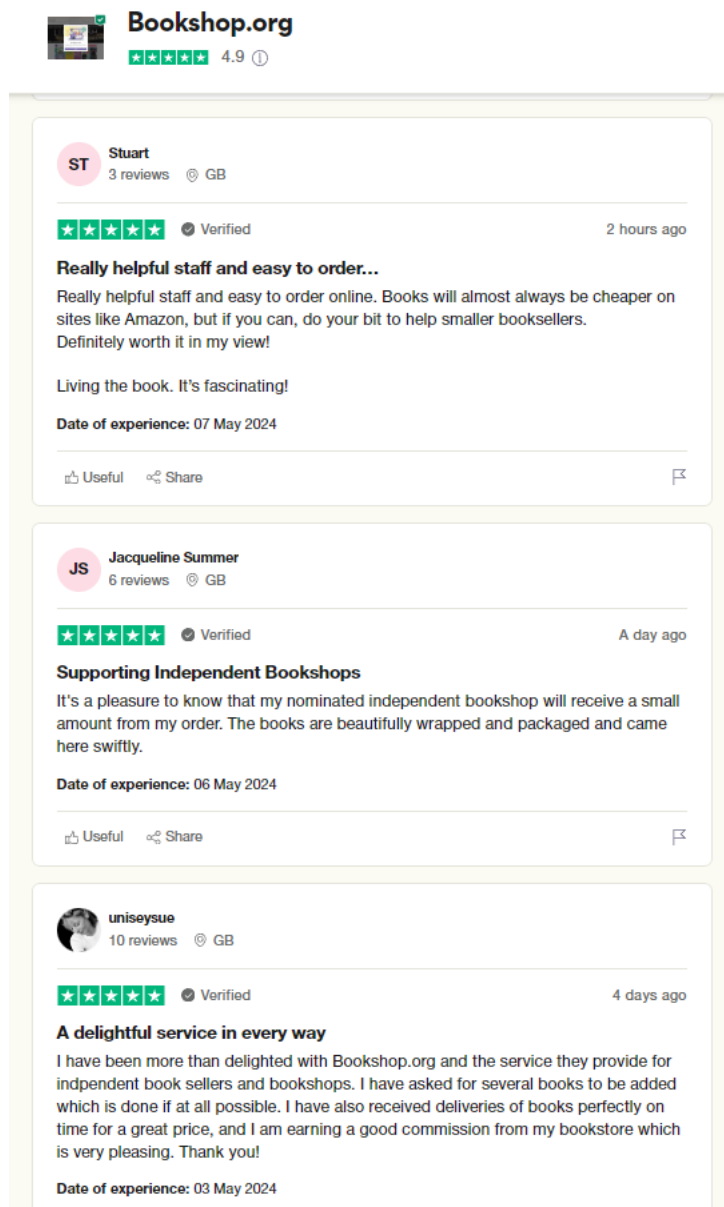


Fig 26. “Bookshop.org reviews”

Analysis and Comparative Evaluation

Website performance analysis

Primary website Blackwell’s has 1.313M monthly visits (53% unique visitors) but the website with the most monthly visits is Waterstones it rounds up to 4.572M (52% unique visitors). The least monthly visits has Bookshop.org with only 403 268 monthly visits (60% unique visitors).

For all websites most of the visitors are between 25 and 34 years old. Also, notably Bookshop.org visitors have higher amounts of visitors in the age groups 35 to 95+ and lower amounts of visitors in the age group 18 to 24 compared to Blackwell’s and Waterstones. For all websites gender distribution is about the same averaging in 34,49% males and 65,51% females.

Competitive analysis

Founded in 1879, Blackwell’s history and hosting of libraries, universities, businesses and government departments has gained a good recognition. Blackwell’s also has partnerships and social media channels that promotes trust and popularity. Waterstones offers a customer reward program and they have the biggest book store chain in the UK they are also very active on social media. Bookshop.org supports local book shops by donating a small portion of its incomes it also

has a transparent social evidence in the form of media quotes, B Corporation certification, and Trustpilot reviews.

When looking at the price for the book *Fall of Civilizations: Stories of Greatness and Decline* by Paul Cooper Blackwell's unfortunately has the highest price 29.23 EUR. Waterstones offers the most competitive price 24.40 EUR, and Bookshop.org offers the book for 27.61 EUR. Blackwell's may appeal to customers who value its rich history. However, Waterstones has the best price and also offers customer rewards program they have the biggest book store chain in the UK so it can offer a very large selection of books for low price. Bookshop.org is an online bookshop that donates money to local bookshops since they have only an online store they don't have to maintain bookstores on-site so this can lower the price of books.

User experience evaluation

Based on reviews on Trustpilot Blackwell's reputation is quite good because they have an overall score of 4.6. The highest score on Trustpilot has Bookshop.org with 4.9. A bit lower but still respectable score has Waterstones 4.5.

Traffic channels analysis

The biggest amount of followers on social media has Waterstones then almost 10 times less followers has Blackwell's and the least followers has Bookshop.org this is because the more active the company is on social media the more followers they have Waterstones has a lot more posts on social media than the Blackwell's and Bookshop.org.

Keyword analysis

The most popular branded and non-branded keywords are: waterstones, book, books, blackwells, pdf. The most popular non-branded keywords are: book, books, pdf, edition. The most traffic shares are owned by Waterstones except for the words bookshop and blackwells. Bookshop.org is the second suggested book store on google because it has popular keywords used in it's website.

Key phrases consist of popular and new books but they bring little traffic because phrases are long and with writer names and surnames or book titles.

Improvement suggestions, conclusions, and recommendations

Suggestions:

- Conduct an analysis of pricing across competitors and adjust pricing strategies to remain competitive in the market. Consider implementing promotional offers or discounts to attract customers.
- Post more frequently on social media. Use social media advertising and collaborate with influencers.
- Introduce a customer loyalty program

Conclusions

Despite Blackwell's rich history and reputation, there are areas for improvement. The Guardian article states that underlying sales for the year to December 2021 rose 1.9%, a figure that suggests falling store sales and rising online trade. This is when Waterstones bought Blackwell's and Julian Blackwell, the group's owner and president, said: "...in order to grow and remain competitive in the future, it is time for new ownership, ideas and investment." ¹ Since Waterstones owns Blackwell's I would say it's quite hard to say why Blackwell's aren't implementing the same succesful marketing strategies as Waterstones. I would say that Blackwell's strategy on joining the UK book store giant Waterstones was a good choice because it would be near impossible to surpass Waterstones statistics.

¹ Butler, S. (2022, February 2). Family owners put Blackwell's bookshops up for sale. The Guardian. <https://www.theguardian.com/books/2022/feb/01/family-blackwells-bookshops-for-sale-sign-waterstones>