

Cookie Secrets Competitive Analysis

Ben Jacobs

Introduction

Chocchipcookierecipe.com is a website made by Amanda Julander, which sells an Ebook to help people fix their chocolate chip cookies after they've tried everything. A website sharing a similar competitive niche, handletheheat.com, by Tessa Arias also sells "The Ultimate Cookie Handbook" which promises to help you "finally understand why your kitchen results vary, why your cookies might not turn out like the recipe photo in the book, magazine or website, or why the recipe you made months ago with stellar results didn't turn out the same when you made it last week." We will be doing a point by point comparison of these two to see what things they can improve and learn from.

Competitor Type

Handle the Heat is a direct competitor to Chocchipcookierecipe.com because they offer a product that fulfills the primary objective of the target audience: buy a book that helps them solve their cookie challenges to bake the perfect cookie. Handle the Heat's hardcover book is not an ebook, and not specific to chocolate chip cookies, but that is not relevant considering Handle the Heat's book targets people with the same problem as CCCR. The target audience is the same, and the proposed solution is still a book. Whether they want an ebook or a hardcover book is a separate issue to their problem of baking the perfect cookie, and differences between which product they might choose between would say more about their preferences for book buying than cookie baking. So, the products are close enough to target the same customers. CCCR isn't targeting people who are looking for an ebook- they are targeting people trying to fix their cookie, and so is Handle the Heat. Discussions about which book is more appealing are more related to the product itself, and not the UX Design for getting the product.

The question that should be asked is, "If somebody is willing to buy a book to fix their cookies, how much of a difference is \$20 to solving that problem?" and if \$20 is too big of a difference, and they are looking for a quick fix, they are probably not the person who has tried 20 recipes trying to truly fix the underlying problem of their cookies.

Item by Item Comparison

Each website will be compared according to the following criteria:

- First Impression
- Site Branding and Logo
- Theming

- Menu System and Site Navigation
- Click to Purchase
- Purchase Experience
- Owner Introduction
- Community Interaction
- Product

First Impression

Choc Chip Cookie Recipe

Handle The Heat



HOME ABOUT BLOG RECIPES GET COOKIE BAKING SECRETS

Make Your Next Chocolate Chip Cookie Recipe Like An Expert

You don't need to be a professional baker to make perfect chocolate chip cookies. You just need their secrets.

[GET COOKIE BAKING SECRETS](#)

Handle the Heat

Recipes About Shop Contact Monthly Challenge

Order my cookbook

Want to bake perfect cookies?

Welcome to Handle the Heat
Sweet Treats with a Sprinkle of Science

Jump to recipes ↓



The Science of Baking



How to Make A Water Bath for Cheesecake



How to Temper Chocolate



Cheap vs. Expensive Ingredients in Chocolate Chip Cookies



The Function of Sugar in Brownies

Learn More →

Summer Recipes

The user interface is very clean. There aren't too many colors, and it's very easy to process what is happening on the website. However, it's not immediately clear exactly what is being sold or what is meant by "Get cookie baking secrets", which is the most important item on the page. It doesn't look visually significant in comparison to other items.

The site feels to be lacking a little bit of connection- there is mention of a community, which begs the question of who the website belongs to and what they do.

(note, this is just the initial impression)

If you scroll down slightly, you do see real cookies, but the initial impression doesn't show a product, or any pictures of anything. This is an obvious addition

The site is clean, but has a bit more going on. "Want to bake perfect cookies?" alongside "Order my cookbook" immediately communicates the purpose alongside a red banner. "Sweet treats with a sprinkle of science" and "The science of baking" communicate that the site focuses on a more 'chemical' approach to baking.

The author is introduced, giving us a face and a person to attribute the website to, alongside a socials bar that shows there is community connection.
(note, this is just the initial impression)

Conclusion:

Handle the Heat has a somewhat more cluttered open page, but on the flipside, CCCR seems to have empty space that does not serve a clear purpose. There are elements from Handle the Heat that CCCR could use effectively.

Site Branding and Logo

Choc Chip Cookie Recipe

Handle The Heat



<https://www.chocchipcookierecipe.com>



<https://handletheheat.com>

Handle *the* Heat
with TESSA ARIAS

The website including the word "recipe" does not quite sit inline with the intended purpose of the website. The logo has a cookie, but the text is irregular and the color usage does not seem purposeful

There are 3 colors, and 3 different fonts- but the logo does seem overall very straightforward. The onomatopoeia with the "H H" has a catchiness to it.

Conclusion:

Handle The Heat has a cleaner logo. Chocchipcookierecipe.com has a lot of room for improvement in branding.

Theming

Make Your Next Chocolate Chip Cookie Recipe Like An Expert

You don't need to be a professional baker to make perfect chocolate chip cookies. You just need their secrets.

[GET COOKIE BAKING SECRETS](#)



Want to bake perfect cookies?

[Order my cookbook →](#)



Handle the Heat Shop

Shop my Cookbook, Apron, Magic of Baking Course, and more!

Shop My Cookbook + Magazine

The website has white, brown, and dark brown colors that follow the cookie theme. It's a great usage of analogous colors, but can be a bit dull. It's possible an accent color could provide visual contrast.

Some pages feature completely different colors that don't follow this main theme though, which creates visual contrast in a way that looks unintentional and is often distracting.

The white with red theming looks visually popping alongside the cookies. Red makes sense as many popular treats are red, like cakes, candy canes, or red frosting. A secondary support color of light sage green periodically accompanies the red and white.

Conclusion:

Both themes are design choices and should be thought about in relation to the goals of the site. Handle the Heat has consistent branding, while CCCR does not seem to always follow the core branding colors.

Menu System and Site Navigation

Choc Chip Cookie Recipe

HOME

ABOUT

BLOG

RECIPES

[GET COOKIE BAKING SECRETS](#)

Handle The Heat

Recipes ▾ About ▾ Shop Contact [Monthly Challenge](#)



The menu is straightforward.

However, the site contains many pages that are outside of the menu navigation, and many of the information blocks on the pages do not seem to fit on the page they are placed.

The purchase page being a button next to the menu is a notable choice. It is worthwhile to ask if that choice is optimal.

The menu system provides access to all pages of the website in a straightforward manner. The dropdowns also shows lots of recipes at a glance which helps navigation.

Each page has a consistent layout and clear purpose.

Conclusion:

Handle the Heat as a better menu and navigation system, which is much cleaner.

Clicks to Purchase

Choc Chip Cookie Recipe

Home Baker Discovers Common Mistakes Everyone Makes Baking Cookies And Reveals How To:

Bake Like a Pro! Effortlessly Create Perfect Chocolate Chip Cookies

...With Just 5 Expert Secrets



Tired of unpredictable cookie results?

- ✓ Get consistent results every single time.
- ✓ Bake chocolate chip cookies so perfectly they'd make you the star baker among your friends.
- ✓ Position yourself as the ultimate cookie expert.
- ✓ Enhance your baking skills in every way.

Handle The Heat

Handle  Heat

Recipes About Shop Contact Monthly Challenge

Want to bake perfect cookies? Order my cookbook →

Welcome to Handle the Heat Sweet Treats with a Sprinkle of Science

Jump to recipes ↓

The Science of Baking

How to Make A Water Bath for Cheesecake

How to Temper Chocolate

Cheap vs. Expensive Ingredients in Chocolate Chip Cookies

The Function of Sugar in Brownies

Learn More →

Summer Recipes

2 clicks from the home page gets us to the purchase page. This is good, but why do we need so many clicks if there is only one product and it is contained on the same site? Why is there no buy now option? This seems to be 1 more click than we need.

The purchase page is a different color and theme from the rest of our site. Our navigation has disappeared, and we now have a blue page that looks like it is trying to sell us something. If we are already determined to purchase the product, why is this page necessary?

Each button is also ambiguous. "Get cookie baking secrets" and "Add to cart" are both unclear buttons.

1 click on the "Order my cookbook" button sends us to the amazon page for the cookie handbook, where you can purchase the cookbook through amazon.

The link very clearly communicates intent, and is easy to locate with the white text over red, which is clearly differentiated from the rest of the page.

Conclusion:

Handle the Heat has a much more streamlined and clear purchasing process. There are no extra steps and if your intent is to buy the product, there are no unnecessary intermediate steps, like on chocchipcookierecipe.com

Purchase Experience

Choc Chip Cookie Recipe

Home Baker Discovers Common Mistakes Everyone Makes Baking Cookies And Reveals How To:

Bake Like a Pro! Effortlessly Create Perfect Chocolate Chip Cookies

...With Just 5 Expert Secrets



Tired of unpredictable cookie results?

- ✓ Get consistent results every single time.
- ✓ Bake chocolate chip cookies so perfectly they'd make you the star baker among your friends.
- ✓ Position yourself as the ultimate cookie expert.
- ✓ Enhance your baking skills in every way.

Handle The Heat



Handle the Heat Shop

Shop my Cookbook, Apron, Magic of Baking Course, and more!

Shop My Cookbook + Magazine



The Ultimate Cookie Handbook

[Buy on Amazon](#)

Handle the Heat Magazine

(limited edition CHOCOLATE issue)

[Learn More](#)



How to Make Perfect Chocolate Chip Cookies Your Very Next Batch...Even If You're An Occasional Baker

The same cost as ingredients!

\$9.99

SECURE CHECKOUT

Contact information

Your name

Your email address

Billing address

Your street address



The Ultimate Cookie Handbook: Your Guide to Baking Perfect Cookies Every Time

Hardcover – January 1, 2020
by Tessa Arias (Author)

4.7 ★★★★☆ 116 ratings

See all formats and editions

Additional Details

Small Business

This product is from a small business brand. Support small. Learn more

Get ready to make cookies that rival your favorite bakery with The Ultimate Cookie Handbook: Your Guide to Baking Perfect Cookies Every Time.

In this second cookbook from Tessa Arias, a trained chef and founder of the popular baking website HandleTheHeat.com, you'll learn the sweet SCIENCE of cookie baking in a fun, visual way, allowing you to create & customize your own recipes. Tessa's recipes and baking techniques are responsible for landing job promotions, dream apartments, praise and adoration, and even marriage proposals. (Not kidding!)

You can finally understand why your kitchen results vary, why your cookies might not turn out like the recipe photo in the book, magazine or website, or why the recipe you made months ago with stellar results didn't turn out the same when you made it last week.

This book answers every highly-asked cookie-baking question in one convenient place.

[Report an issue with this product or seller](#)

Reading age

12 years and up

Print length

212 pages

Language

English

Dimensions

9.25 x 7.25 x 0.75 inches

Publisher

Handle the Heat

The website says "Add to Cart", but there is actually no cart- the link takes you to the purchase page.

Because of the aforementioned scam-looking page, users may be hesitant to enter their purchase information into the website.

The video presented seems very generic and quite clickbaity, and can create distrust in CCCR.

While Handle the Heat does cater to multiple baking categories, there are only two products listed. The shop links to amazon. Amazon is a commonly trusted shopping website, and users may already have accounts and information loaded, making it a much smoother purchase experience.

Conclusion:

Handle the Heat has a much more streamlined and clear purchasing process. There are no extra steps and if your intent is to buy the product, there are no unnecessary intermediate steps, like on chocchipcookierecipe.com

Owner Introduction

Choc Chip Cookie Recipe



About the Author

I'm an online marketer by day and a chocolate chip cookie fanatic by night, fueled by the enthusiastic appetites of my cookie-loving kids. Their endless craving for delicious treats inspired me to master the art of the perfect cookie.

Fellow chocolate chip cookie enthusiasts have perfected, shared, and even sold their cookies after learning my techniques.

I take great joy in helping others enhance their baking skills. Seeing the improvement in your chocolate chip cookies and the smiles they bring is the best reward.

Amanda Julander
Creator of How To Make Perfect Chocolate Chip Cookies Your Very Next Batch...Even If You're An Occasional Baker

Handle The Heat



About Tessa

I share trusted baking recipes your friends will LOVE alongside insights into the science of sweets. I'm a professionally trained chef, cookbook author, and cookie queen. I love to write about all things sweet, carb-y, and homemade. I live in Phoenix, Arizona (hence the blog name!).

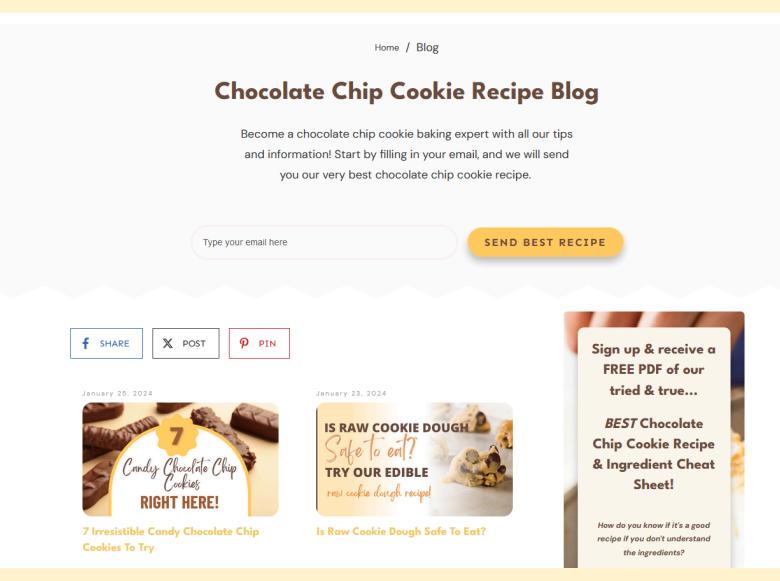
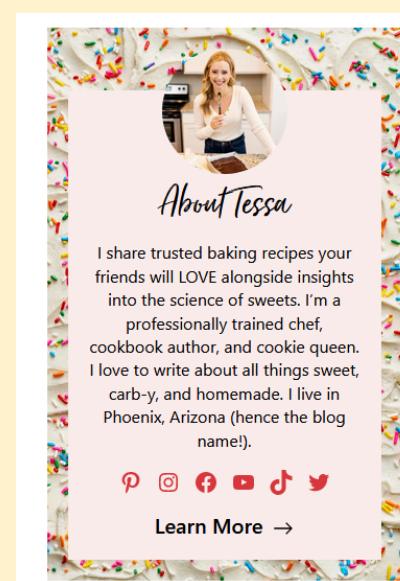
[Find Tessa On](#)

<p>The owner introduction is good overall. It does not explain much of the professional or experience background of the author.</p> <p>It does not follow the theming of the rest of the website.</p> <p>It is also located at the bottom of the purchase page, and is not locatable through the menu system of the website.</p>	<p>The owner introduction is good overall.</p> <p>It does not follow the theming of the rest of the website exactly, but does have the red socials, like the red usage of the rest of the site.</p> <p>There is a dedicated page for the owner introduction and the page has a clean look overall.</p>
--	--

Conclusion:

Both introductions effectively communicate the owner's experience and introduce the owner, but Handle the Heat's owner introduction is much more accessible, has a dedicated page, and is much cleaner overall.

Community Interaction and Blog

<h3>Choc Chip Cookie Recipe</h3>	<h3>Handle The Heat</h3>
 <p>Home / Blog</p> <h4>Chocolate Chip Cookie Recipe Blog</h4> <p>Become a chocolate chip cookie baking expert with all our tips and information! Start by filling in your email, and we will send you our very best chocolate chip cookie recipe.</p> <p>Type your email here <input type="text"/></p> <p>SEND BEST RECIPE</p> <p>January 25, 2024  7 Irresistible Candy Chocolate Chip Cookies To Try!</p> <p>January 23, 2024  Is Raw Cookie Dough Safe To Eat? TRY OUR EDIBLE raw cookie dough recipe!</p> <p>f SHARE X POST p PIN</p>	 <p>About Tessa</p> <p>I share trusted baking recipes your friends will LOVE alongside insights into the science of sweets. I'm a professionally trained chef, cookbook author, and cookie queen. I love to write about all things sweet, carb-y, and homemade. I live in Phoenix, Arizona (hence the blog name!).</p> <p>p i f y t w</p> <p>Learn More →</p>

Share your thoughts

Your email address will not be published. Required fields are marked

Comment

Name *



Thy Nguyen

6 months ago

Omg..I just made these and they are the best chocolate chip cookies ever! My family loved them so much that I am gonna make more. Thank you for a perfect recipe. Will order your book soon to learn more.



Reply

The CCCR Blog has helpful posts with the date included, but not very prominently.

The community can not directly comment, and socials are present, but not very prevalent.

Handle the Heat has socials prominently posted all across the site with theming following the site theme.

Comments are postable and help people see that others are satisfied with the products and recipes. This helps engagement and helps customers trust in the site and their purchases.

Conclusion:

Handle the Heat has great community interaction that CCCR could learn from.

Product

Choc Chip Cookie Recipe

Handle The Heat

Get Your Copy And Stop Being A Recipe Follower: Become An Informed Baker

Once you make our purchase you'll get instant access to my chocolate chip cookie secrets in a full color PDF. You can start baking right away! All the details will be in your purchase email.



The Ultimate Cookie Handbook: Your Guide to Baking Perfect Cookies Every Time Hardcover – January 1, 2020

by Tessa Arias (Author)
4.7 ★★★★★ 116 ratings

[See all formats and editions](#)

Additional Details

Small Business
This product is from a small business brand. Support small. [Learn more](#)

Get ready to make cookies that rival your favorite bakery with The Ultimate Cookie Handbook: Your Guide to Baking Perfect Cookies Every Time.

In this second cookbook from Tessa Arias, a trained chef and founder of the popular baking website HandletheHeat.com, you'll learn the sweet SCIENCE of cookie baking in a fun, visual way, allowing you to create & customize your own recipes. Tessa's recipes and baking techniques are responsible for landing job promotions, dream apartments, praise and adoration, and even marriage proposals. (Not kidding!)

You can finally understand why your kitchen results vary, why your cookies might not turn out like the recipe photo in the book, magazine or website, or why the recipe you made months ago with stellar results didn't turn out the same when you made it last week.

This book answers every highly-asked cookie-baking question in one convenient place.

[Report an issue with this product or seller](#)

Follow author	Reading age	Print length	Language	Dimensions	Publisher
	12 years and up	212 pages	English	9.25 x 7.25 x 0.75 inches	Handle the Heat

The actual purchase page of the product does not describe the product very well if at all. The only place that the actual product is shown and explained is halfway down the “Get cookie baking secrets page.” (a page which has no clear title)

Price: \$9.99
Length: ?
Full Color: Yes
Preview: No
Reviews: No

The product is explained clearly. It is not an ebook, and is a physical copy.

A key difference is that this book is meant for all types of cookies, not just chocolate chip cookies. But it does include the same exact target audience.

Price: \$29
Length: 212 Pages
Full Color: Yes
Preview: Yes
Reviews: Yes; 116 with 4.7 stars

Conclusion:

It is noteworthy that the products themselves are very different- a physical vs digital cookbook. But the content is the same- a cookbook offering in depth cookie secrets to help solve the problem that other recipes don't work. It's not exactly the chocolate chip cookie on the side of handle the heat, but it includes that.

CCCR's book is not well explained. No previews are shown or page lengths mentioned. Handle the Heat clearly explains what is being sold and why.

Conclusion

Handle the Heat has a lot of dynamics that ChocChipCookieRecipe could learn from. In almost every category, Handle the Heat has much more clarity, vision, simplicity, consistency, and intention in its execution.