I think that vimeo.com has a lot of things that it does well, though it can be a bit confusing at times. It does a fairly good job of keeping its style consistent throughout the site as far as layout, colors, and font styles go. I think that there is, however, a very large amount of content, which kind of clutters many of the pages. The strange cartoon background images on many of the pages draw in my interest a lot but they add a lot more detail to the page and add a bit more to the clutter. There are also a lot of things that I think could be taken out or moved to other pages. It has the style of a clean, straightforward website but it’s bogged down a bit by a lot of unneeded text and images. I think if they cut down on many of the images and text then it could look a lot nicer. Some of the pages are clean and organized, so it’s mostly just the homepage and a few other pages that do this. There are a lot of different links to a bunch of different videos, so it’s easy to try it out and see what their content looks like.

I find it strange that only the ‘create’ and ‘watch’ links on the navigation bar bring down extra options, but maybe I’m just nitpicking. The descriptions listed below each item look like they could be shortened or removed completely as well. Even though the Vimeo logo isn’t flashy, I appreciate its simplicity and subtlety and I still think that it is easily recognizable. I think the darker background for the ‘staff picks’ page is nice makes the videos a lot easier to watch. I’m not sure how many people who don’t have a vimeo account would be considering getting Vimeo plus, so advertising both on the same page might no be necessary. It’s also kind of odd that the footer has a lot fewer options on the homepage, but I suppose many of those options aren’t necessary for new users so it might be a good idea. This website has a huge amount of useful content, so I can see how it would be very difficult to organize and keep the website simple. In short, this website seems really stylish, but very, very busy.