**Website 1, soccer.com**

-Audience

This website has its audience targeted very well. Right off it has a call to action with a 50% sale or more which says SAVE BIG, ACT FAST. Immediately u can see how it has a billboard design which many new customers will like. The person looking at this website will get the initiative to look for products on sale and feel they have just saved some big money. Besides having the 50% sale, it has images of brand new products that are on the hot list. For example there are 2 images of this weeks release of Nike Mercurial IX shoes. Someone new to this website will be able to tell that this website will be lower in cost because their header has a $3.99 flat rate shipping advertisement. Compared to other sites like footlocker or sports authority the shipping at soccer.com is fairly low.

-Golden ratio

The golden ratio is not used on the websites main page but it is used during its navigation of products. For example, if you click on any link to navigate to a product search or product category then it will take you to its appropriate page using the golden ratio. However the width section are switched around, being the 593px column on the right instead of the left and the 367px column on the left instead of the right.

**Website 2, dominos.com**

-Audience

The audience for the most part is targeted towards people who want pizza. Right away, users will see that Dominos has a weekday deal with a call to action button of ORDER NOW. It makes it simple for those looking to order pizza in what seems to be a simple process. There really isn’t much navigation or confusion for the user. The navigation menu also makes it simple for its audience to find other products as well

-Golden Ratio

Dominos uses the golden ratio with the call to action taking up the left column of 593px. Essentially it also serves like a billboard for users to read quickly. To the right column of 367px, Dominos has content or other items for which users can order.

**Website 3, weather.com**

-Audience

Weather.com doesn’t clearly identify their audience. For example, it has weather for areas where there is an important weather happening and not my areas. For existing customers it wouldn’t be a problem because on the websites header users can add their location. Usually when someone thinks of weather, they want to know their area and not others. Basically this website, I think is trying to address everyone. And addressing everyone will only work with a design like Google’s.

-Golden ratio

The golden ratio is being used on this website. On the left column is a picture gallery with hotel reviews, upcoming weather for areas with major weather events happening. On the right column are popular stories or news. The golden ratio is used across the whole website.

**Website 4, polepositionraceway.com**

-Audience

This website targets its audience quite perfectly. It simply divides its audience into 3 categories. Those who want to just go and race, group events, and corporate events who will rent out the whole place. It isn’t confusing for customers to identify what they will be doing. In addition, it targets its broader audience by advertising their location as easily accessible from NY and NJ.

-Golden ratio

The website uses the golden ratio to advertise their location as accessible in the 596px column. What they could do better though is to use the golden ratio with their font. Some of the font size on the right column is too small to read.

**Website 5, skype.com**

-Audience

Skype has a big audience to target but they did a good job by making it simple for users to join Skype. In its call to action, Join (Skype), it essentially makes it faster for Skype to get customers to sign up. Its audience is basically everyone because in their billboard sign it says, wherever you are, wherever they are, Skype keeps you together. So no matter wherever you or the person you want to stay in touch with is located, Skype can keep you together.

-Golden ratio

The golden ratio is not used but the website incorporates symmetry across all its webpages.