

David Schmidt

IS 117 Homework 2

2/24/13

Client:

[www.firestopsolutions.com](http://www.firestopsolutions.com)

**SWOT Matrix:**

	<b>S</b>	<b>W</b>	<b>O</b>	<b>T</b>
Do you have a strong online presence across both search engines and social sites?				1
Is your webpage ranking high in search results?	1			
Is your website older than one year?		1		
Does your search results rank for the keywords that describe your service?				1
Do you have a strong brand name and logo?				1
Is your results on search engines look like goggly-gook or does it make sense?				1
Are you showing 'calls to action' and 'benefits' in your search results and social sites?		1		
Do you have many 'followers' on Facebook, LinkedIn, Twitter and other social sites?		1		
Can a visitor instantly tell what your website is about?				1
Does your website present unique and intriguing content that people want to read?			1	

	S	W	O	T
Does your website succeed in grabbing visitor attention?		1		
Is your website load time fast enough?	1			
Do you have a simple and user-friendly website – easy to find information through search and navigation?		1		
Do you have nice images that explain '1000 words' each?	1			
Does every page have a link back to your homepage?	1			
Is your reputation good in the marketplace?			1	
Is your navigation simple and easy?		1		
Does your website have case studies and practical applications of product or service use?		1		
Do you EXPLICITLY speak to the benefit of the customer?	1			
No spelling and grammar mistakes	1			
Do you have a newsletter?		1		
Is your newsletter easy to sign up for?		1		
Are your buttons to your social sites visible?		1		
Do you give your customers reasons to call you on the phone?		1		
Do you provide fresh content regularly?		1		

	S	W	O	T
Do you offer a unique product or service?			1	
Is your level of expertise obvious? Is it better than your competitors?			1	
Is your catalog easy to use and products easily found?				1
Is your checkout easy to use?	na			
Is value of your product easy to understand?	1			
Product or service range is good?	1			
Do you provide outstanding customer service?	1			
Do you tell your customers to refer you, give them incentive to do so?	1			
Do you reward your customers when they do refer you?	na			
	10	12	4	6

**Client Brief:**

Firestopsolutions.com

Fire stop contractor in the NYC/LI area. Install fire stopping products in commercial buildings.

This project is to access the strengths and weaknesses of firestopsolutions.com, perform an evaluation of the website, address the weaknesses with a preliminary plan, and provide a mockup of the website with the weaknesses addressed.

**Preliminary Plan:**

Main problem of the website is the poor color and photo selection. The background is too busy while the main area of the content is too sparse.

- Add social site links and
- New relevant content
- Call to action
- Newsletter signup call to action
- Redesign navigation elements
- Make the navigation cleaner and simpler
  - Fewer buttons on navigation bar
  - Side bar links to help clean up navigation
- Ad locations