Comparative Analysis of Our top 3 sites

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The following were the top 3 sites that we felt from our group most matched what our client might be looking for in a travel blog website. We have included some ideas of why we thought they worked better then some of the other sites we originally had from the heuristic review assignment.

[**Adventures of Mary**](https://www.adventuresofmary.com/)

While very stylistically and functionally simple, the way you’re drawn to the photos on the home page immediately more than makes up for that. This example is much more of a travel blog even though there are some informative pieces on the website. This website also differs from the other website examples in that the homepage is where almost all the content can be accessed from, with a gallery of photos included on the site being the only other source of content found outside the homepage.

[**Nomadic Matt**](https://www.nomadicmatt.com/)

The differences in the previous site and this one are many. With the stylistic choices being the most obvious but the emphasis of being a travel guide, not just a blog being the most important difference. If your site is intended to be a website that acts more as a travel guide than just a travel blog, then having something such as a search bar for your travel guides being at the forefront on your homepage, like this website, could be a step in right direction.

[**The Insatiable Traveler**](https://theinsatiabletraveler.com/)

The last example that we found was kind of in between the two sites in it being either a travel guide or travel blog oriented site. While the content itself is closer to a blog, having a Destinations tab on the navigation bar of the website shows that it is also intended to serve people who want to find out more about specific locations.