Website Analysis

Websites represent a specific company or person in the online world, and in present times, that is just as important, if not more, than the company's actual presence. I will perform an analysis of Suzanne Collins' website, the author famous for "The Hunger Games" trilogy. The trilogy became an instant hit, spawning a movie franchise that also became very popular, launching Suzanne Collins' into the stardom platform which not many book authors share. Her professional website is "http://www.suzannecollinsbooks.com" and I will address some important issues in this essay, such as spacing, ease of navigation and information, and the use of graphics.

Let us begin by addressing the use of spacing in Suzanne Collins' website. The use of space on the website is unattractive, to say the least. There is very much real estate on the website that is not being used, leaving it with lots of white space and an empty feeling. The text is not very well styled and doesn't take advantage of any kind if spacing to make it easier on the user to read, and as a result looks very bland. This is much more noticeable when looking at each individual piece of work, in which the description is essentially blocks of unstyled text. Perhaps the best example of bad spacing in the entire website could be the sidebar titled "Selected Works." There is very little space used to separate the titles of the books, but arguably the worst part of it is the odd cascading style of indentation after every consecutive entry, making it especially awkward to read the further down it goes.

Secondly, let's take a look at the website's ease of navigation. Overall, the website is relatively easy to navigate. However, I would say that the ease of navigation is an unintended consequence of the website's simplicity and lack of content. Most of the navigation throughout the website is done through what could loosely be called a "navigation bar." My main issue with

this navigation bar is that it does next to nothing to stand out from the rest of the website. The user can reason the fact that it is a navigation bar from the name of the links and the odd positioning, but that would be all that gives it away.

Next, let's analyze the information that the website offers and how difficult it is to access it. Again, the website's information is somewhat easy to access, but that may be due to the fact that there isn't much there to begin with. First, let's discuss the information that it does have. The website offers a list of Suzanne's work, which includes a brief summary of the book (sometimes only a sentence long), the book's bestselling awards, and quotes from recognizable reviewers. The website also has an ironically short biography for a person who is a writer, a short interview, and lastly, some links to other websites such as book distributors and sellers. Now, let's talk about some obvious things the website does not have that it possibly should. For starters, as an author one would assume a top priority would be to sell her written work, but nowhere in the website one could find a direct link to buy one of the books. I did mention the website has some links to booksellers, in this case Amazon, Barnes & Noble, and Books-A-Million. However, upon closer inspection, the links simply redirect you to those website's home pages, where in fact it should be designed to direct you to Suzanne's list of books. Also, a simple addition to the website could be a list of events and important, such as book signings or any appearances she will be making. There is much wasted potential in this area of the website.

Lastly, we will discuss the use of graphics on the website. The website does have a couple of photos, but they are poorly used. The majority of the photos are for the book covers of her work, however, the photos are not uniform in size or alignment. For instance, some of the book covers do not line up with the corresponding texts under the "Works" section of the

website. And to speak on uniformity, the photo under the "Interview" section has a border and the rest do not. Overall, another poorly done aspect of the website.

In conclusion, the website is extremely poorly executed and feels very clumsy. If it wasn't for the fact that we know the release dates of the books and the movies, one would assume the website was created in the 1990's. The website's use of spacing and graphics, and ease of navigation and information is functional in the sense of the word, but requires much work to bring it up to par with this decade.

Works Cited

"Suzanne Collins." *Home - Suzanne Collins*, 6 July 2017, www.suzannecollinsbooks.com/.