	STRENGTHS	WEAKNESSES	OPPORTUNITIE	THREATS
optimumdog.net	The website (above the fold) feels very "designed". There's consistent use of color, branding, a clear headline, a call-to-action button, and use of iconography.	The actual content of the website is poorly presented - the font is far too small, the lines are too long, the content gives the impression of a "text wall". The writing needs editing and polish. It feels very stream-of-consciousness. The website is not responsive and therefore inaccessible to mobile phones and tablets. There's a giant blank section where the schedule should be.	Presenting content in a mobile-friendly format. Providing information about pricing/services. Presenting content in an easier-to-read format. Larger font-size, more line-height, shorter line length. No unused space.	This trainer clearly lists what types of services she offers. She offers some services that PT may not offer, such as groupwork.

https://sites.google.com/site/sylviask9services/client-comments	Slyvia's personality comes through on her website. This is a good thing. I like her use of color. She has a side navigation that would be easy to use if re-organized. Her website has basic responsiveness. There's an image of her on the website and she looks like a nice, friendly, trustworthy person.	Her design doesn't make sense. I'm not sure where to find the content I need in her navigation system. Her "logo" is a tree branch - no branding. She has a lot of links to things that have little to do with her actual business. Her use of font is inconsistent. She is also guilty of creating text-walls.	Easy to use navigation - content should be easy to find. Branding. Better responsiveness. More "eye-candy". Better use of font.	She lists certifications she has on her homepage. She has an established following on thumbtack. Pet CPR & First Aid - does PT have this?

http://www.kylesdogtraining.com/418175181	He's got all the information he needs on his website. His navigation is responsive and easy to understand. His website design isn't "pretty", but it isn't awful either. His social media presence is featured on his homepage, which builds confidence that he's a real person/not a scammer. He lists his certifications on his website. He's got videos of dog-training in action. He includes a price-list on his site, so there's transparency about what he does and how much it costs. He offers an intro session for free. He knows pet CPR & first aid. He can travel & he can have dogs come to him. He offers group services.	His navigation needs a tune-up. There are obvious typos (guest book is listed twice, he has a meta tag in his nav bar, photo album is listed twice). His site's color-scheme is ugly. He text-walls (on the homepage and throughout site). The layout doesn't feel very designed. The font choice is too small and it's boring. The guest book sections feel tacked on and unnecessary - the whole thing feels a bit sloppy and amatureish.	Kyle's website points to a few things we could do in our project - solid navigation, transparency in services offered, personal connection with PT, social media featured front-and-center.	Kyle offers in-house training, group training, and he's willing to travel up to 50 miles to work with clients. He has video on his site - which might be a good or bad thing to do on ours, but it does create a sense of connection with him.