

Competitive Analysis for Tiarra Alexandria Digital Experience

This competitive analysis will cover statistics regarding your top competitors in the modeling digital landscape, as well as their strengths and weakness and conclusionary result of how to best go about your digital presence to position yourself favorably in Google's search results.

Based on the results, there may be recommended suggestions not implemented in this initial free offering. It will be your choice to proceed with those suggestions in order to make your digital presence more impactful through my expertise or another vendor.

Who Are Your Competitors?

1. LA Models - Lamodels.com
2. Next Management - <http://www.nextmanagement.com/los-angeles>

The most prominent competitor based in Los Angeles is lamodels.com. It's a model agency founded by Heinz Holba and has been around for 29+ years. It is by far the largest modeling agency in the west coast.

How the Site Performs

LA Models.com

DESKTOP

Traffic

14.6K

Keywords Implemented

1.5K

Traffic Cost

\$32.3K

MOBILE

Traffic

15.4K

Keywords Implemented

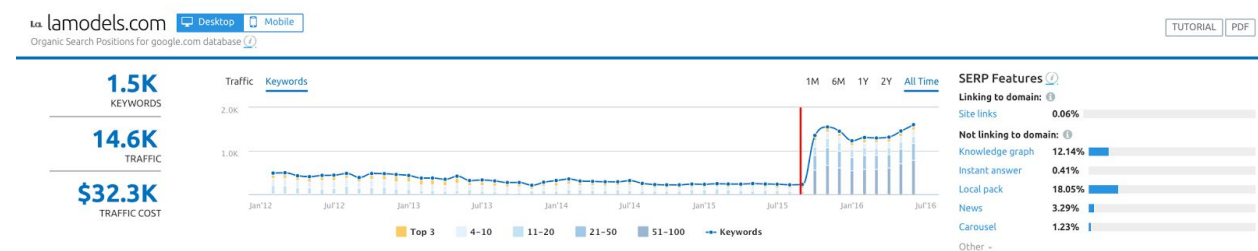
254

Traffic Cost

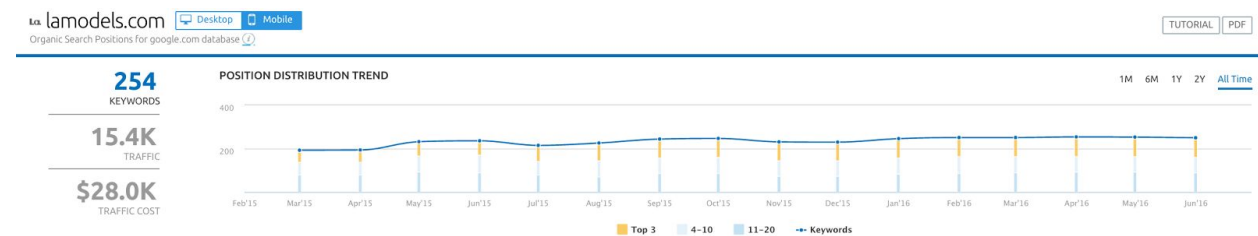
\$28K

Since March '15 - June '16

Desktop Website Statistics



Mobile Website Statistics



Notice how the mobile website is producing more traffic than the desktop website while having far less amount of keywords and traffic cost.

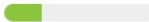
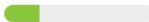
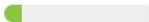
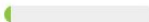
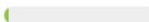
LA Models Organic Search

Lamodels.com benefits from very high search engine ranking results from key industry organic search terms. In laymen terms this means they are not paying to be ranked high when a user inputs the following terms in Google.

La models
Modeling
Modeling agencies in los angeles
Los angeles modeling agencies
La modeling agencies

Organic Search

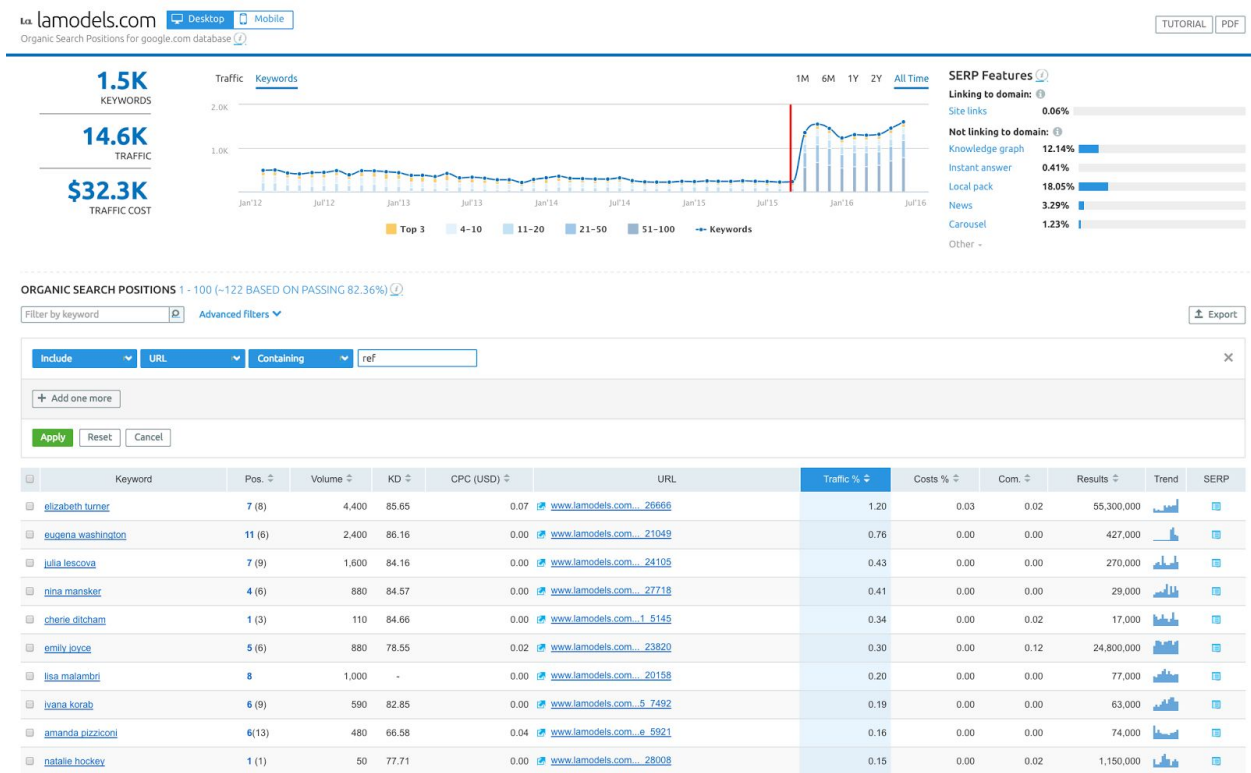
may 2016 TOP ORGANIC KEYWORDS (254) 

Keyword	Pos.	Volume	CPC (USD)	Traffic
la models	1 (1)	8,100	3.14	
modeling	2 (3)	27,100	1.03	
modeling agencies in los angeles	1 (1)	3,600	1.82	
los angeles modeling agencies	1 (1)	1,300	1.93	
la modeling agencies	1 (1)	1,000	1.84	

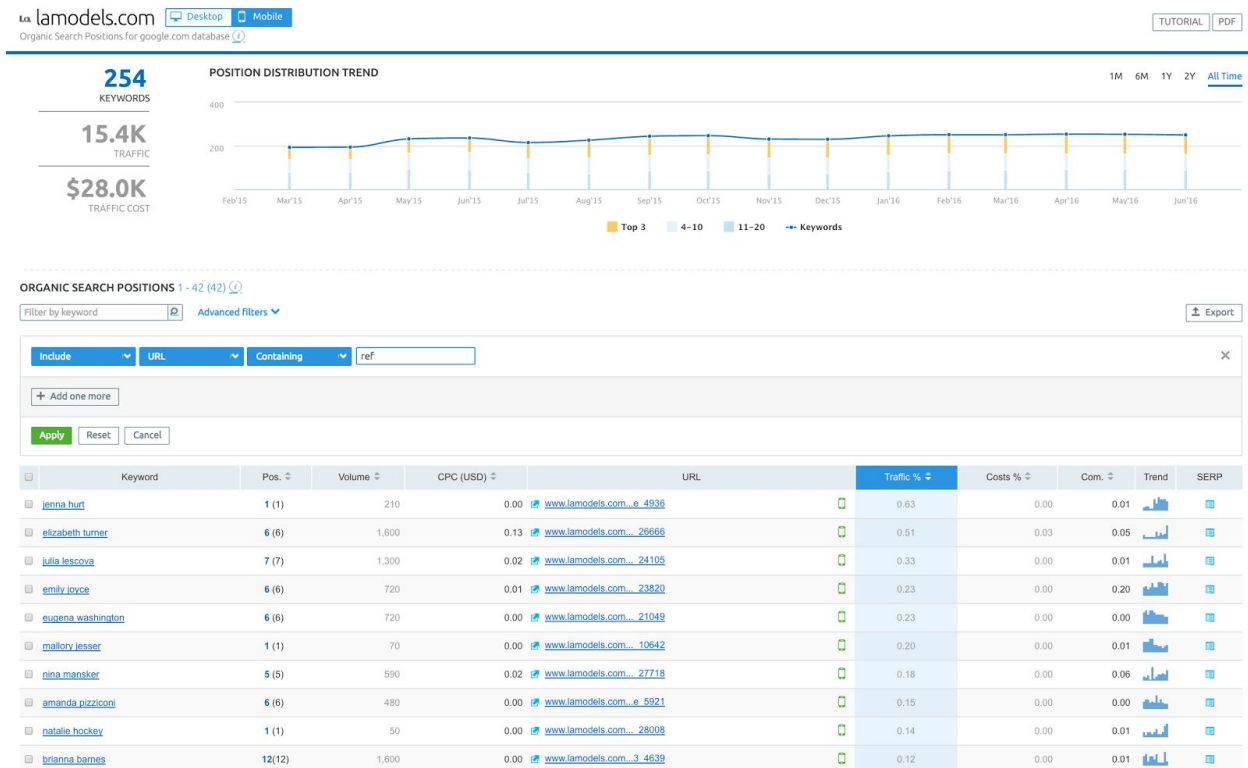
As you can see these keywords are extremely common words that most people would use when searching for a model in the Los Angeles area. Because of this, it makes these terms extremely valuable. Because of their content rich website and time they've been in the digital landscape since 1996 with a major website relaunch in 2000, their website ranks high with these common search terms.

Lamodels.com serves many models but just because the agency website ranks well does not mean the individual models receive the same results.

On desktop, here are the **top ten models** and the traffic results they receive



On mobile, here are the **top ten models** and the traffic results they receive.



Please note that the list for desktop and mobile are different. A model can have many views on a desktop computer but it doesn't mean the model will be ranked the same on a mobile device.

Strengths & Weakness of lamodels.com

In the above charts we can see from our SEO data that Elizabeth Turner has the highest traffic volume on desktop and second on mobile.

We will analyze the process of navigating to her page to assess the strengths and weaknesses of lamodels.com

The Good

1. Lamodels.com has lots of content. In the world of the internet, content is everything.
2. Image quality is great, which is to be expected for an agency as big as this.
3. Lots of images and diverse images, solid mix of black & white and color
4. Digital images and print images
5. Video content
6. All Media content which conveniently displays all their image content in pinterest style.
7. Model specs are conveniently placed at the top of the model's portfolio page.
8. Really get a sense of the type of modeling the model does by the their images.

The Bad

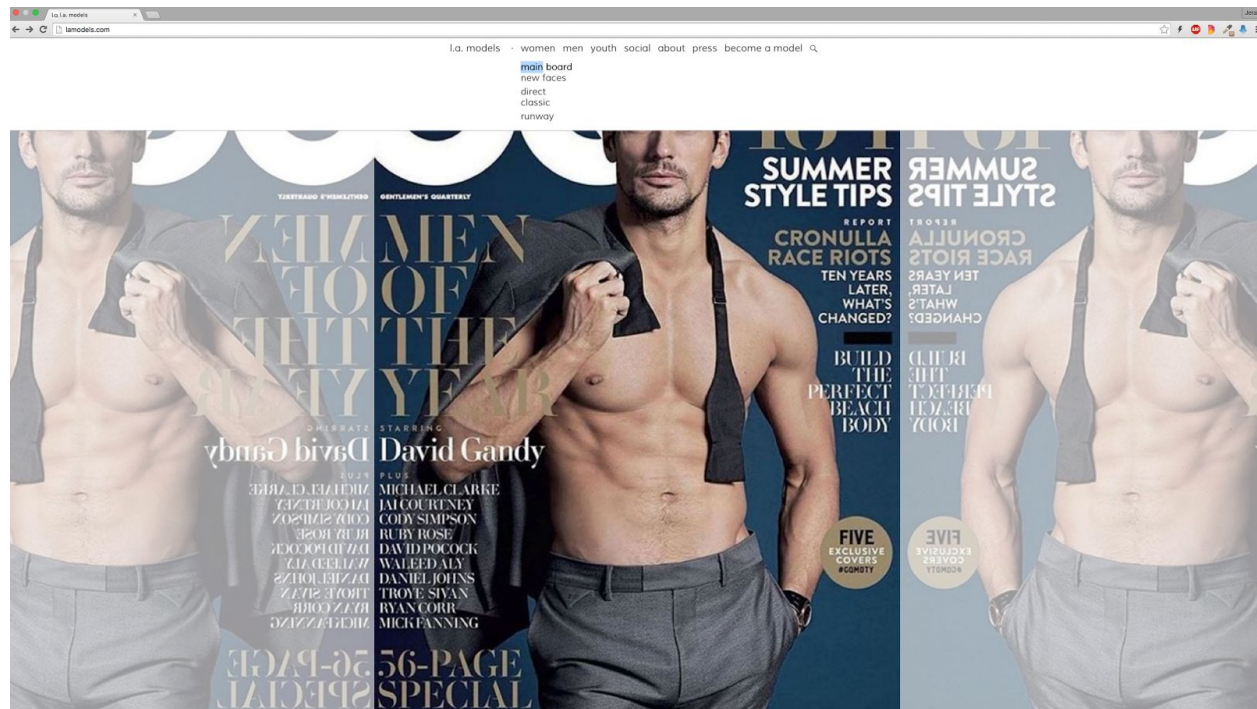
1. The site is not responsive
2. It is difficult to click on the menu items in the navigation bar on a phone.
3. Hard to find your model through the navigation menu categories - You don't know if a model is a "new face", "runway", etc.
4. Images loose a lot of their impact because they are shrunk down too much. They can be displayed larger.
5. The website is only viewable when you turn your phone to the side (landscape view).
6. The video doesn't utilize the large amount of space when you view it on desktop.
7. Although there are digital images, some of them are blurry.
8. All the portfolios are the same, which makes none of the models stand out, which is understandable for a large agency.

Even though this website does better on mobile than desktop, its mobile results can exponentially increase with a better mobile experience.

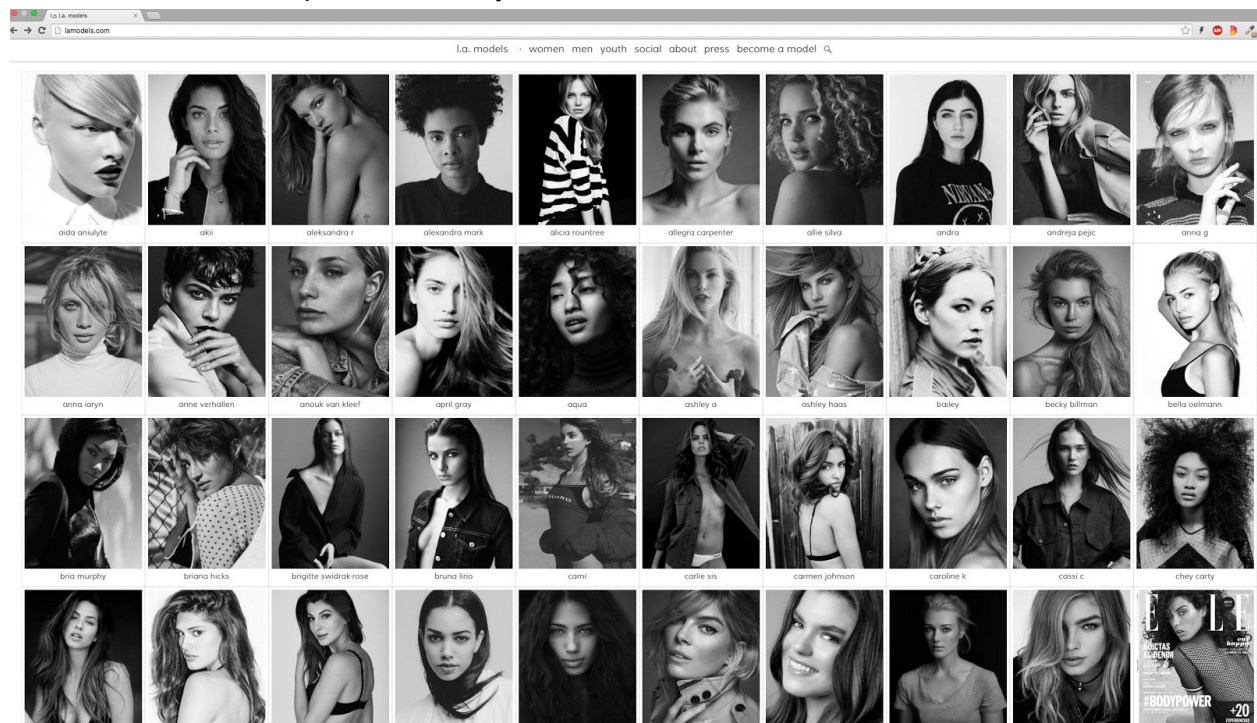
lamodels.com - Desktop Homepage



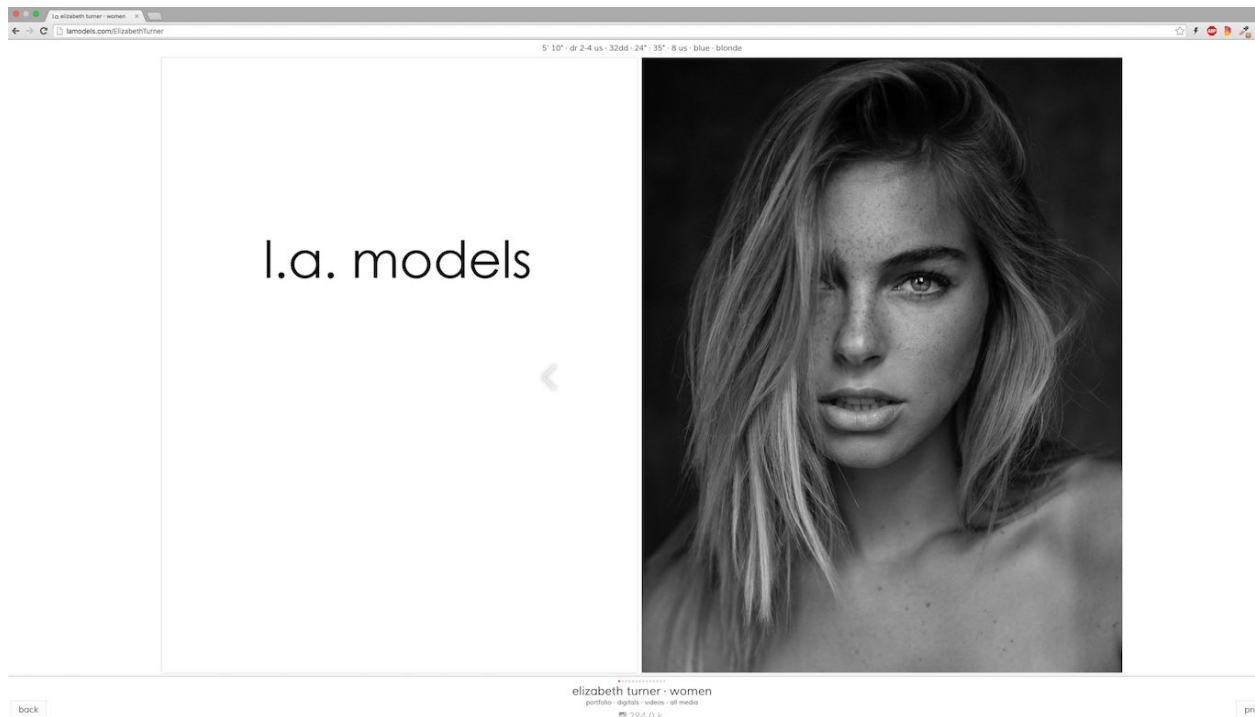
lamodels.com - Desktop Navigation



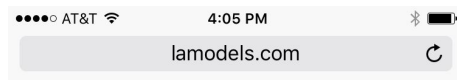
lamodels.com - Desktop Model Gallery



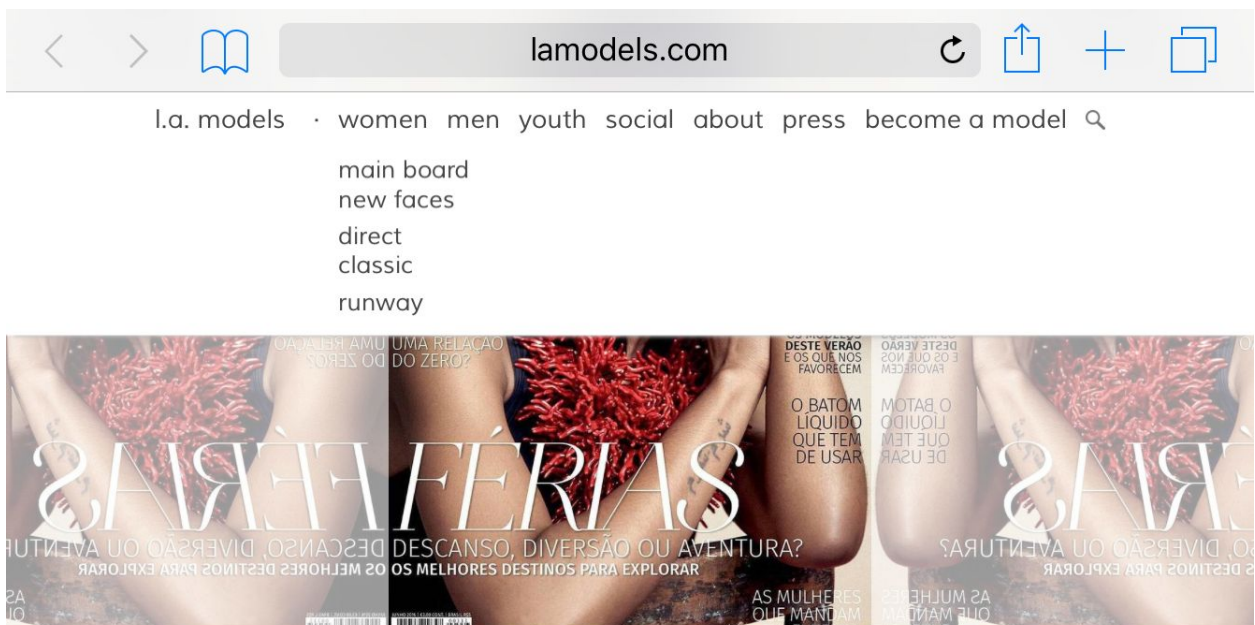
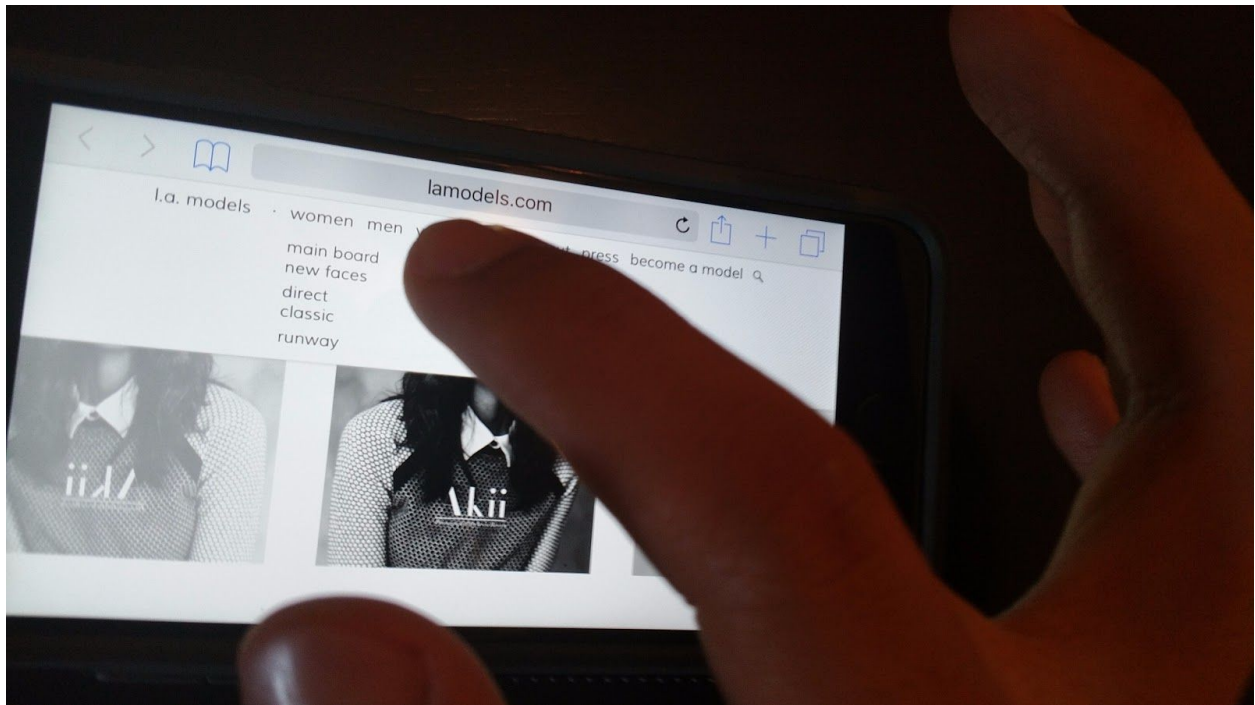
lamodels.com - Elizabeth Portfolio



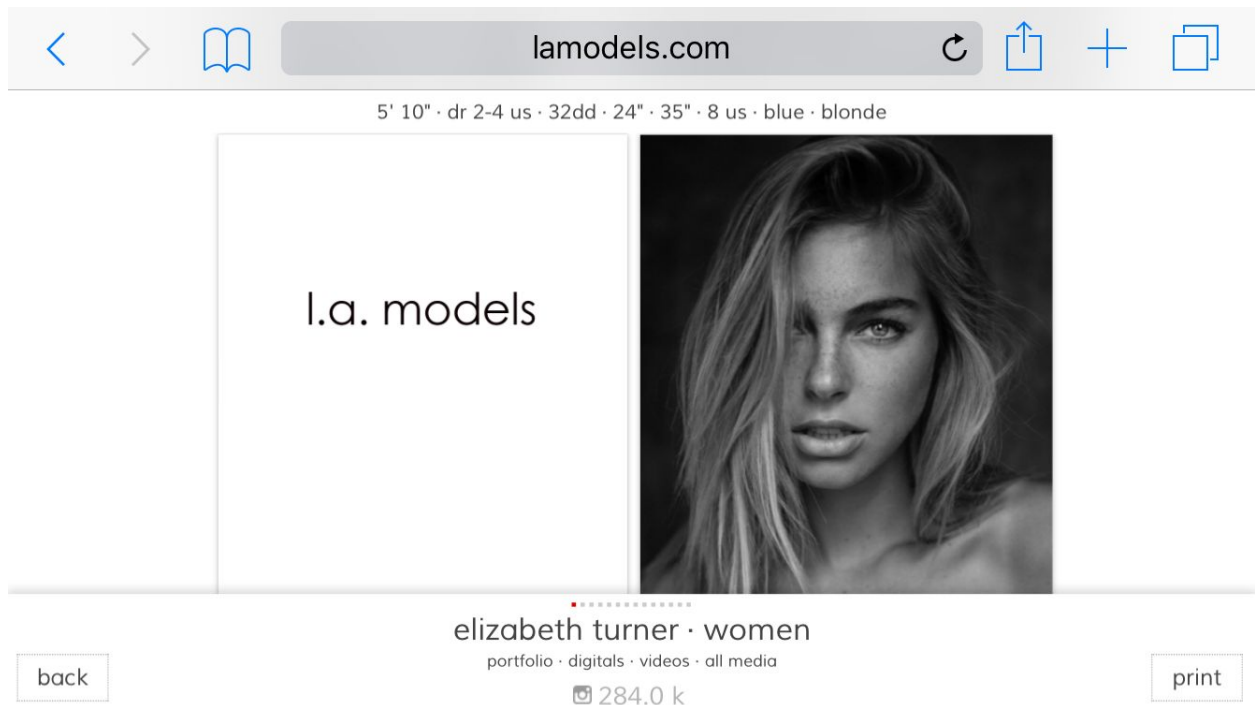
lamodels.com - Mobile Homepage



lamodels.com - Navigation Mobile



lamodels.com - Elizabeth Portfolio



NextManagement

Next Management is a competitor that ranks in the top three in search results. While their main company's site launched in 2003, their Los Angeles branch did not go online until 2013. For them to rank in the top three in short amount of time is mostly contributed to the amount of content they have and relevant links they establish from their other international properties.

DESKTOP

Traffic

2.3K

Keywords Implemented

174

Traffic Cost

\$2.4K

MOBILE

Traffic

2K

Keywords Implemented

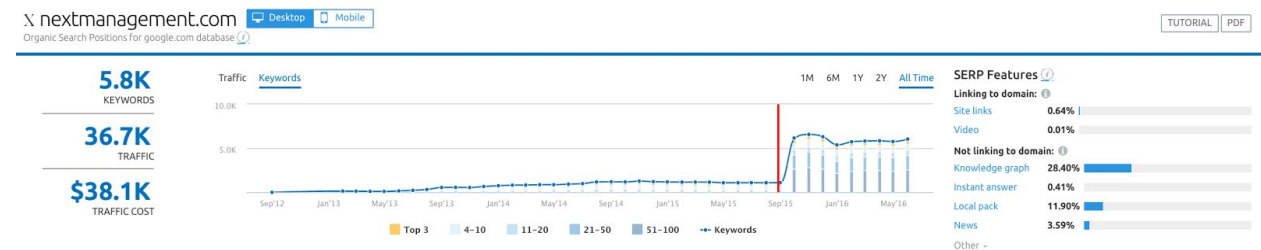
78

Traffic Cost

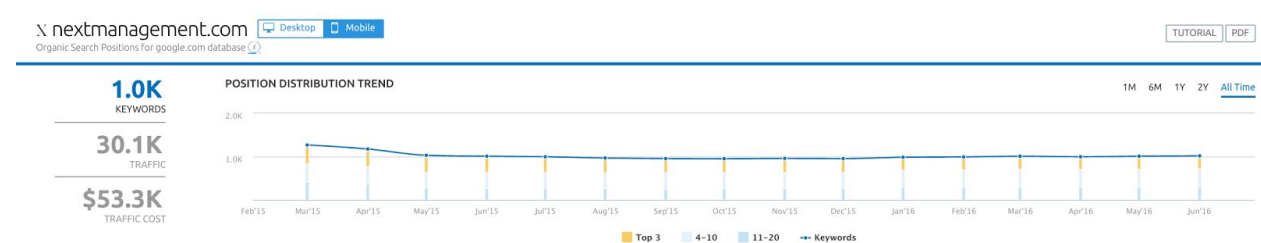
\$2.9K

Since March '15 - June '16

Desktop Website Statistics



Mobile Website Statistics



Notice, unlike lamodels.com, Next has higher desktop traffic with less traffic cost. Even with this though, the mobile traffic is in the ballpark of the desktop with far less keyword usage.

Next Management Organic Search

Next benefits from very high search engine ranking results from key industry organic search terms. In laymen terms this means they are not paying to be ranked high when a user inputs the following terms in Google.

Next models la

La models

Next la

Next models los angeles

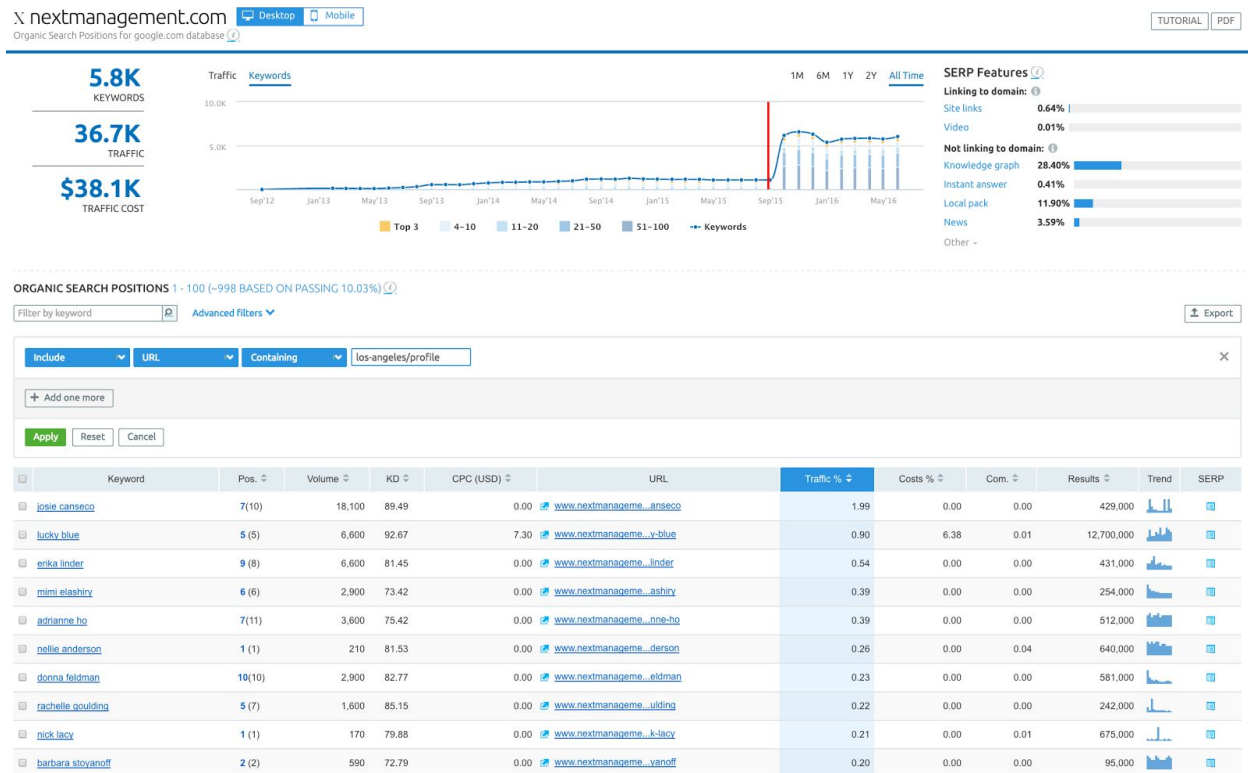
Modeling agencies in los angeles

may 2016 TOP ORGANIC KEYWORDS (174)

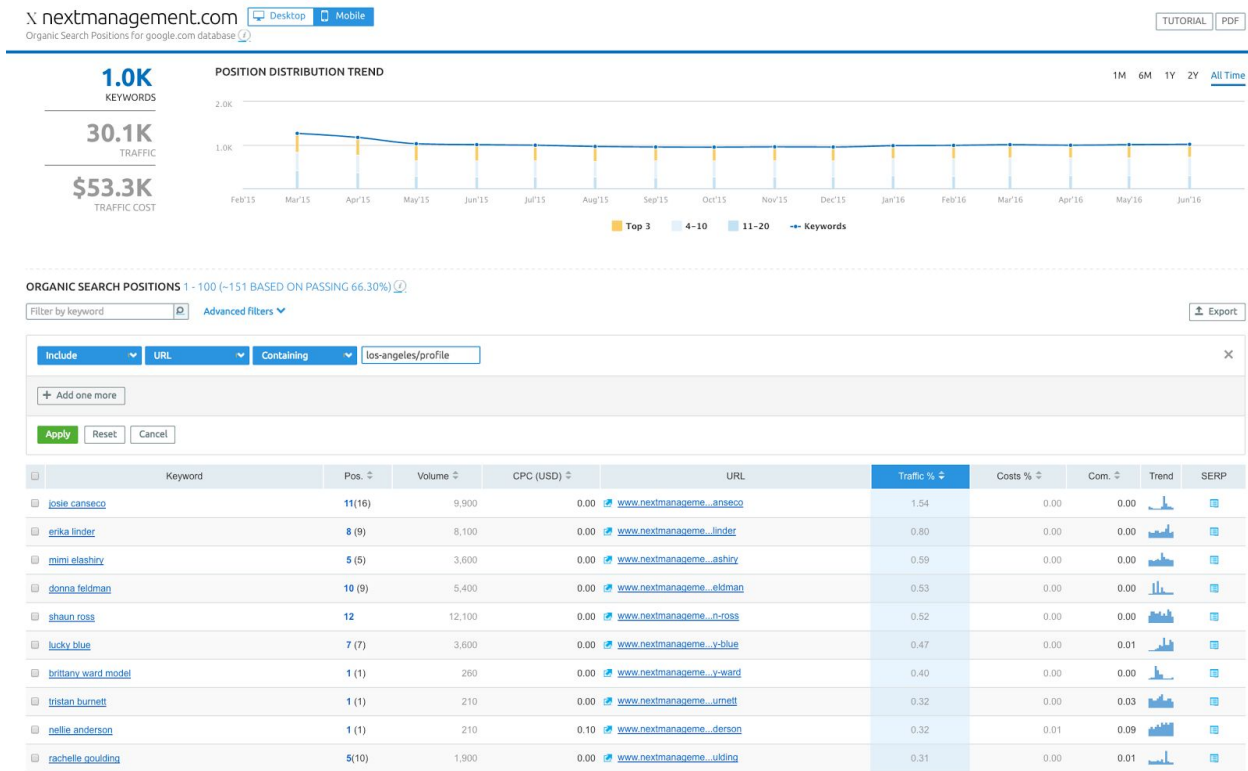
Keyword	Pos.	Volume	CPC (USD)
next models la	1	590	0.00
la models	7	8,100	4.45
next la	1	390	0.00
next models los angeles	1	320	0.00
modeling agencies in los angeles	5	3,600	1.37

Next has more specific keywords with the exception of “la models” and “modeling agencies in los angeles”.

On desktop, here are the **top ten models** and the traffic results they receive



On mobile, here are the **top ten models** and the traffic results they receive.



Please note that the list for desktop and mobile are different. A model can have many views on a desktop computer but it doesn't mean the model will be ranked the same on a mobile device. However, in this case, Josie Canseco is number one in both desktop and mobile.

Strengths & Weakness of lamodels.com

In the above charts we can see from our SEO data that Josie Canseco has the highest traffic percentage on both desktop and mobile.

We will analyze the process of navigating to her page to assess the strengths and weaknesses of Next.

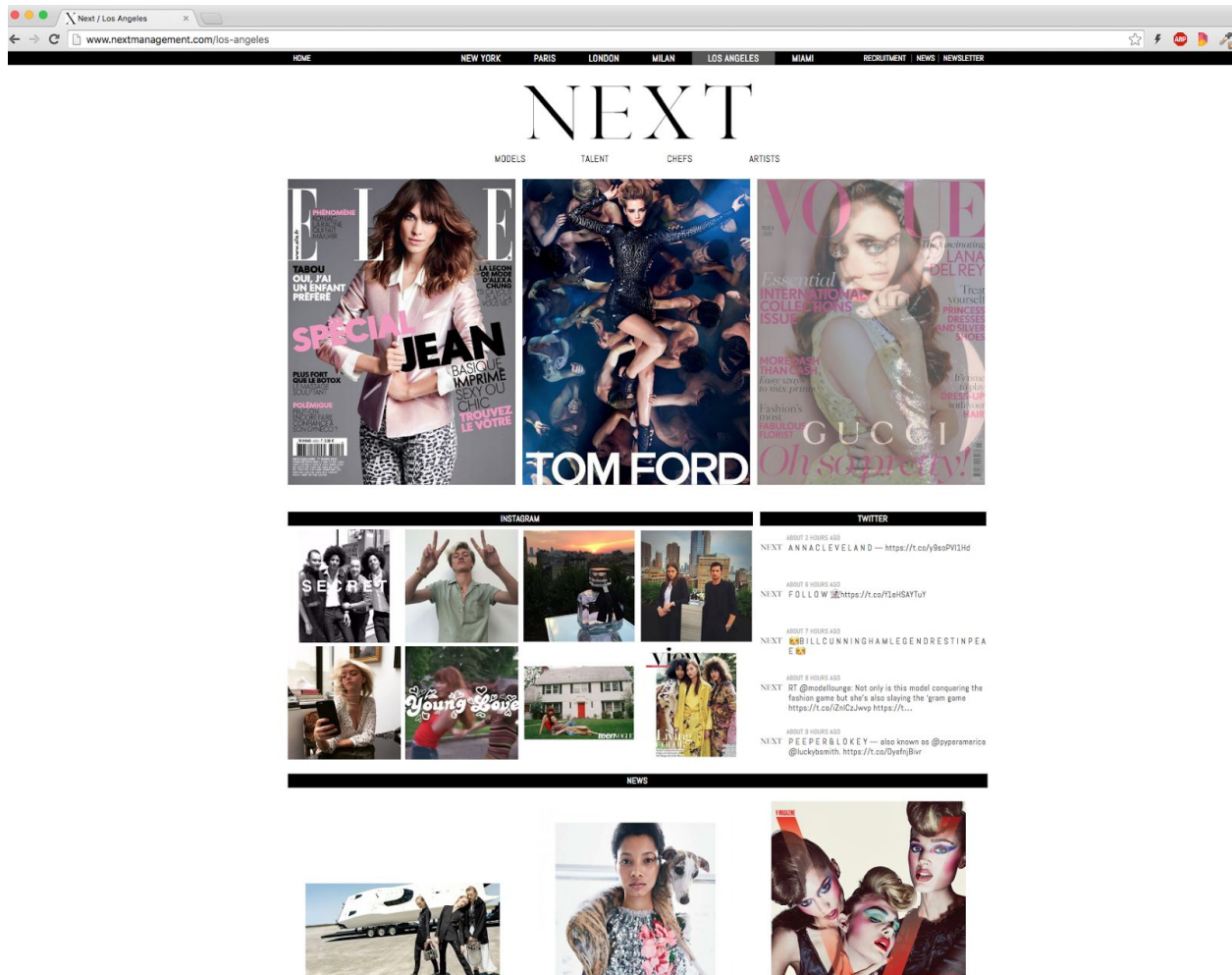
The Good

1. Very clean look
2. The models on the gallery page stand out more.
3. The way the navigation is categorized makes it easy to find who you're looking for.
4. Even though these images are smaller in relation to LA Models, the portfolio page has more impact and finesse.
5. The portfolio page has a simple but solid layout. Content doesn't feel cramped.
6. Has video and image content. Both are excellent quality.
7. Really get a sense of the type of modeling the model does by the their images.

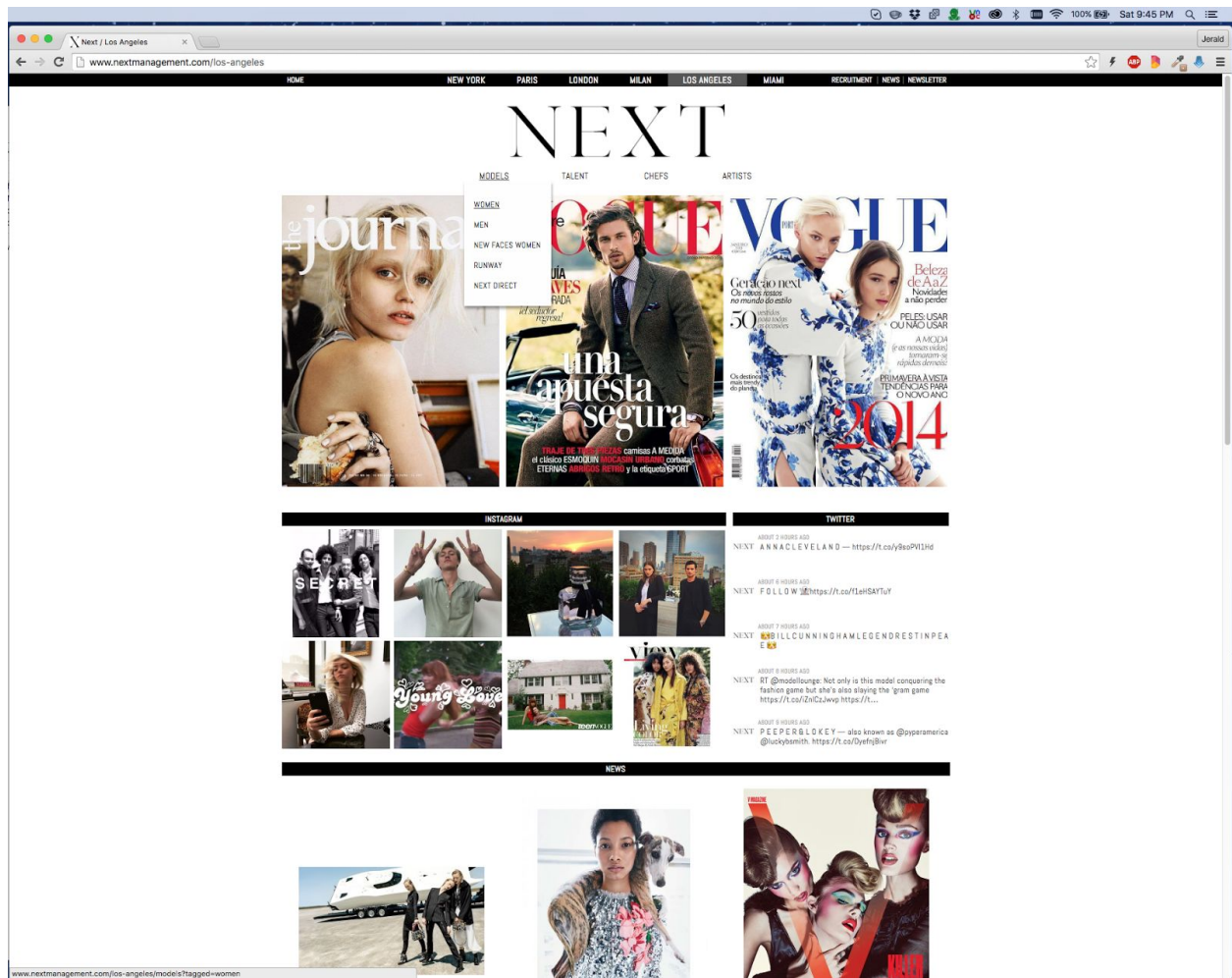
The Bad

1. The site is not responsive.
2. It is difficult to click on the menu items in the navigation bar on a phone. You have to pinch and zoom because the menu items are too small.
3. Because the page is not mobile optimized, clicking on the left and right arrows of the slider is difficult unless you zoom in.
4. The video seems like it was added at the last minute.

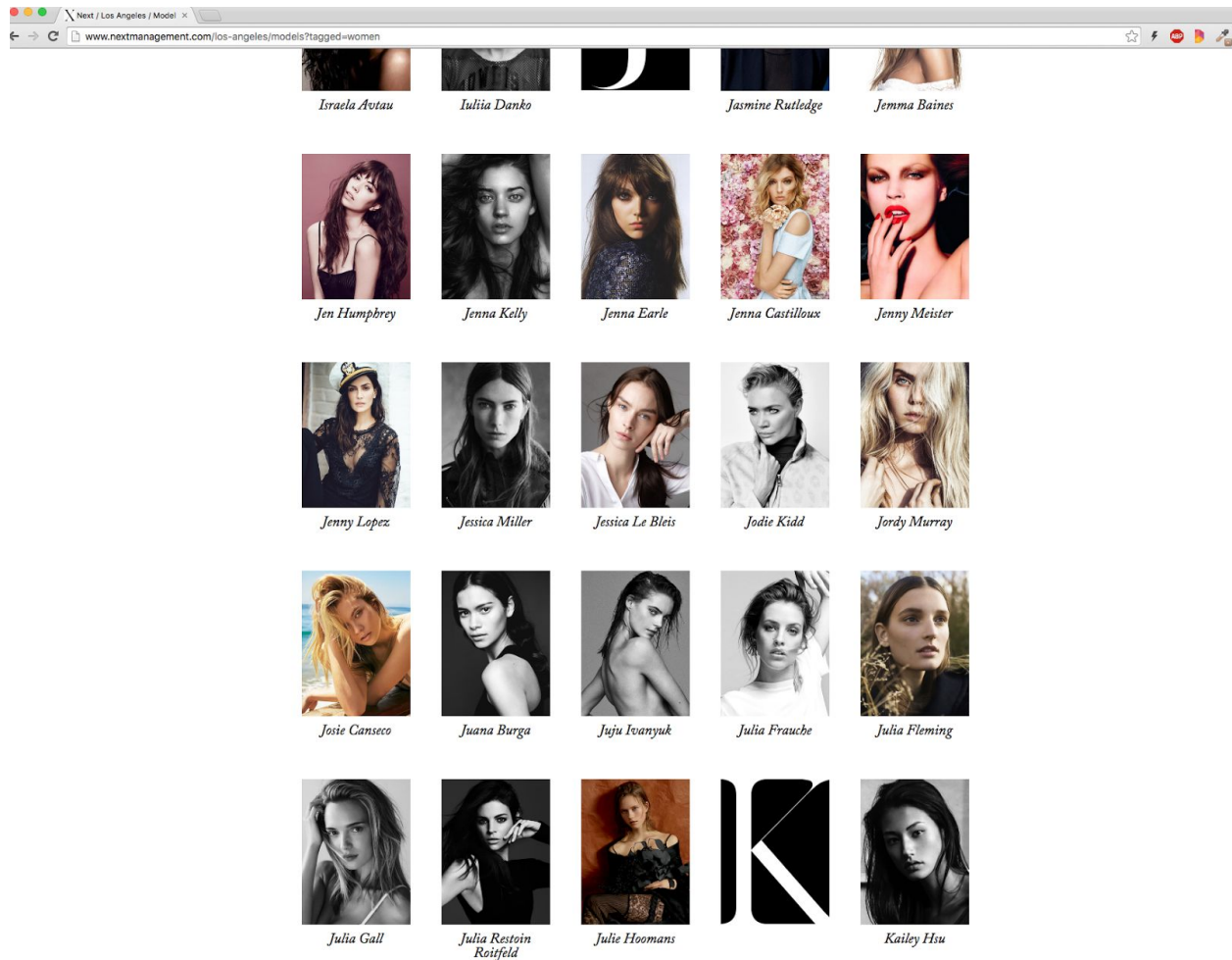
NM LA - Desktop Homepage



NM LA - Desktop Navigation



NM LA - Desktop Model Gallery



NM LA - Desktop Josie Portfolio

Next / Los Angeles / Josie

www.nextmanagement.com/los-angeles/profile/josie-canseco

HOME

NEW YORK

PARIS

LONDON

MILAN

LOS ANGELES

MIAMI

RECRUITMENT

NEWS

NEWSLETTER

NEXT MODELS

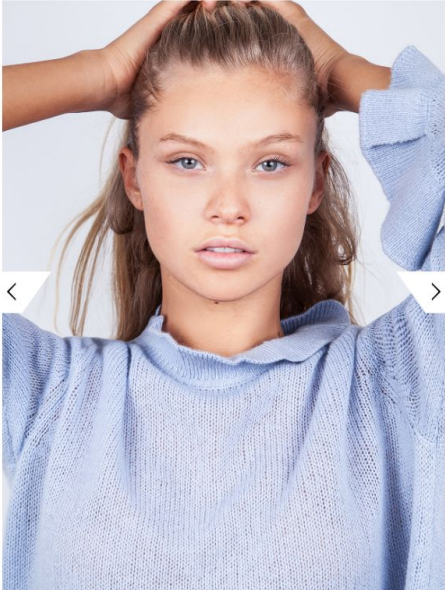
MODELS

TALENT

CHEFS

ARTISTS

Los Angeles • Josie Canseco



Josie Canseco

DOWNLOAD/PRINT PDF

Height

5'9" / 175 CM

Bust

32"

Waist

22"

Hips

34"

Dress

2

Shoe

8

Hair

BLONDE

Eyes

BLUE

Follow

1 @JOSIECANSECO

90.0

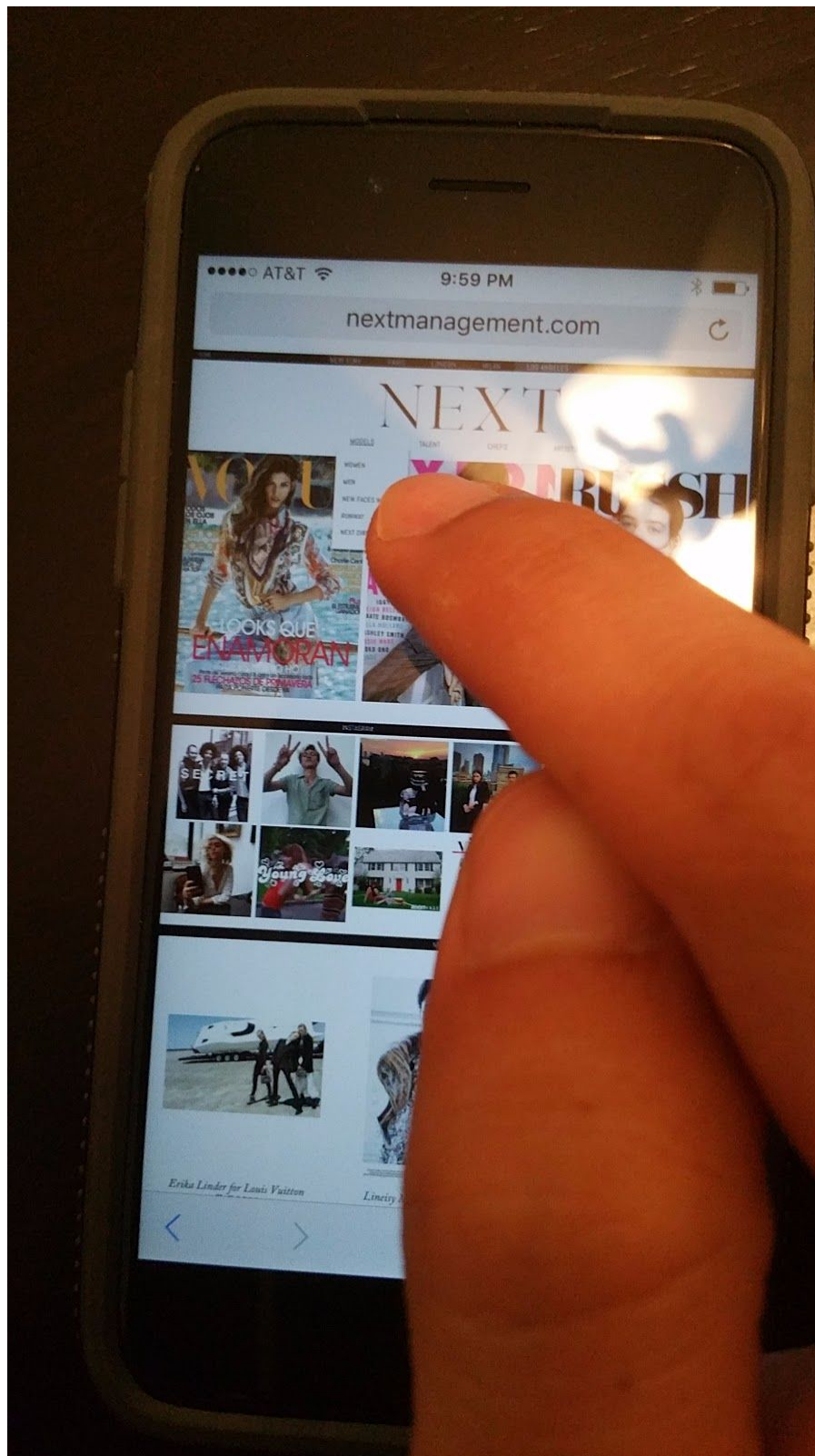
Like

5

Tweet

EMAIL

NM LA - Mobile Navigation



AT&T

9:59 PM

nextmanagement.com

NEX

MODELS

TALENT

WOMEN

MEN

NEW FACES WOMEN

RUNWAY

NEXT DIRECT



INSTAGRAM

NM LA - Mobile Model Gallery

●●●● AT&T



10:01 PM



nextmanagement.com



Jen Humphrey



Jenna Kelly



Jenna Earle



Jenna Castilloux



Jenny Meister



Jenny Lopez



Jessica Miller



Jessica Le Bleis



Jodie Kidd



Jordy Murray



Josie Canseco



Juana Burga



Juju Ivanyuk



Julia Frauche



Julia Fleming



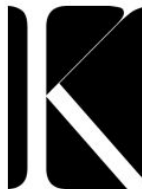
Julia Gall



*Julia Restoin
Roitfeld*



Julie Hoomans



Kailey Hsu



Karol Santos



Kasimira Miller



Kate Wagoner



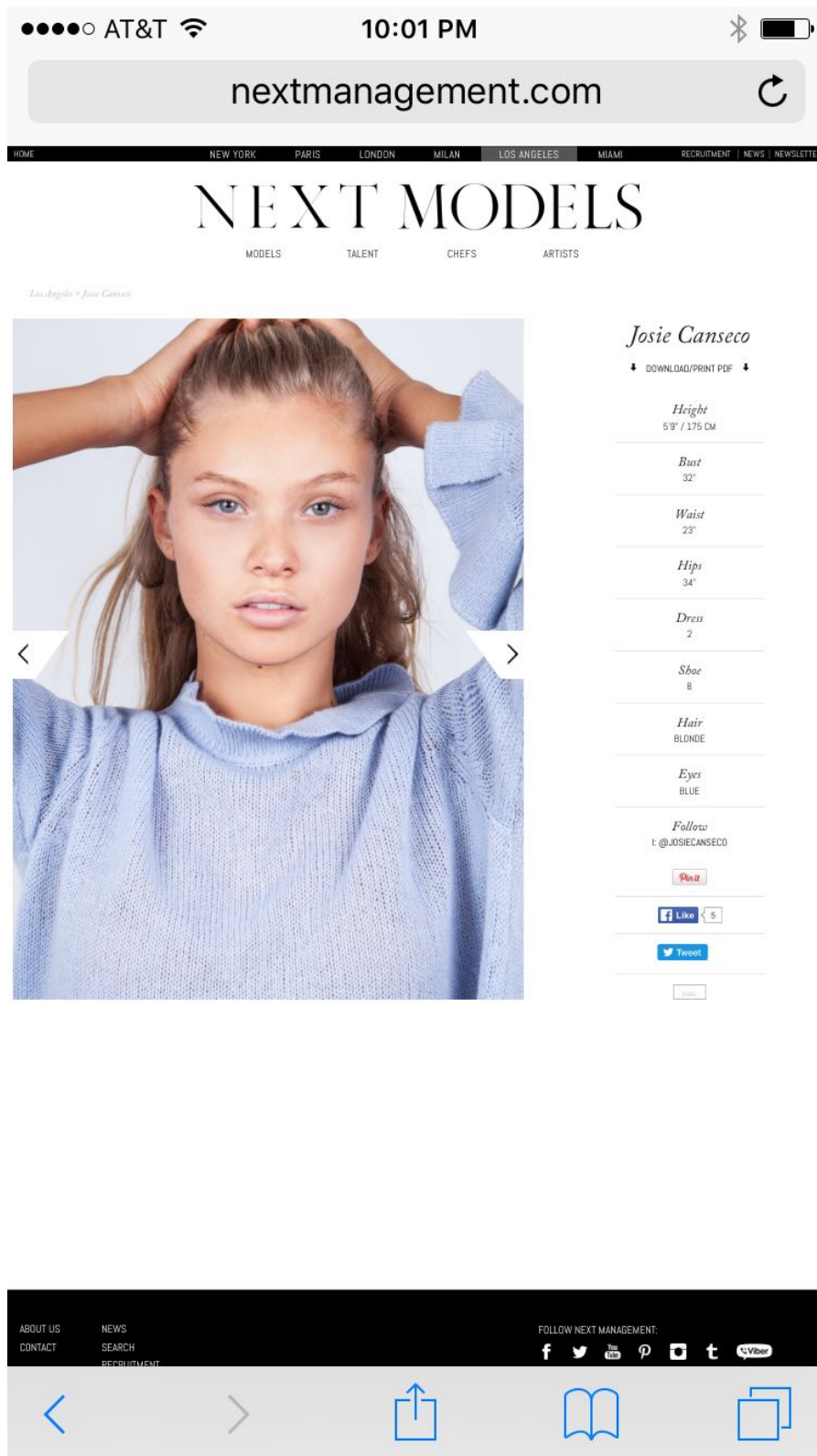
Kate B



Kate Amundsen



NM LA - Mobile Josie Portfolio



What Does Tiarra's Website need to be?

Tiarra's position in the modeling industry for los angeles can be unique by offering a truly mobile experience. As the statistics show from lamodels.com and nextmanagement.com/los-angeles, more and more people are viewing models on mobile devices.

Both websites use a slider functionality for the model's portfolio page which offers a great interactive user experience; however, both sites implementation of the slider feature produces problems when scaled to mobile applications.

This can be resolved by developing a slider truly compatible for interactions on mobile devices or provide an alternative solution that does not rely on a slider. Using a slider will offer the benefit of dictating the same user interaction experience that the competitor sites have "taught" the users to be accustomed to. Another alternative solution is to showcase all the images on the page and allow the user to scroll down the page to see more images. This will provide a simpler solution. Both solutions have their merits and when developed properly they will be great features.

With both competitors, even though Next's model gallery achieved better success in making their models stand out, both competitor websites have a very cookie cutter feel. Developing a site with a more custom feeling will add value to making Tiarra stand out from the crowd.

In order to compete with your competitors in search engine ranking, you'll need two essential things: Time and Content. Your competitor websites have been around since early 2000s and have vast resources to create rich content like lots of images and video. Basic SEO can be implemented into your site but to get incredible and highly favorable search results time and content are your allies.

To know a more detailed process of what type of content to produce and a strategy to get favorable Google search results, you will need to contact me for an upgraded analysis report. With this report you will get exact steps to help you achieve higher traffic and search ranking results.