

Competitive Analysis

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. Wilhelmina LA

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

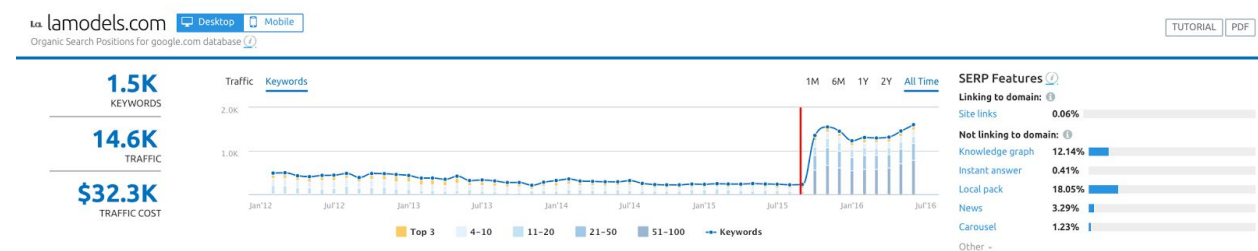
254

Traffic Cost

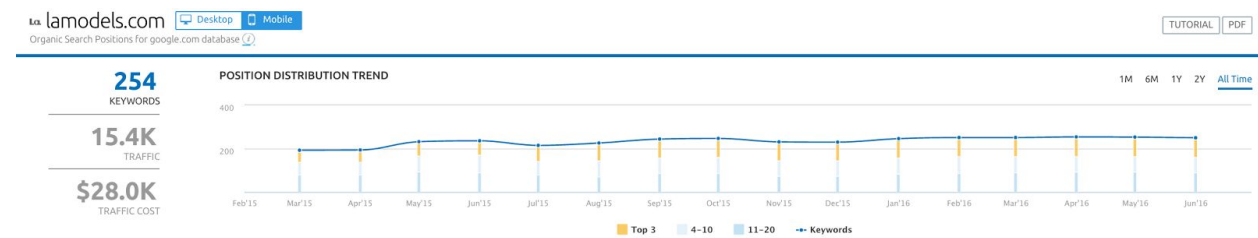
\$28K

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.

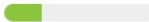
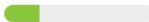
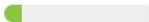
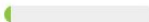
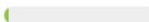
LA Models Organic Search

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

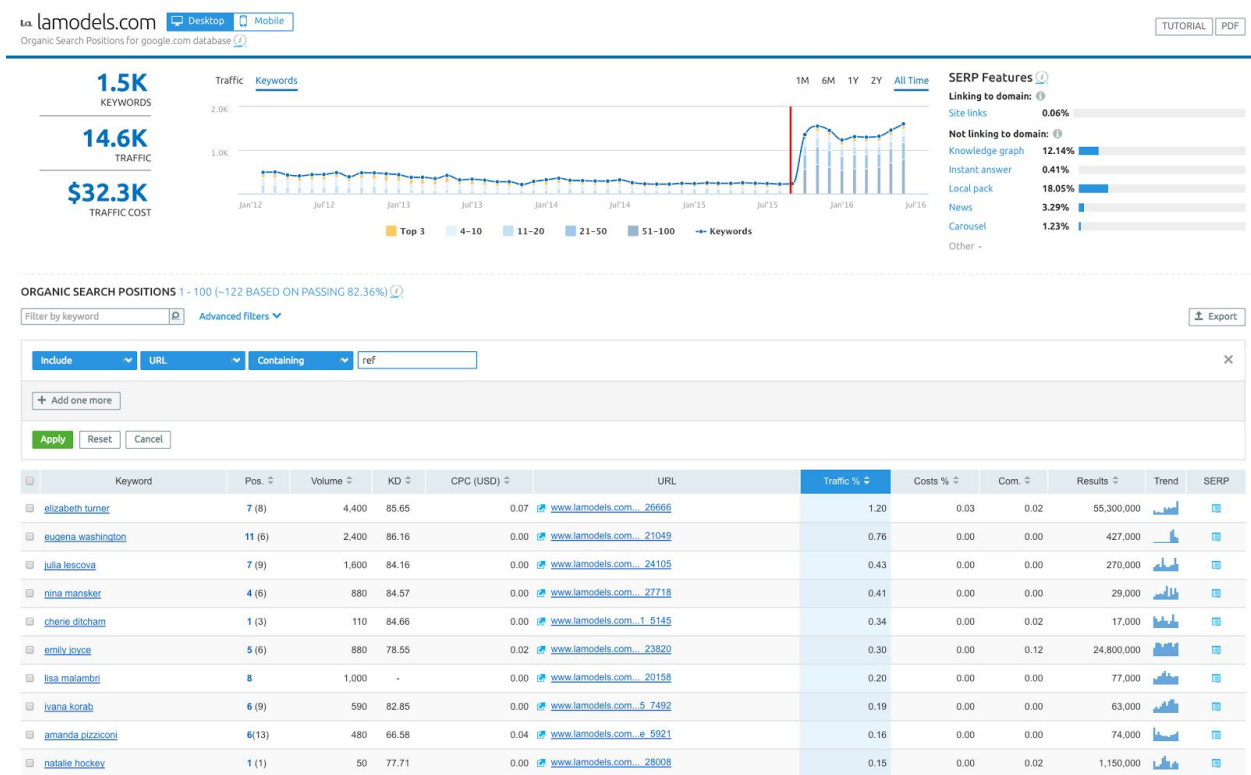
may 2016 TOP ORGANIC KEYWORDS (254) 

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	

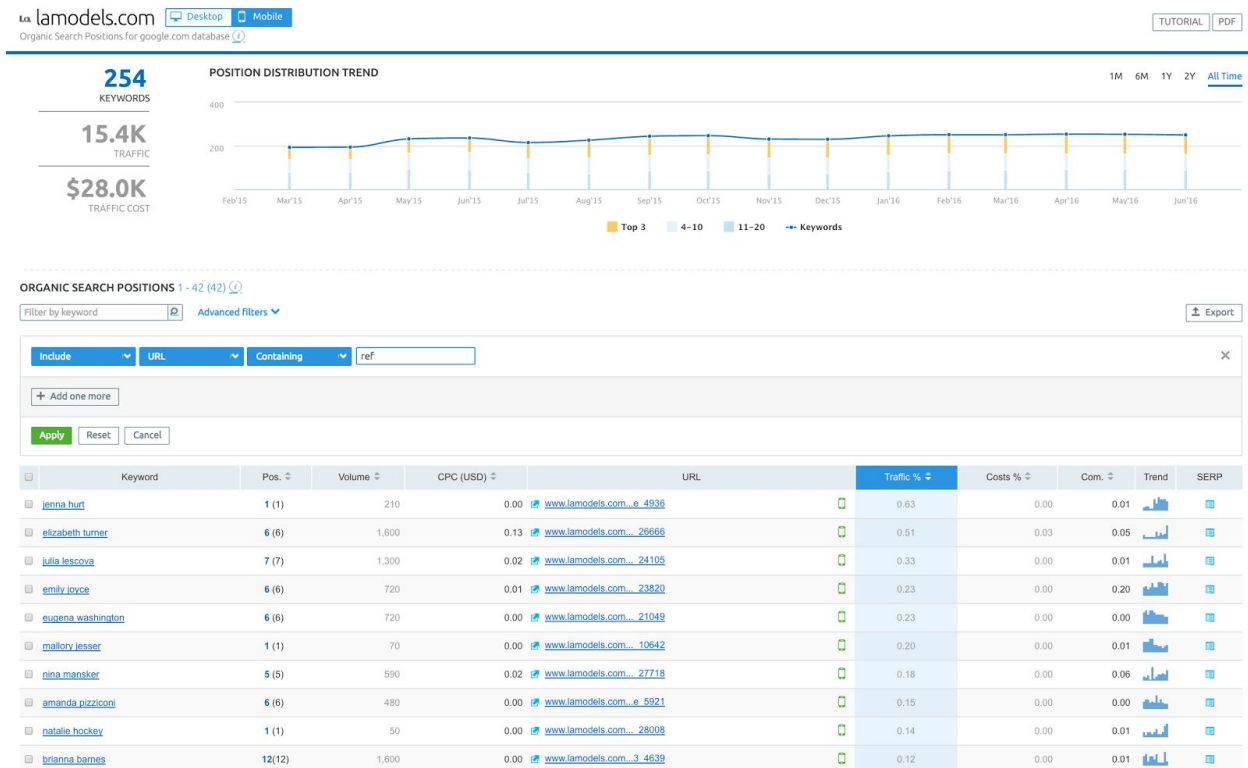
As you can see these keywords are extremely common words that most people would use when searching for a model in the Los Angeles area. Because of this, it makes these terms extremely valuable. Because of their content rich website and time they've been in the digital landscape since 1996 with a major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

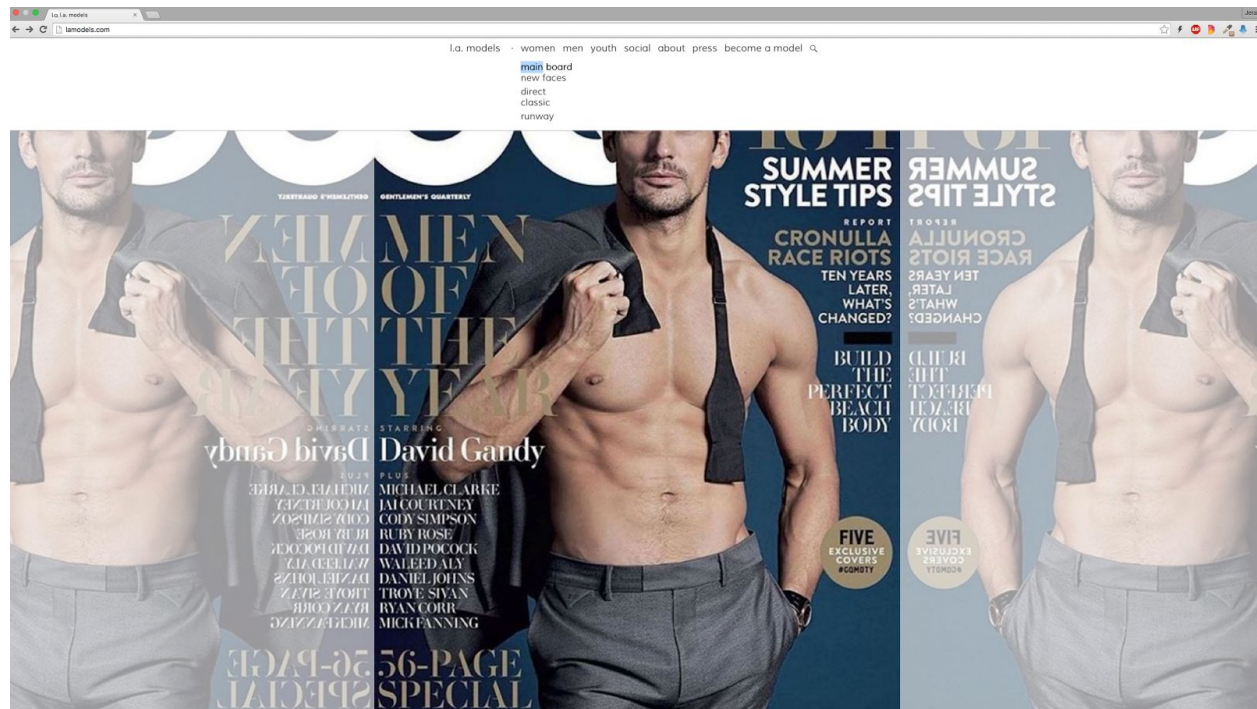
1. The site is not responsive
2. It is difficult to click on the menu items in the navigation bar on a phone
3. Hard to find your model through the navigation menu categories - You don't know if a model is a "new face", "runway", etc.
4. Images lose a lot of their impact because they are shrunk down 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.

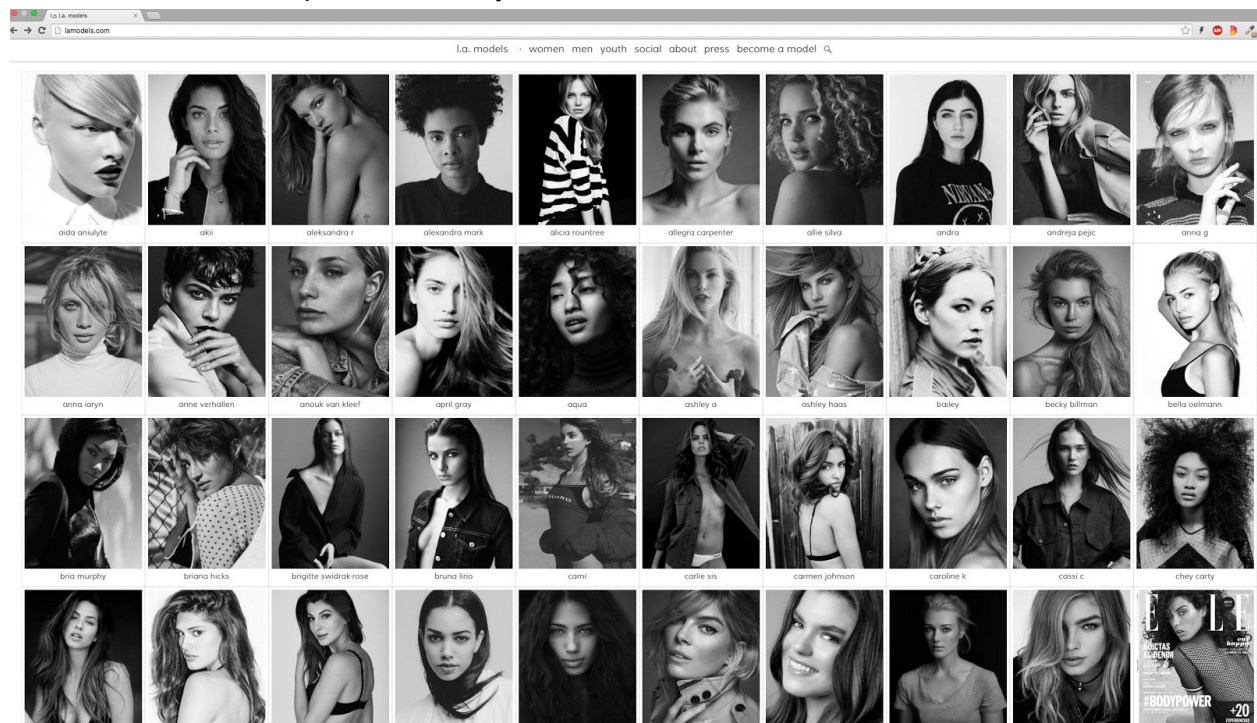
lamodels.com - Desktop Homepage



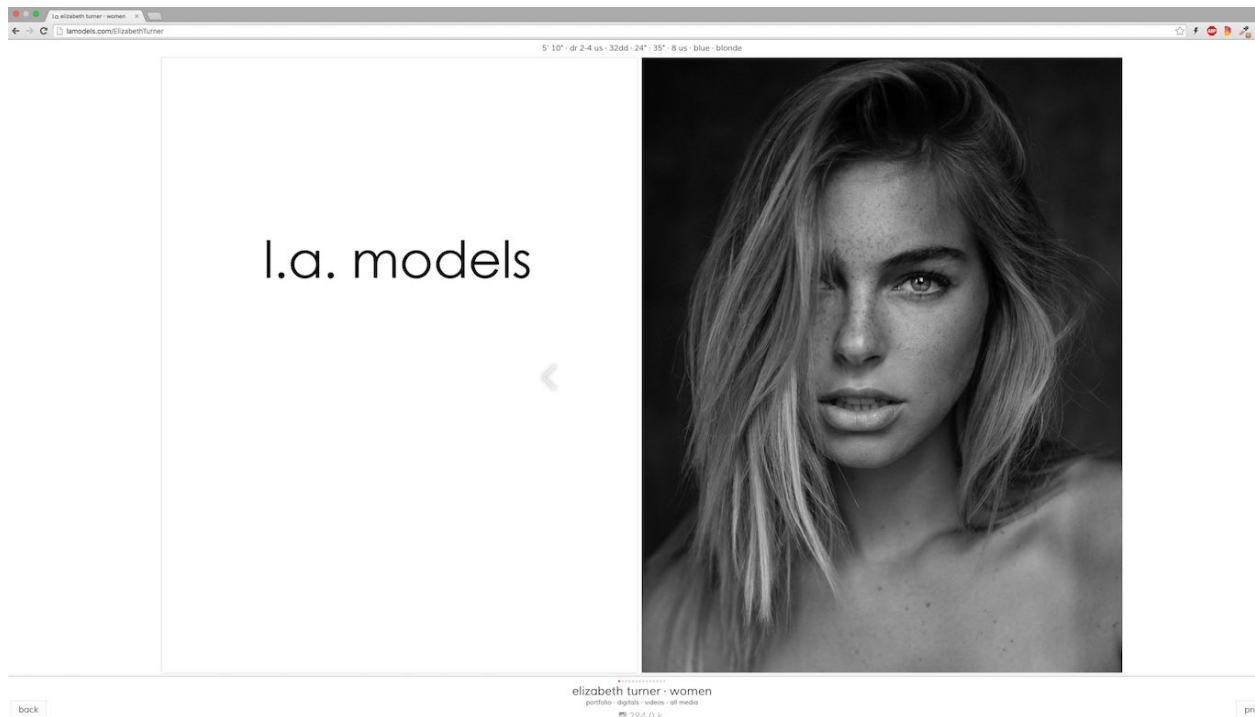
lamodels.com - Desktop Navigation



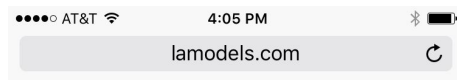
lamodels.com - Desktop Model Gallery



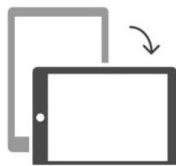
lamodels.com - Elizabeth Portfolio



lamodels.com - Mobile Homepage



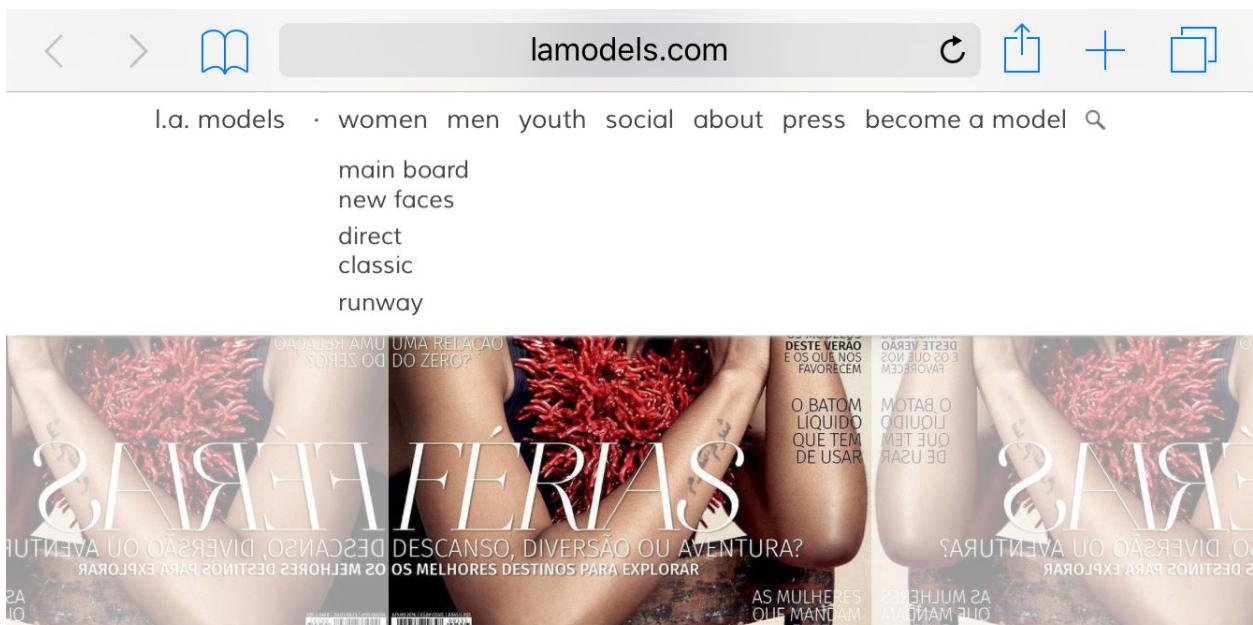
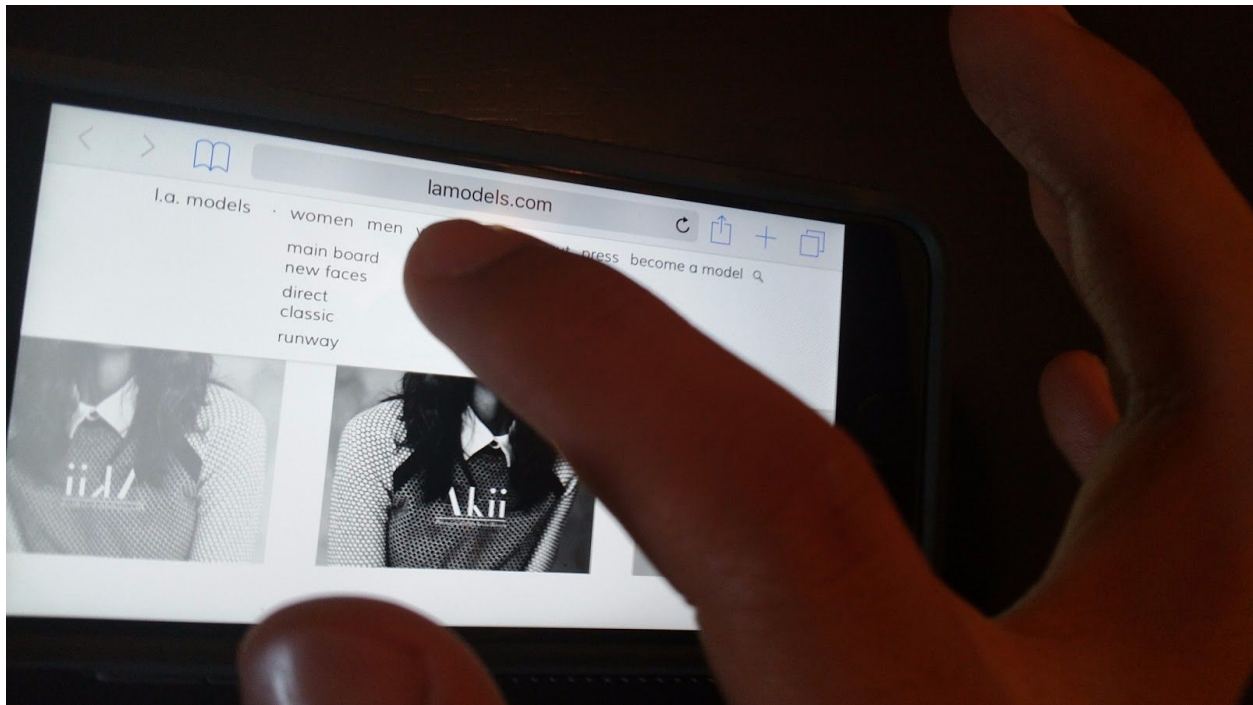
l.a. models.com
has been optimized
for best viewing
in the landscape mode



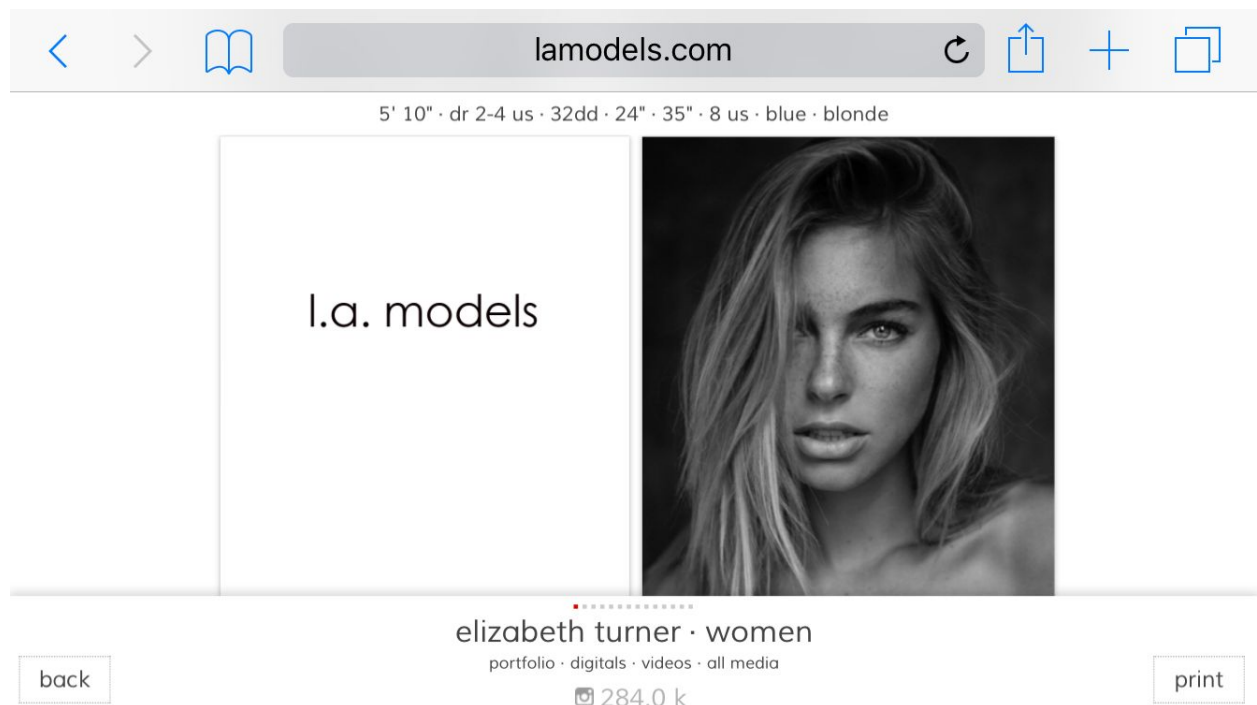
please rotate
your device



lamodels.com - Navigation Mobile



lamodels.com - Elizabeth Portfolio



Wilhelmina Models

Wilhelmina Models is a competitor that ranks in the top three in search results. While their main company's site launched on November 15, 1996, 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

79.1K

Keywords Implemented

9.5K

Traffic Cost

\$59.4K

MOBILE

Traffic

53K

Keywords Implemented

1.5K

Traffic Cost

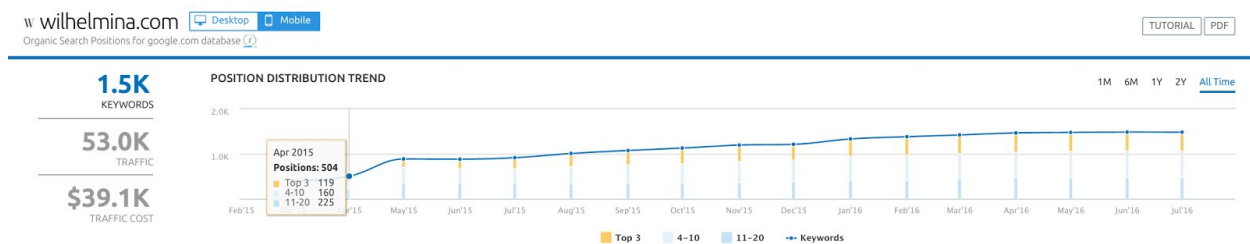
\$39.1K

Since March '15 - June '16

Desktop Website Statistics



Mobile Website Statistics



Compared to LA Models, Wilhelmina is getting 3.5 times more the amount of traffic but they are using about 5.9 times more the amount of keywords and spending about 1.4 times more the amount in traffic cost. Although Wilhelmina's desktop website has higher traffic than their mobile, you can see mobile is on the rise.

Wilhelmina Organic Search

Wilhelmina 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.

Modeling agency

Modeling

Modeling agencies

Wilhelmina

Wilhelmina models

live update TOP ORGANIC KEYWORDS (1,988)

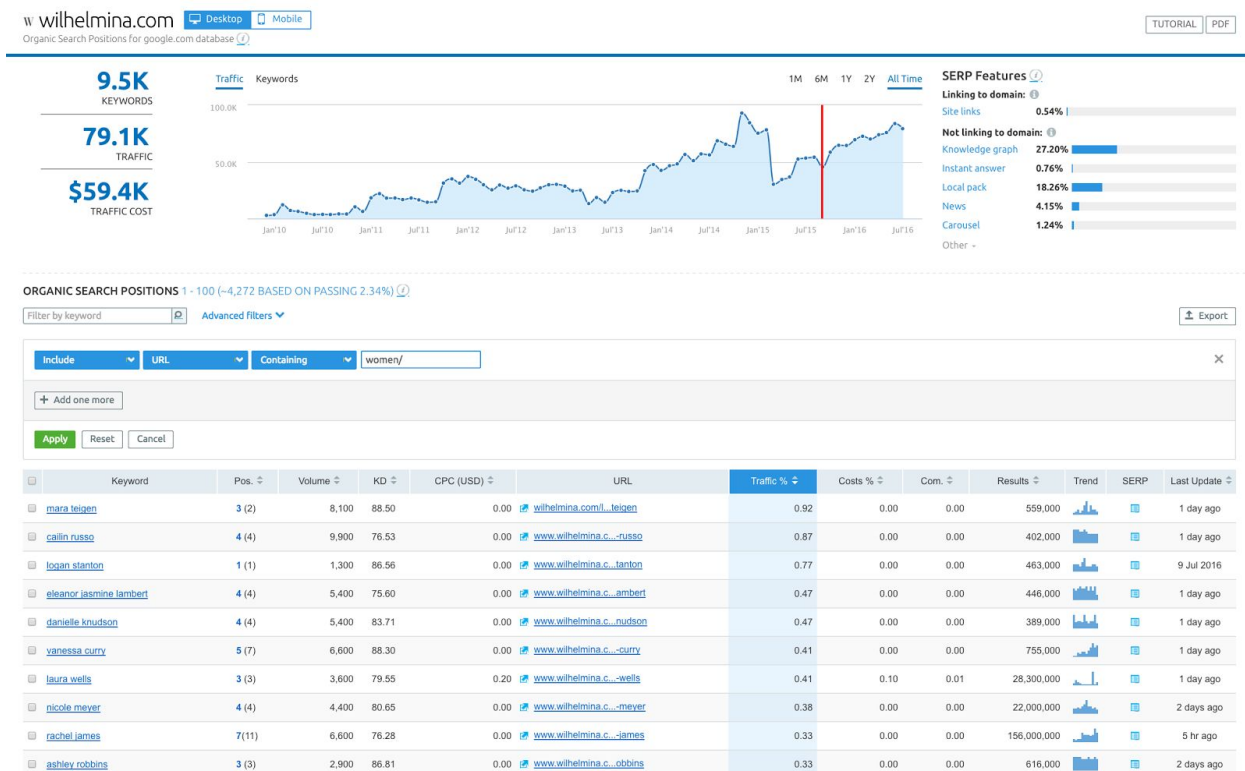
Keyword	Pos.	Volume	CPC (USD)
wilhelmina	1	22,200	0.02
wilhelmina models	1	9,900	3.10
modeling	3	27,100	1.23
modeling agencies	3	27,100	1.25
modeling agency	1	2,900	1.50

Export

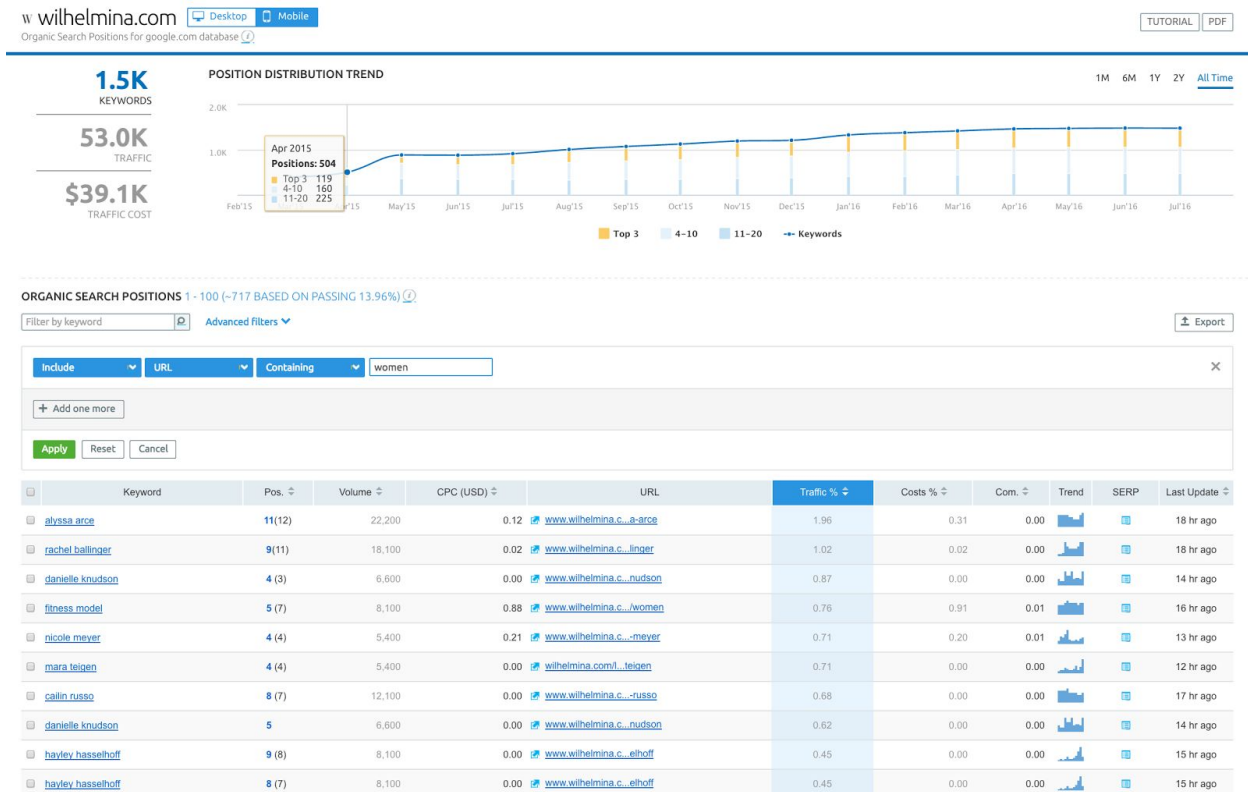
View full report

With highly-ranked positioning Wilhelmina is in the top ranks for essential industry targeted keywords.

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 Wilhelmina

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

We will analyze the process of navigating to their pages to assess the strengths and weaknesses of lamodels.com

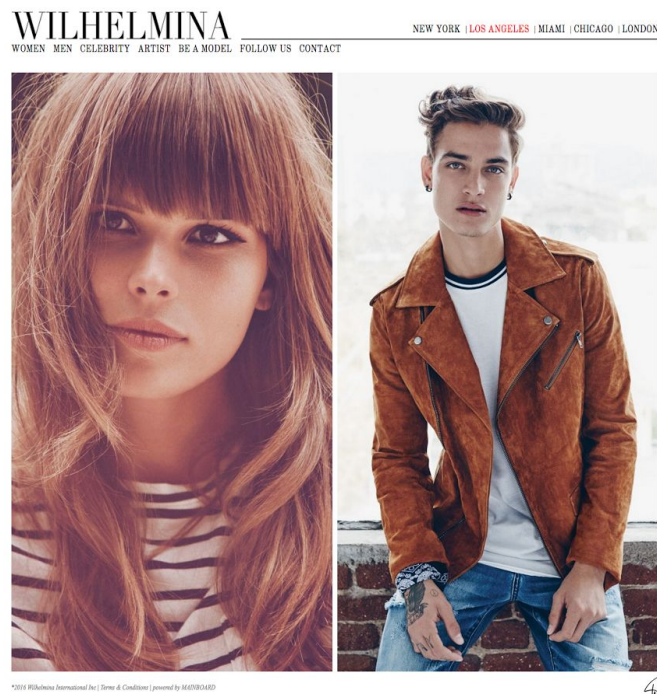
The Good

1. Very clean look
2. The models on the gallery page stand out more
3. You can view enlarged images by clicking on the model's pictures
4. The portfolio page has a simple but solid layout. Content doesn't feel cramped
5. Excellent quality images
6. Really get a sense of the type of modeling the model does by their images
7. Helpful search feature to easily find models

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 close button on the lightbox images is difficult
4. The model names are crammed below the model images on mobile

Wilhelmina LA - Desktop Homepage



Wilhelmina LA - Desktop Navigation



Wilhelmina LA - Desktop Model Gallery

WILHELMINA

WOMEN MEN CELEBRITY ARTIST BE A MODEL FOLLOW US CONTACT

NEW YORK | **LOS ANGELES** | MIAMI | CHICAGO | LONDON

MAINBOARD

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 9



ABI FOX



ALINA TIMOFEEVA



ALISSA GERAGHTY



ALLIE MALAKOFF



ALLY WALSH



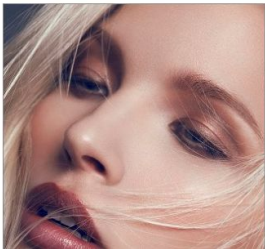
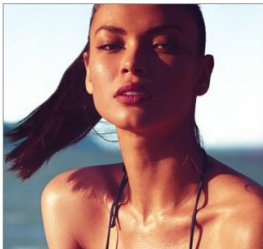
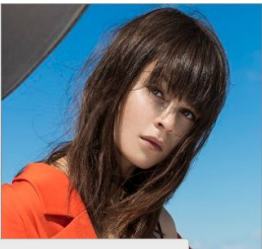
ALYSSA RILEY



AMANDA LI-PAIGE



AMANDA MONDALE



WILHELMINA

WOMEN MEN CELEBRITY ARTIST BE A MODEL FOLLOW US CONTACT

NEW YORK | **LOS ANGELES** | MIAMI | CHICAGO | LONDON

MAINBOARD

| 9



**MARA
TEIGEN**

Height 5'7"

Bust 32" C

Waist 24"

Hips 34"

Shoes 7 US/38 EU

Eyes Blue

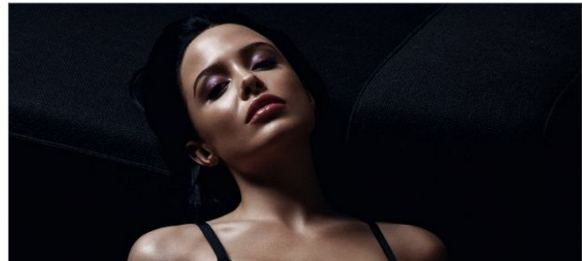
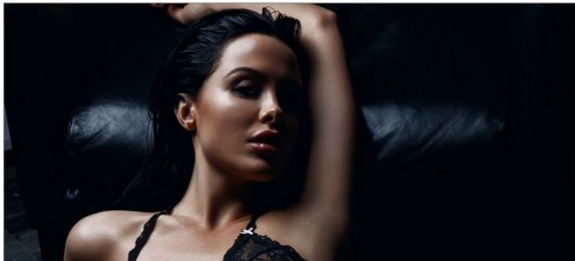
Hair Brown

**BACK
PORTFOLIO**

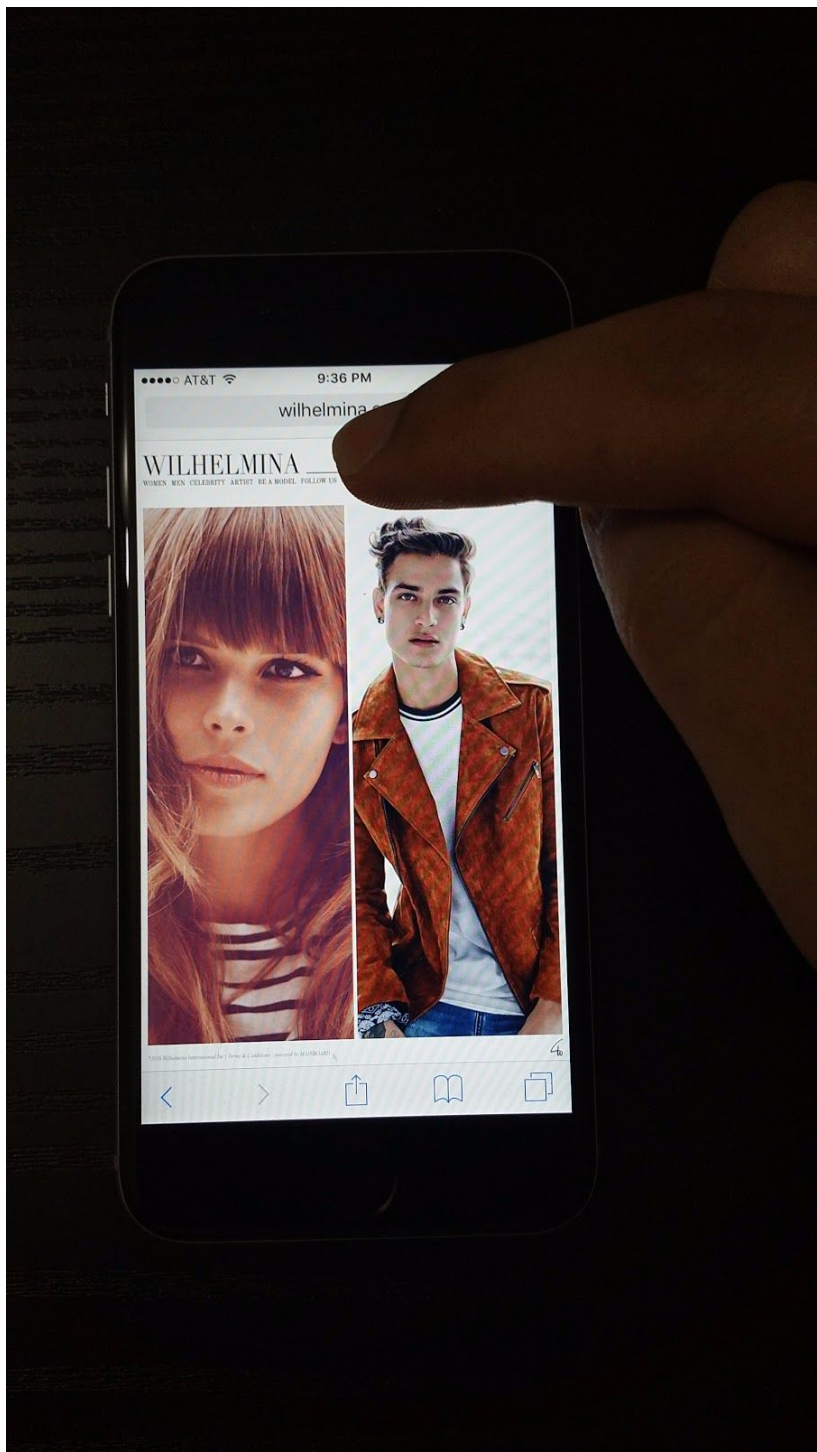


@MARATEIGEN_

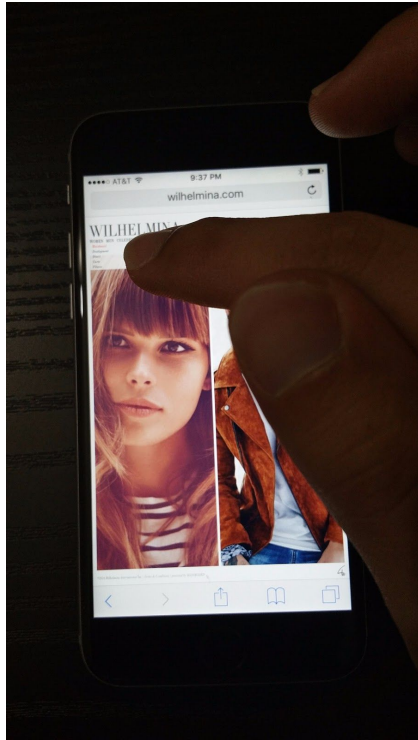
PRINT & EMAIL



Wilhelmina LA - Mobile Homepage



Wilhelmina LA - Mobile Navigation



Zoomed In



Wilhelmina LA - Mobile Model Gallery

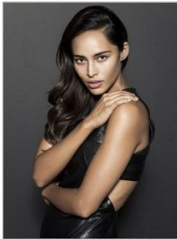




58%



9:41 PM



ADRIANA VILLARREAL



ALEJANDRA CAYA



ALESSIA MENOZZI



ALYSSA ARCE



AMANDA SALVATO



AMBER ALVAREZ



AMBER ASDOURIAN



AMY SCOTT



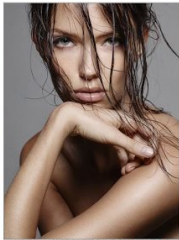
AN HAYWARD



ANALU ARAUJO



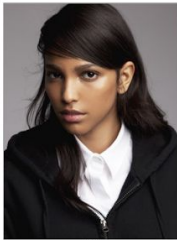
ANASTASSIJA



ANNA-CHRISTINA SCHWARTZ



APRIL PANITZ



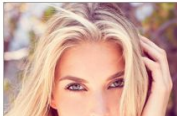
ARA



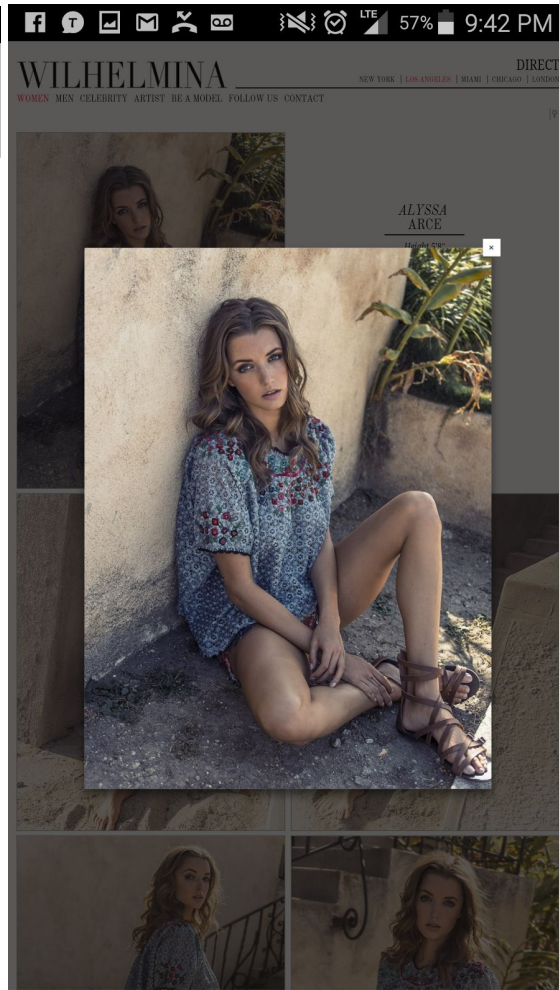
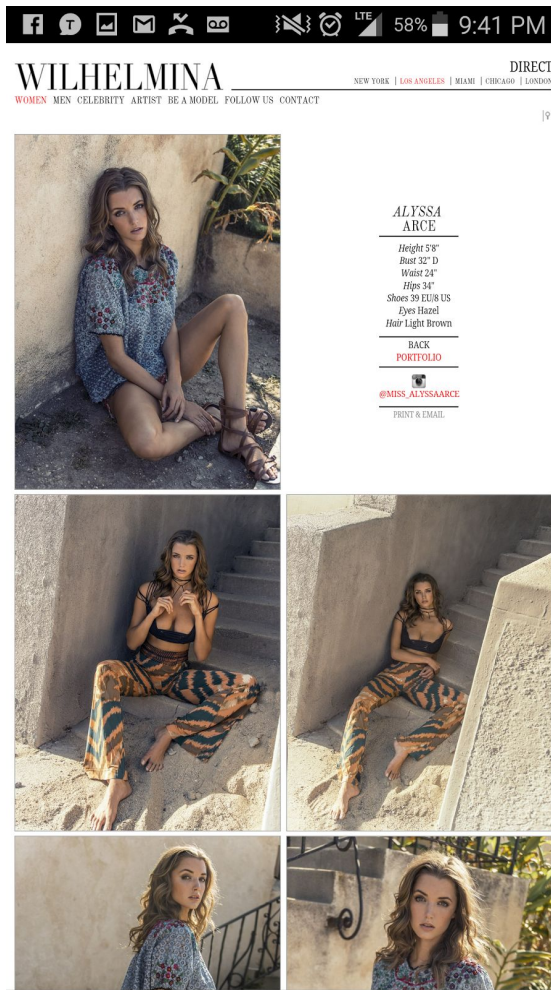
ARIANE TASCA



ARMANDA BARTEN



Wilhelmina LA - Mobile Alyssa Portfolio



In Conclusion - What Does Janey's Digital need to be?

Janey'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 the LA page of wilhelmina.com, more and more people are viewing models on mobile devices.

Both websites have common features; for example, listing the model's physicals in a highly-visible area on the website and lots of high-quality imagery; however, both companies cater to desktop. Navigating on these websites on mobile devices can be enhanced with more attention to detail and making the menus large enough on mobile devices and for Wilhelmina specifically is to enlarge the close button on the lightbox once a user clicks on an image to see it bigger.

With both competitors, even though Wilhelmina'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 Janey 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.