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**SWOT Analysis**

Website: <http://www.sixstarsautobody.com/>

Strengths

* Contains a link back to the homepage on every page

Weakness

* No online presence across most search engines
* Website was made 5 years ago and has never been updated. Made under no website development knowledge
* When searching for the specific name search brings back only the link to page. Should have small detail summarizing what website is about.
* Once page is open no call to action determined. Not sure what business wants audience to know
* Takes more 10 seconds to figure out what site is about. Average users would have closed website by then
* Website is dull. Made in black and white. Does not have any good design work. Does not follow any design rules. Page very amateur. Page does not grab audience attention.
* No nice images that describe service performed.
* Navigation is hard to find. Navigation is placed on top of page small font and not very easy to find
* Website does not reflect expertise or quality of service
  + Value of service not easy to understand

Opportunity

* While webpage is not being found on search, other competitor’s pages are not as well. Only results are for yellow pages and other business finders. Leaves room for owning search results.
* No social network buttons
* Page offers no reason for customers to call. Can bring more business by adding a get quote by phone service
* Offer a unique service on page
* No referral page

Threats

* Competitors found have an “ok” call to action