

Signs By Design

Project Analysis

Designer: Tim Turner

Client: Signs By Design
Project: Website Redesign
Designer: Tim Turner
Document: Project Analysis

Site Intent

The overall objective of this redesign is to modify current content, organize existing content, reduce number of pages (11) to a smaller more manageable amount of pages (6), increase web traffic, create one central navigation bar, remove broken or repetitive links and provide users with a solid background of why Signs by Design should be their business of choice.

Competitive Analysis

In the conversation of Competitive analysis the competition plays a great role in your complete analysis. I feel that analyzing a competitor is completely necessary no matter if the competitor is successful or not but with market share involved it is a necessity to see how your competitor is drawing or not drawing shares.

Provided Competition Analysis Sources

- www.rocketbanner.com
Global Rank: 686,563 US Rank: 184,250
- www.bannerbuzz.com/
Global Rank: 87,131 US Rank: 101,134
- www.signarama.com/
Global Rank: 186,503 US Rank: 38,005

Signs By Design Rank:
Global Rank: 18,870,346

Upon the completion of our competitive analysis we find that our competition is ranked quite a bit higher than Signs by Design. Furthermore the redesign will help increase web traffic and provide users the necessary information to help build the business.

Demographics

- Population: 58,556
- Median annual income: 36,969
- Median age: 35 years old
- Is home to more than 250 international firms from 26 nations, including BMW and Michelin

Targeted Audience

Upon the research discovered we have decided that with Greenville being such a large business hub we will focus on male business owners in there mid 30's in the area.

Target Persona

Jacob is a middle aged man who owns a coffee shop in the heart of downtown Greenville. He has recently been having an increase in visitor traffic and sales in the last few months. With idea of expanding in the future he focuses on getting his name out in the community and looks to the web for custom print items and fast turnaround.