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| --- | --- | --- | --- | --- |
| Strategy | Strengths | Weaknesses | Opportunity | Threats |
| Get Noticed |  | X |  | X |
| Drive Traffic |  | X | X |  |
| Be Sticky |  | X | X |  |
| Build Trust | X |  | X |  |
| Stay in Touch | X |  | X |  |
| Generate Sales or Leads |  | X | X |  |
| Create referrals |  | X | X |  |

When searching "pizzeria in Clifton, no," Villa pizza is not even listed, the first one to come up is a company similar to yelp but it compares and rates how the food is, the menu, and service in terms of percentages. Villa pizza is found all the way at the end of the three pages of listed pizzerias located in Clifton with a 0%, no comments, no features, and no buzz.

http://business.intuit.com/boorahrestaurants/cu/1554/NJ/Clifton/17/Pizza.html?start=20

The one listed with the most buzz was "Mario’s Pizzeria in Clifton"

As far as comments on the food there was an equal distribution of good and bad comments. They have 3 stars on yelp, and the website is a lot cleaner and well distributed, in terms of layout, than Villa Pizza. The website takes a while to load but the same issue is displayed with Villa Pizza.

When looking through yelp and what comes up for Villa pizza, they get 2 stars. Unfortunately some of the information I compared was out dated. For example Yelp stated that Villa pizza didn't have Wi-Fi or a TV, which it does, and it is one of the main features Villa pizza advertises. As far as the Google review they scored 12 out of 30, while Mario’s received a 14/30

Bruno’s, wasn't as buzz worthy as Mario’s Pizzeria, however, it has the highest rating of pizza in Clifton, no when search in Google and yelp. They have obtained a 20/30 and they have 3 and 1/2 stars on yelp. In terms of commented reviews the majority of the reviews were really good; the majority seems to enjoy the pizza. They have a simple, clean, and self-explanatory website created by a professional

http://brunospizzeriaclifton.com/

However, the services and community involvement that Villa Pizza offers is not offered by Bruno’s. I feel that these are key attributes that the city might enjoy and the pizzeria may get news worthy articles that can drive traffic into their websites for the cause and drive business. Additionally they should consider changing a lot of their tags or present themselves a lot more online. They are in a busy street in Clifton; however, they do not have any presence when you search "pizza in Clifton, NJ" on Google, the highest search engine. If the people from Clifton do not know about it, it may be difficult for other areas to find out about the pizzeria, through an online search. They offer delivery to Passaic, Clifton, Garfield, Paterson, and Elmwood Park which they should definitely have as another one of their main features.

Looking through Google Ad words I searched "Clifton pizzeria in new jersey" and "pizza in Clifton, NJ" and the second option had a lot more searches performed (approximately 2,000) the website loads quickly and it builds trust on the home page. There is a description of the owner, and how the pizzeria came to be. There is also an image of the restaurant which assures the customer of the location. The menu loads quickly, coupons, and services provided are mentioned, but they are all over the place.

I find that it would be easier for the company to list all of its important features at the beginning of the web page, especially above the fold rather than spreading them out in random parts of the page. Even if it’s in one of the tabs, listing the features of the pizzeria would make it easier to visually see the features of the website.

A main concern I find in this website is that it has redundant information. Although it reminds the customer of the benefits and items available in the store, a lot of the tabs have parts of the menu that are already included in the menu.

The background seems outdated and so does the font. I believe it is common sans, and it is a font that should be avoided. The pizzeria also holds fundraisers and discounts to veterans and good causes which should be highlighted for the Clifton community. Images are not great, they pretty much look like basic clip art, and Images are really large, as well as text and it is in image form/puff form, not text. A lot of Meta tags could have been provided for better search results and web traffic.

Every page does contain a link to go back to the homepage. They have 2000 followers/likes on face book, and they also have a twitter, which shows that they are up to date with social Media. A lot of the specials are presented in these pages as well as the home page of the website, which shows that the website has up to date content, just not images, web designs, or well thought out search optimization techniques.

This pizzeria stresses the fact that it has Italian origins, by including Italian poems and similarities that would make customers that enjoy Italian food inclined to come in a stop by for lunch and the website as well. By maybe linking an RSS tag or a blog site where they can put weekly events, organizations, or Italian poems, they can keep that image going and provide it with

A main concern, when entering this website is the audio. An Italian song is provided but there is no place to stop it or re-play it. This is an issue for people at work who might be making dinner plans, or other reasons, that would cause the customer to quickly leave the page because of embarrassment. Overall the website is all over the place, there are too many features that are displayed in different places, too many menu items displayed individually in the tabs.