**Website Analysis**

DATCB/565: Data Analysis and Business Analytics

Competency 1 -Reflection

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Even though Amazon is the most dominant retailer of the three, eBay provided the best buying experience since it allows potential consumers to bid on products sold. It acts like an auction site that allowed me to place bids on mobile phones I wanted to buy, and I had to be keen on bidding to ensure the bid was successful, which felt thrilling. There are various products on sale by individual sellers, making it easy to find brand-new products and second-hand goods. It is easy to find unique products, and the bidding process is enjoyable. One can also get products for less money than anticipated.

The website that provided the worst buying experience was Princess Polly. The retailer's website was too much. It has an annoying feature where when a user is navigating the website using the mouse, it automatically selects the icon it hovers over. One can be six pages into the dresses section, and suddenly they are returned to the home page. The website's design is also unsatisfactory since it lacks a clean and professional outlook, making it seem untrustworthy and less credible. The economic value opportunities include the need to develop a minimalistic and clean look that utilizes a lot of white space. The platform's color scheme should be user-friendly so that it does not seem too bright from the user's end. Even though the site's topography is easy to read, it could use smaller fonts to allow for the inclusion of prices on all the products displayed on the first page. They could also follow eBay's strategy and enable users to bid for products.

If I were to create a website to sell a product, it would be easy to use since users prefer quick responses; thus, it is disadvantageous if they are forced to look hard for information on the product. This would help them utilize, comprehend, and stay on the platform. This would involve developing logical and obvious navigation with a straightforward hierarchy. There would be visual cues and layouts to ease functionality. The site will meet the needs of those searching for the product and those browsing. Users will be able to finish their tasks fast using the onsite search.

The website would be optimized for mobile phones. The site should work effectively on any platform, including on tablets and mobile devices. This will improve the user's experience and increase the site's SEO ranking. The site will use simple language that users can understand. It must remain relevant, accurate, and updated regularly. Social media and blog updates effectively add new content, maintains user interest in the platform, and improve the site's SEO (Hisrich et al., 2020). Lastly, the site will use meta tags and titles on each page, while every image will contain alt tags. The website would also use software that connects users to a supplier's website, thus developing a low-cost ordering ability that prevents users from going to other websites (Dess et al., 2021). The site's content will be optimized to align with the words people constantly search for. Keywords will be used in links and content. The cascading style sheets will be used for the layout, while the HTML code will always remain clutter-free. It will allow visitors to share the website's content.

**References.**

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Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). Entrepreneurship (11th ed.). McGraw- Hill.