

Competitors	URL	Purpose of Site	Summary of Content	Notable Features	Visual Styling Strengths	Overall Weaknesses	Analysis
AMANDA PETRIK-GARDNER, LCPC	http://www.amandalcpc.com	To provide information about their business, such as services, rates, treatments etc.	a multi paged website, that has consistency among all the pages with styling. information is spread out among pages with easy navigation bar and basic contact info footer always present	Contact info is always present at bottom, so always easy to find, as well as mailing list pop up. Nav bar is super easy to navigate and uses easy readable language to help users quickly find what they are looking for	Color scheme is nice and simple, layout is also super simple	There are several pages including a base rates and services page that could have been combined into 1 page with information next to each other, seems a bit too spread out	Very simple site focused on the idea of presenting information about the business and the types of services they offer
MICHELLE SALZMAN, RN, LSCSW, LCS	https://www.horsesensekc.com	Informational site for the following: information on equine assisted therapies for different issues (individuals, families, groups) provided by Michelle Salzman; Michelle Salzman's experience and training; social media links; collecting information for mailing list.	Multi-page site with consistent information in the header (logo, contact info, social media links, menu with search icon) and footer (scrolling Twitter feed, logo, contact info, links to social media and privacy policy and downloadable intake forms, search bar). Styling across pages is inconsistent as typography type and color appear different on each page.	Site owner appears to be active in many social media platforms but clicking on each link shows many years' absence on each platform, and further inspection shows a link to a now defunct Google+ site.	Good logo; header contains contact information that is easy to read due to good use of negative space.	There is no consistent pattern across pages so sometimes there is a lot of negative space and sometimes the space is crowded with text and images. Typography changes from page to page.	Busy site that needs an editor, a strong theme and pattern, and updating. It provides a lot of information and photos of the owner/therapist and this type of therapy, which provides a sense of familiarity.