

# A COMPETITIVE ANALYSIS OF institut' DERMed

idermed.com

## Overview

The institut' DERMed (IDCAA) website is clearly built to be a marketing engine for multiple related businesses: Medical Spa Services, Professional Training, online retail store offering Professional and Retail products. This site does an excellent job of informing and engaging the client.



## Site Design

### What's Working?

The uncluttered site, fresh colors and graphics have a precise, professional appeal. Well organized and easy to navigate. All design elements are consistent. It uses a shopping cart model for its training classes which also cross sells additional classes and professional products. Excellent use of social media widgets to ask friends for advice regarding products and services along with verified testimonials.

### What's Not Working

Site is not responsive.

Effectiveness: ★★★★★

## Ease of Navigation

### What's Working?

Main navigation is simple, well organized and divided into seven categories. Three of the categories have rollover dropdown menus. Supplemental breadcrumb navigation was effective in displaying current location in relation to other pages.

### What's Not Working

Institut' DERMed is a mix of links to 3 interrelated websites: idermed.com, idermedstore.com, and iidermedskincaretraining.com. It's sometimes easy to get lost in the navigation maze.

Effectiveness: ★★★★★

## Quality of Content

### What's Working?

"Best of Breed" for content. Feature grids make selections easy to see and compare. Multiple avenues of cross-selling. The site also contains Video, Industry articles, Books and Educational articles designed to engage the consumer. Classes offer early bird and group discounts with standard and extended payment PayPal options.

### What's Not Working

Classes do not say how many CEU's each class offers

Effectiveness: ★★★★★

## Clarity of Purpose

### What's Working?

It's clear this website caters primarily to the professional aesthetician. You get a clear sense of the school owner / instructor and her stringent attention to detail.

Effectiveness: ★★★★★

## Overall Impression

### What's Working?

This site sets a very high bar for content, functionality, and ease of use. Of all the Georgia State Board approved CEU providers, this site far outshines the others.

Overall: ★★★★★

# A COMPETITIVE ANALYSIS OF Atlanta Institute of Aesthetics

www.atlantainstituteofaesthetics.com/

## Overview

Atlanta Institute of Aesthetics is a full and part time adult technical education school. Offering certifications in Aesthetics, while it's sibling schools offer Massage, and Personal Training. For our purpose we are focusing on only the Atlanta Institute of Aesthetics. The school offers limited Continuing Education Courses approved by the state of Georgia for Cosmetology license renewal.



## Site Design

### What's Working?

The site design is appealing, if not a bit unfocused by advertising multiple schools on their homepage.

### What's Not Working

The website is not responsively designed.

Effectiveness: ★★★

## Ease of Navigation

### What's Working?

One click on the home page menu takes you directly to the continuing education page. It's easy to sort the table of class listings by clicking the column headings.

### What's Not Working

It's easy to miss the continuing education link due to color and size. Class listing contains no description. You must click-through for additional information. The subject column contains multiple programs, you cannot sort them independently.

Effectiveness: ★★

## Quality of Content

### What's Working?

Now is the time for all good men to come to the aid of their country.

### What's Not Working

Some of the classes are miscategorized by profession. For example, classes are incorrectly listed as applying to Aesthetics when in reality they are not.

Effectiveness: ★★★★★

## Clarity of Purpose

### What's Working?

It's clear that it's a professional educational organization

### What's Not Working

Some of the pages give the sense of being cluttered.

Effectiveness: ★★★★★

## Overall Impression

### What's Working?

The site clearly focuses on education and is student focused.

### What's Not Working

It's offerings of Aesthetics CEUs are lacking.

Overall: ★★★★★

A COMPETITIVE ANALYSIS OF

# National Trichology Training Institute

nttiusaga.com

## Overview

Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country. Now is the time for all good men to come to the aid of their country.



<h3>Site Design</h3>	<h3>Ease of Navigation</h3>	<h3>Quality of Content</h3>	<h3>Clarity of Purpose</h3>	<h3>Overall Impression</h3>
<p><b>What's Working?</b> Landing page uses responsive design, with appealing graphics and colors. Strong call to action messages.</p> <p><b>What's Not Working</b> This is clearly a new landing page implemented in front of an older non-responsive website. The interior pages do not match the design or format of the main page.</p> <p><b>Effectiveness: ★★★</b></p>	<p><b>What's Working?</b> Three links on the landing page scroll to various parts of the page. Stationary heading and floating "top of page" link make the front page easy to navigate.</p> <p><b>What's Not Working</b> Two of the main links, - the Enrollment and Courses links take you to an older website.</p> <p><b>Effectiveness: ★★★★★</b></p>	<p><b>What's Working?</b> The landing page content is informative and attractive without being cluttered.</p> <p><b>What's Not Working</b> Interior Course page shows links for class levels. The syllabus info displayed is actually a slow moving carousel of the different course sections. Clicking on one of the links brings up a static pop-over that displays the same information and partially covers the carousel text below. Very distracting.</p> <p><b>Effectiveness: ★★</b></p>	<p><b>What's Working?</b> It's clear that this school is focused on Trichology.</p> <p><b>What's Not Working</b> It's unclear whether this is a state approved school for CEUs.</p> <p>The site does not state that it is a distance learning program. You must download the application to see that qualification.</p> <p><b>Effectiveness: ★★★</b></p>	<p><b>What's Working?</b> On initial contact the site is impressive.</p> <p><b>What's Not Working</b> Once you get to the interior pages, it's sorely lacking in quality information..</p> <p><b>Overall: ★★★</b></p>

Ratings: ★ = Worst ★★★★★ = Best