



University of Wisconsin-Madison

**UW E-Business Consortium**

*"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"*

www.uwebc.org

**Project Report**  
(Abridged Version)

# **Competitive Analysis for Website and Marketing Improvement of Durdylooks.com and RaceTeamGear.com**

## **Project Sponsor**

**The Swiss Colony**

## **Authors**

Natalie Bianchi

Matthew Garfield

Jeremy Shin

Sri Harsha Tallapragada

Chawin Tayjasanant

December 2007

## Executive Summary

The The Swiss Colony is well-known for its delectable assortments of meat, cheese, nuts, and candies baskets. As a direct marketer, the company also has several other catalogs and websites that sell a wide variety of products including clothing, jewelry and furniture. The company has recently added two new websites: Durydlooks.com and RaceTeamGear.com. The purpose of this student-team project was to assist The Swiss Colony by performing competitive analysis to improve the website and marketing for Durdylooks.com and RaceTeamGear.com.

The primary goal of this project was to perform a competitive analysis on DurdyLooks and Race Team Gear. The competitive analysis compared each of these sites against four direct competitors to identify new strategies and recommendations to provide forward growth for the companies. Our website competitive analysis was comprehensive and examined 75 different features and capabilities in the areas of Site Design, Site Functionality, and Customer Value. Included in the competitive analysis was a real estate analysis to compare the home page utilizations of all websites used in the report.

The second objective of the project was to identify new marketing strategies for both DurdyLooks and Race Team Gear. Due to the fact that both sites are relatively new, they lack market presence. It is expected that increased marketing and consumer knowledge of the sites would drastically improve sales. The final objective was to suggest new domain names for DurdyLooks.com. While meeting with The Swiss Colony team, they mentioned that they were looking to replace the DurdyLooks name to avoid confusion with another Durdy website.

Recommendations for improving Durdylooks.com include, but are not limited to:

- Website Improvement to increase awareness and website visits through:
  - Importing Best Practices in competitors website
  - Adding more functionality (hyperlink e-catalog products, etc)
- Website Promotion to increase awareness and visits through:
  - Email promotion / Banner ads in Social Networking sites, etc.
- Premium product focused marketing to lead to sales though
  - Differentiated Design
  - Attaching Value to product
  - Value added service to Customer
  - Introducing More products in high contribution price range
- Further analysis for extreme price product sales

Recommendations for improving RaceTeamGear.com include, but are not limited to:

- Improving the company-logo to be more appealing
- Having a distinct title for every page of the website
- Gathering more customer data through surveys
- Having a pop-up menu to reduce the number of clicks required to get to a page
- Having a “similar products” / “recently viewed” feature
- Maintaining consistency across pages
  - Having size charts, recommendations at the same location on all pages
- Having as much information as possible “above the fold”

# Table of Contents

- 1 Project Overview ..... 1**
  - 1.1 Company Background ..... 1
  - 1.2 Project Goals ..... 1
  - 1.3 Project Approach (including Work Scope) ..... 1
- 2 Competitive Analysis – Part 1: Durdylooks.com ..... 3**
  - 2.1 Overview ..... 3
  - 2.2 Competitive Analysis Criteria ..... 3
    - 2.2.1 Site Design..... 3
    - 2.2.2 Site Functionality..... 3
    - 2.2.3 Customer Value..... 4
  - 2.3 Competitor Profiles ..... 4
    - 2.3.1 Urbanoutfitters.com ..... 4
    - 2.3.2 Shopbop.com ..... 4
    - 2.3.3 Bluefly.com ..... 4
    - 2.3.4 LandsEnd.com ..... 4
  - 2.4 Individual Company Findings ..... 5
    - 2.4.1 Durdylooks.com ..... 5
    - 2.4.2 Urbanoutfitters.com ..... 9
    - 2.4.3 Shopbop.com ..... 18
    - 2.4.4 Bluefly.com ..... 22
    - 2.4.5 LandsEnd.com ..... 26
  - 2.5 Evaluations and Best Practices ..... 31
    - 2.5.1 Grading Summary..... 31
    - 2.5.2 Site Design – Navigation..... 32
    - 2.5.3 Site Design – Aesthetics..... 34
    - 2.5.4 Site Design – Page Design..... 35
    - 2.5.5 Site Functionality – Search ..... 36
    - 2.5.6 Site Functionality – Personalization ..... 37
    - 2.5.7 Site Functionality – Security..... 38
    - 2.5.8 Customer Value – Content ..... 38
    - 2.5.9 Customer Value – Product/Service Information ..... 39
    - 2.5.10 Customer Value – Customer Service & Support..... 45
    - 2.5.11 Customer Value – Contact Information..... 45
    - 2.5.12 Customer Value – Financial Services ..... 46
  - 2.6 Side-by-side Shopping Experience  
(DurdyLooks vs. UrbanOutfitters) ..... 47
  - 2.7 Website Analytics ..... 53
    - 2.7.1 Overview..... 53
    - 2.7.2 Website Traffic – Alexa.com ..... 53
    - 2.7.3 Site Analytics – Compete.com ..... 53
    - 2.7.4 Insights ..... 57

<b>3</b>	<b>Competitive analysis part II: RaceTeamGear.com .....</b>	<b>59</b>
3.1	Overview .....	59
3.2	Competitive Analysis Criteria .....	59
3.2.1	Site Design.....	59
3.2.2	Site Functionality.....	60
3.2.3	Customer value .....	60
3.3	Individual Company Findings .....	61
3.3.1	Results for Race line direct.....	61
3.3.2	Results for Racing USA .....	71
3.3.3	Results for FansEdge .....	79
3.3.4	Results for Nascar.com .....	90
3.3.5	Results for Race Team Gear .....	104
3.4	Evaluation and Best Practices .....	113
3.4.1	Grading Summary.....	113
3.4.2	Site Design - Navigation.....	114
3.4.3	Site Design - Aesthetics .....	115
3.4.4	Site Design - Page Design .....	116
3.4.5	Site Functionality - Search .....	117
3.4.6	Site Functionality - Personalization.....	117
3.4.7	Site Functionality - Security.....	118
3.4.8	Customer Value – Content .....	118
3.4.9	Customer Value – Product or Service Information .....	120
3.4.10	Customer Value – Content .....	127
3.4.11	Customer Value – Contact Information.....	128
3.4.12	Customer Value – Financial Services .....	128
3.5	<i>Side-by-side Shopping Experience</i> <i>(RTG vs. Store.Nascar.com)</i> .....	129
3.6	Web Analytics .....	141
3.3.6	Overview.....	141
3.3.7	Compete.com Results.....	141
3.3.8	Alexa.com Results.....	146
3.3.9	Insights .....	147
<b>4</b>	<b>Landing Page Analysis .....</b>	<b>148</b>
4.1	<i>Real Estate Analysis</i> .....	148
4.1.1	Overview.....	148
4.1.2	Methodology .....	148
4.1.3	DurdyLooks.com.....	149
4.1.4	RaceTeamGear.com .....	156
4.2	<i>Website Optimization</i> .....	163
4.2.1	Overview.....	163
4.2.2	DurdyLooks.com.....	163
4.2.3	RaceTeamGear.com .....	167

<b>5</b>	<b>Sales Analysis.....</b>	<b>170</b>
5.1	<i>Durdylooks.com</i>	170
5.1.1	Overview.....	170
5.1.2	Observations .....	170
<b>6</b>	<b>DurdyLooks.com's New Naming Strategy.....</b>	<b>173</b>
6.1	Overview	173
6.2	Methodology	173
6.3	15 Names	173
6.4	Three Names	174
<b>7</b>	<b>Recommendations.....</b>	<b>175</b>
7.1	<i>Durdylooks.com</i>	175
7.2	<i>Raceteamgear.com</i>	176
	<b>Works Cited .....</b>	<b>178</b>