

Day 5

Niche: Structural welding services

Website: (No info about the traffic and I would say pretty low)

Simple design, mostly blacks and a bit of gray color. Social media buttons at the top are misplaced, barely visible. I would place them on the top of the black bar.

Some of the text with super huge images in the background. Hard to read tbh. I would change the font and size of it to be bigger.

There's one image almost on another. I would reduce the amount of them because it looks a bit chaotic and add some videos because nothing is moving.

I would make a completely separate tab with their services. That bunch of text it's not easy to read. I would use some kind of animations or super short clips of those services.

I didn't even notice the tab with merch at the bottom, so I would highlight it much more and make some cool presentation video.

Instagram: (8k follows)

Mostly photos with their projects.

Not many reels (over 20), average views 5k-10k, one video with over 100k.

Not much of the action on those videos, no regular posting.

They need more videos with action and some content with their merch

Facebook: (3k follows)

One simple video and the rest some company photos with description.

They definitely need more videos.

Youtube:

2 videos... 20 and 43 views, updated 2 years ago..

Looks like a dead place.

TikTok: (1,5k follows)

Just a few vids 1k-5k views, one of them 150k with a quick “before-after” presentation of a project.

So overall, they lack videos over all the platforms.

For most of the content they have I would place much more movement, dynamic clips/animations to make their website and social media alive through the short form of content.

That would greatly improve an engagement of the content and grab more attention.

I would reduce the amount of images on the website as well, same with text, but make it better to read by changing the size and font style.