

Competitive audit

Compare the online presence of each of the competitors.

General information								
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	
smartlinks	indirect	UK & international	Platform for musicians from all around the world to connect with their fans.	\$\$\$\$	https://smartlinksapp.com/artist	medium/large	musicians, young	Highly customizable pages (including fonts, colors and branding). Insights into the fanbase.
MyArtistPage	direct	Atlanta (GA), US with international reach	Link in bio page builder for creators of all kinds of art (music, visual art, etc.)	\$\$	https://myartistpage.com/use-cases/	medium/large	musicians, visual artists, tech savvy	Customizable link in bio pages for all kinds of artists - film, photography, music, etc.
Michael Godard Art Gallery	indirect	Las Vegas (NV), US	Art gallery that allows to buy art made by the artists who cooperate with them.	\$\$\$\$	https://www.michaelgodardartgallery.com/	small	art lovers, middle-age	Fine art originals, mixed media unique creations for sale.
DailyArt	direct	International	Mobile app that provides users with a daily dose of art + other features (paid subscription model).	\$\$\$	https://www.getdailyart.com/	small	art lovers who want to know more about art and artists, all ages	Educating the masses about art history.

First impressions		Interaction		
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow
OUTSTANDING +Visually appealing + Information nicely sorted	OUTSTANDING + Responsive website + Visually appealing	OUTSTANDING + Good, simple navigation + Sign up for free to try out the tool	GOOD + Images clear and CTAs have descriptions - Website only available in English	OUTSTANDING + Simple sign up policy + Very clear user flow
OUTSNANDING + Visually appealing + Clear branding	OUTSTANDING + Responsive + Beautiful animations	OUTSTANDING + Good navigation + Very clear use cases	GOOD + Images clear and CTAs have descriptions - Website only available in English	OUTSTANDING + Simple user flow + Possibility to claim a page
OKAY + Clear navigation - Outdated look and feel	GOOD + Responsive - Outdated look	OUTSTANDING + Possibility to buy art directly online + Easy contact policy	GOOD + Possibility to pay in different currencies - Very text heavy	GOOD + Easy to find what is on offer + Live chat available - Difficult navigation
OUTSTANDING +Visually appealing + Beautiful photographs of art	GOOD + Very clear and visually appealing - The screen is quite busy	OUTSTANDING + Very informative + Well design	OUTSTANDING + Available in 23 languages + Text size and background color can be adjusted	GOOD + The daily art piece immediately available - Further details behind a paywall

good, or outstanding)

Navigation	Visual design Brand identity	Tone	Content Descriptiveness
OUTSTANDING + Easy to navigate + Very few tabs	GOOD + Strong brand identity, including colors, font, style, motion, imagery, and photography - Very standard design	Friendly & indirect	OUTSTANDING + Short and focused + Perfect for the target audience
OUTSTANDING + Easy to navigate + Very few tabs	GOOD + Strong brand identity, including colors, font, style, motion, imagery, and photography - Very standard design	Friendly & direct	OUTSTANDING + Short and focused + A separate use case for each of the target audiences
NEEDS WORK - Extensive menu makes it hard to navigate - Too many tabs	OKAY + Brand and colours are distinct - Not very visually appealing, seems outdated	Serious, indirect	OKAY + Informative - Too text heavy
OUTSTANDING + Very clear, well designed menu	OUTSTANDING + Strong brand identity, including colors, font, style, motion, imagery, and photography	Serious, indirect	OUTSTANDING + Focussed and adapted for the audience