

Module: Digital Skills

Module code: LCLM4002

Task 3: Website Evaluation Report

Executive Summary

This web analysis reviews SuitedCars, which is an automobile vehicle wrapping company based in Birmingham, UK, in terms of design, user experience, content, technical performance, SEO, and social connection. It is strongly implied that the site renders services using straightforward words and outstanding images, but not mobile-friendly responsiveness, content style, or content metadata on search engines. The navigation is easy, but functional; CTAs should be more visible, and there is also no easy access to links to social media. The desktop performance is good, whereas the mobile performance must be improved. Suggested actions are the enhancement of SEO with the help of such tools as Yoast, integration of Instagram content, and optimisation of user experience aspects. Putting these alterations into action to enhance the online presence and conversion potential of SuitedCars will be beneficial to the company.

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Introduction

SuitedCars is a small company based in Birmingham that deals with the high-quality vinyl vehicle wrapping of any car make and model. Its main services are full car wraps, roof wrap, dechroming, tinting, and debadging, and it serves the needs of car enthusiasts as well as clients who want a customised look for their vehicle throughout the West Midlands (Suited Cars, 2025). The purpose of this web analysis is to review how well the online presence of SuitedCars performs in terms of the user experience, the quality of the website, its content structure clarity, and technical issues, as well as in regard to search engine optimisation. Its analysis uses a mix of usability heuristics, SEO diagnostics, and mobile responsiveness assessment. The determination of the website performance and user experience is made with the help of such tools as Google PageSpeed Insights, WAVE Accessibility Checker, and mobile-first design principles.

Website Design and Branding

The website of SuitedCars has a simple and aesthetically clear layout that matches its topic of automobiles. Its colour palette, mostly black, white, and grey colours, allows a sleek and modern look, but in some cases, the contrast between the text and background may make reading hard. Typography is pragmatic, but with more hierarchy and differences in style, it might be able to enhance user engagement. The structure is also straightforward and beginner-friendly, where some of the body parts have clear labels like Services, Gallery, and Contact (Suited Cars, 2025). A good quality is imagery: the gallery will provide users with high-quality examples of real-life wrapped vehicles so that people can imagine what results could be obtained. Thumbnails can be enlarged, however, or there can be an interactive gallery. The use of branding is quite consistent, but the font size, the changing direction of pictures, and the page margins lack visual consistency (Singla and Sharma, 2022). All in all, the site has a good initial impression with a narrow and professional appeal, although it could be improved to display a high visual effect and branding continuity. Thus, the branding, website design, and other business operations of the organisation allow the company to stand out in the competitive market.

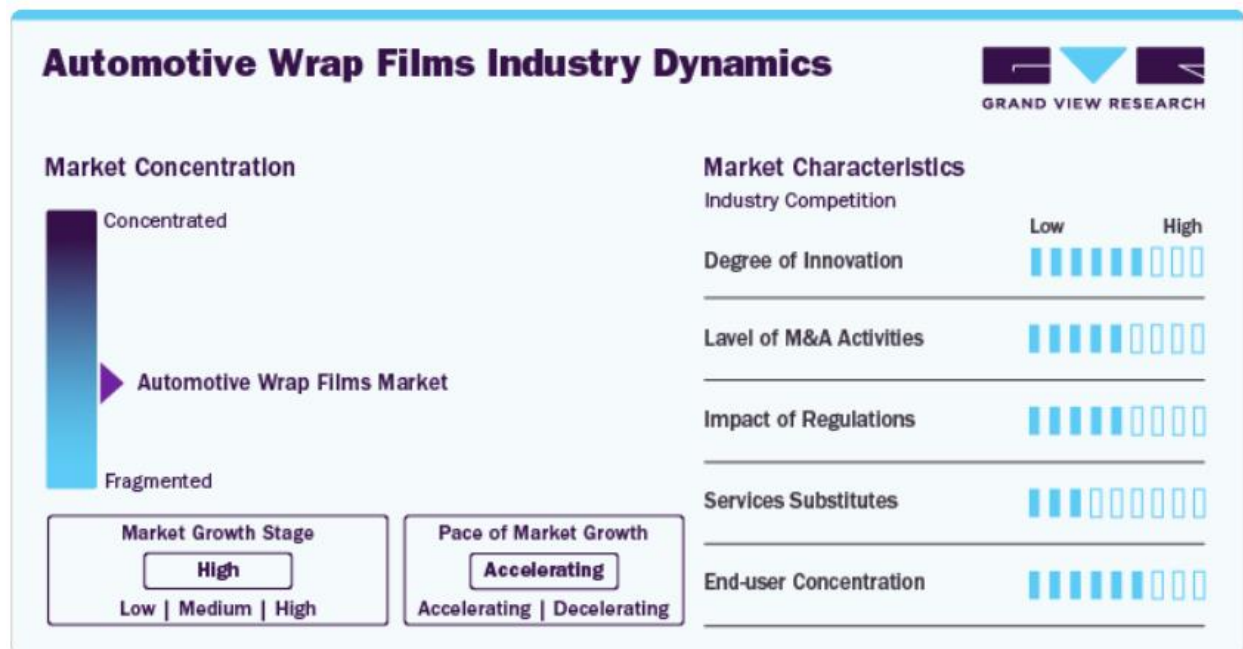


Figure 1: Industry Dynamics of the Automotive Wrap Films

(Source: Grandview Research, 2025)

Navigation and User Experience

The SuitedCars website has a simple navigation system where there is a top menu bar that leads to the important parts, including the Home tab, Services tab, Gallery tab, the FAQs tab, and Contact tab (Suited Cars, 2025). The layout is flat and simple, which enables the users to get vital information without having to use more clicks. Important pages such as services and the contact page can be easily reached, and this facilitates ease in the browsing process. Nevertheless, calls-to-action can also be enhanced visually, and their visibility (buttons labelled as Request a Quote and Call Now, in particular) should be clearer to attract more attention from the users (Zhang, Ding, and Xu, 2024). The site has an average performance on desktop, but the mobile responsiveness still requires some improvements, as the font size, the clickable features, or the way the images are set should be optimised on a smaller screen. On the whole, the site has a logical progression of navigation, and there are not too many distractions that affect the user experience, yet there is still a possibility of small tweaks that help improve the CTA placement and mobile structure, leading to a greater conversion rate.

Content and Messaging

The language of the SuitedCars site is quite easy, and it has a professional character because it is concise and expert (Suited Cars, 2025). The written descriptions used to describe the services

provided are quite informative and are custom-designed so that they do not overburden the user with jargon, telling about the wrapping options, processes, and advantages. The frequently asked questions touch all the major concerns, and that is why it is helpful to new buyers. The overall formatting can be better; however, it would be better to have more use of headings, bullet points, and white spaces, making the content easier to read and more familiar to go through. Testimonials are present and are very positive as far as customer satisfaction is concerned, but they could make a better impact on their audience when they are not just presented in a regular form, such as star voting or the images of customers themselves (Sajedikhah, Rezaei Dolatabadi, and Shahin, 2024). Moreover, the messages are effective, relational, and close to the intended users, although a higher visual presentation would enhance the user interaction and confidence. This can be noticed in the Instagram page of the organisation, which has 2,886 followers, to attract customers (Instagram, 2025).

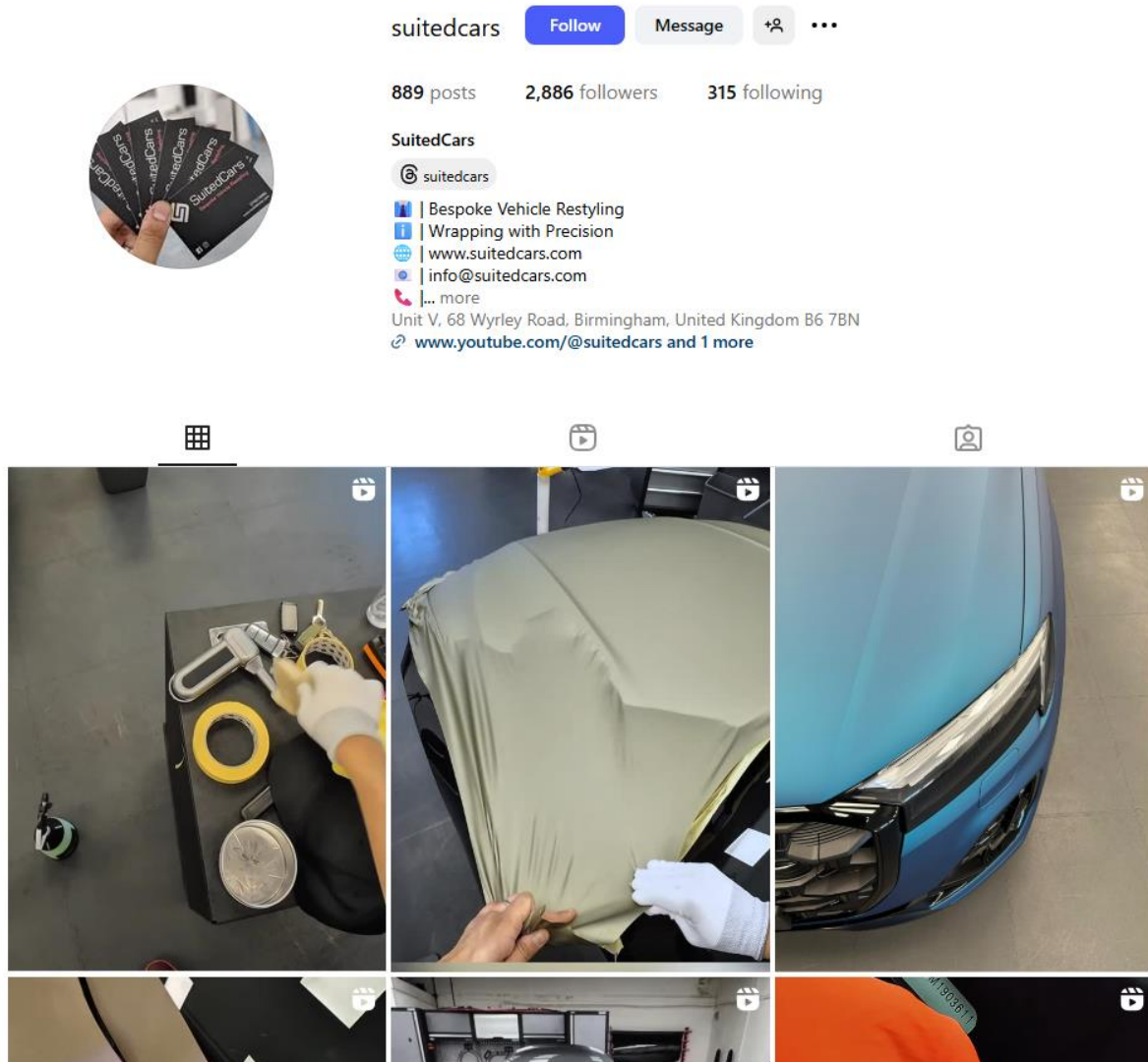


Figure 2: Instagram Page of SuitedCars

(Source: Instagram, 2025)

Technical Performance

The website of SuitedCars has average technical performance regarding desktops since it responds to the page loading comparatively quickly and has a convenient navigation structure (Suited Cars, 2025). But when using mobile devices, the speed is a bit low, especially when loading image-intensive pages such as the gallery. There are no big hanging links, and all the pointless pages and images seem to load properly. It is based on a responsive design; however, when viewing the information on smaller mobile devices, some font sizes and layout problems decrease readability. The site has an SSL certificate for security reasons and should be safe for the user while browsing. There are no quite apparent functional bugs in the tests. On the whole, the site functions and is

secure, so the response of mobile speed optimisation and adjustment of responsive layout can highly benefit the technical user experience.

Search Engine Optimisation (SEO)

SuitedCars demonstrates a modest use of the SEO best practices. The important industrial terms like “car wrapping Birmingham” are also scattered throughout the site, which also assists in simple keyword targeting (Suited Cars, 2025). Nevertheless, meta titles and descriptions are absent or are poorly optimised, which restrains the appearance of the site on search engines. Use of image alt tags lacks uniformity, particularly in the gallery segment, and this lessens accessibility and the capability to index images in search. The URLs are clean and can be improved by placing further keyword-rich page structures on particular service pages. There is positive news that the local SEO signals have been used in the site, including locations mentioned in the pages as well as in the footer to aid in local SEO rankings (Hieu, 2022). Additional optimisation, and specifically technical SEO, would enhance searchability and performance against ranking.

Social Media and Integrations

SuitedCars has significant activity on Instagram, which also contributes to credibility and new customer attraction because of the high standards of vehicle wrapping displayed most of the time. However, the social media icons are not highly visible on the site, restricting the ease of access for visitors. The Instagram feed is not embedded or integrated directly with the gallery, which is a wasted potential in terms of engaging the consumer (Tuluk, 2021). Although the business does include customer testimonials on the site, more extensive application of social proofing, say through user-generated content or a review widget, would do better to instill trust. In general, the easier it is to see social connections and integrate socialised material, the better a brand will communicate and be online.

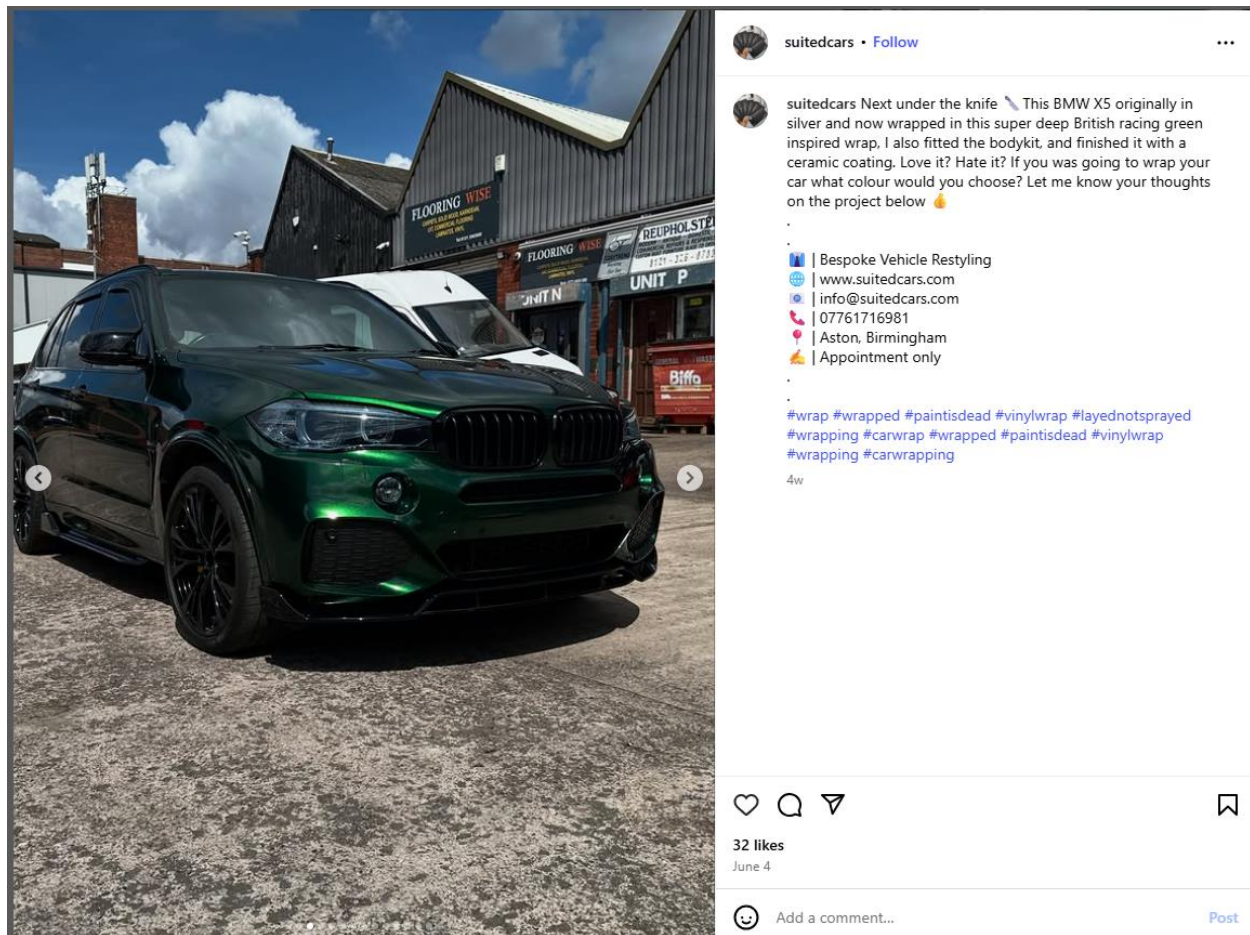


Figure 3: Instagram Post of SuitedCars

(Source: Instagram, 2025)

Recommendations

The major areas that should be improved in SuitedCars are the mobile responsiveness, more organised content with headings, bullet points, etc., and optimising CTAs (Singh, Wongmahesak, and Chandra, 2025). Mobile performance, social media link placement, and SEO metadata are the areas of urgent repairs. Yoast SEO (with its ability to check the meta description and keywords) and Google My Business (used in local SEO) are our catchwords when it comes to SEO (Roumeliotis and Tselikas, 2022). Embedding Instagram content, enhancing the alt tags of images, and establishing better URL structures will increase the user experience, interaction, and indexation by search sites in the long term.

Conclusion

In conclusion, the website of SuitedCars represents its services and its brand identity successfully, but can be improved regarding mobile usability, SEO, and the structure of the content. The

aforementioned adjustments will improve user experience, search, and make more customers turn into conversions.

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