

Website Evaluation Report for Suited Cars

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Website URL: [Suited Cars](https://www.suitedcars.com/)

Introduction

Suited Cars, situated in Birmingham, redesigns cars utilising car wrapping. The company specialises in car improvements and body painting. Suited Cars offers full and partial automobile covers, de-chroming, and branding. The company's products and services are introduced to potential buyers through its website, as the internet has become the world's marketplace (Rachmad, 2022). The website's design, usability, content quality, functionality, accessibility, and SEO will be evaluated, along with suggestions for improvement.

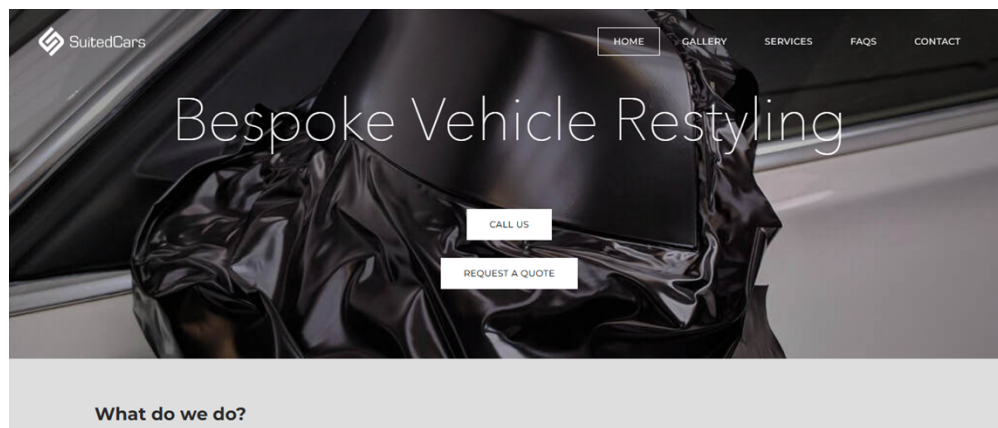


Figure 1: Home Page

Website Overview

- **Business Name:** Suited Cars
- **Website URL:** <https://www.suitedcars.com/>
- **Services Offered:** Full and partial vinyl car wraps, de-chroming, custom vehicle restyling, paint protection film (PPF).
- **Target Audience:** Driver of automobiles in Birmingham and the surrounding areas who may be in need of professional car modification services especially those about car styling with wrapping films.

Design and Usability

Layout & Aesthetics

The website also has a simple layout to its structure, with the main colour scheme being on the black hue, which corresponds to the general idea of vehicle tuning. The design has no excessive items and is based on the contrast of the dark colours and the high-quality images that reflect the company's high status. The gallery section is used to display the 'before and after' processes, which is indispensable for gaining the confidence of users and proving the quality of the service (Vlahovic, Suznjetic and Skorin-Kapov, 2022).

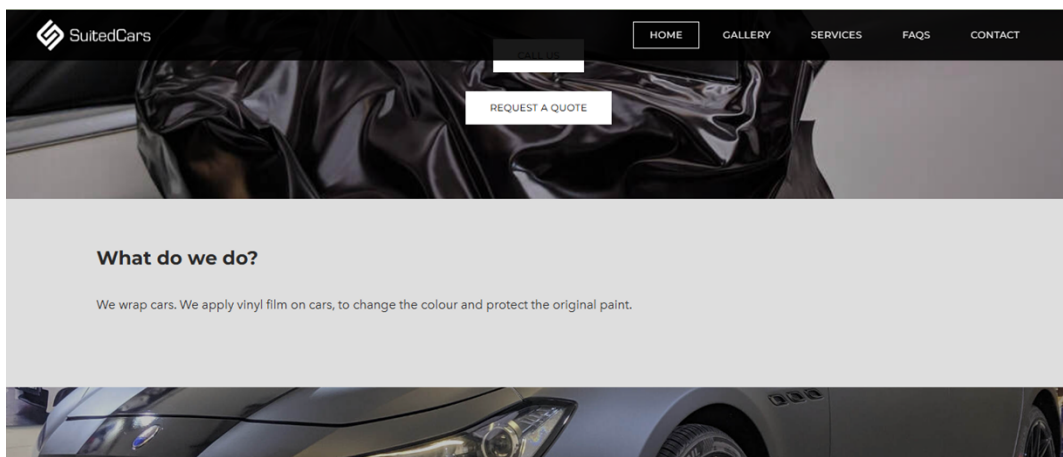


Figure 2: Layout & Aesthetics

Navigation

The format used is rather minimalistic as in the case of navigation tab where the users will find the Home, Gallery, Services, FAQs, and Contact links. The structure or organization of this website is properly arranged in a manner where it is easy to search for any information. However, there are no sticky navigation bar feature implemented such that the users have to scroll to the top to navigate through the different sections of the site. To that extent, it would be great to include a sticky header to enhance the convenience of navigating through the site, particularly when using a mobile device.

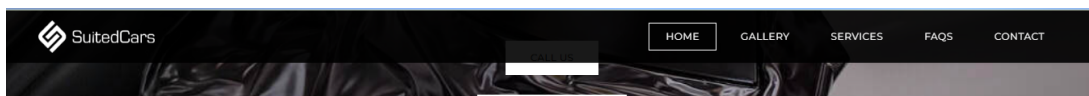


Figure 3: Navigation

Mobile Responsiveness

There seems to be good compatibility with the devices; the site is responsive and available on both large and small screens. This is important since mobile devices such as smartphones are often used to access the internet and other websites (Barta, Flavián and Gurrea, 2021). Any images and text are adapted to be compact and function well when displayed on the smaller viewports, hence not hampering the usability of the site.

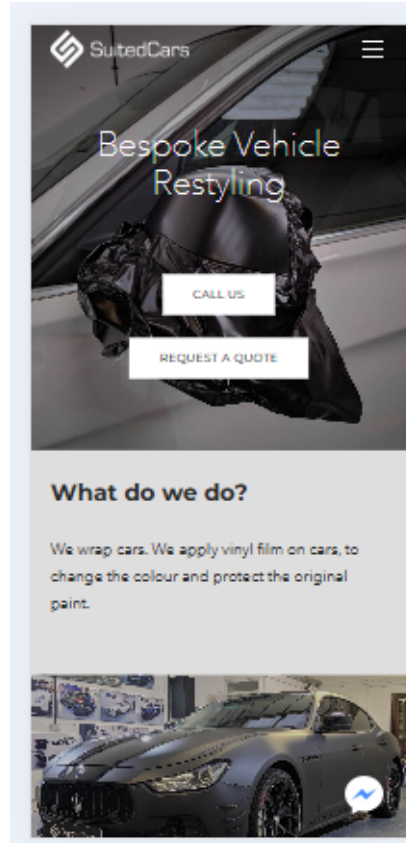


Figure 4: Mobile Responsiveness

Content Quality

Clarity & Relevance

Information on the website of the fantasy sports is clear and suitable for understanding; the services to be provided by Suited Cars are described in straightforward manner. One of the most helpful areas is the “What is Car Wrapping?” where people who have no clue about what car wrapping is will be informed. It may reduce the mystique of the service and can serve as an initial source of

information for those who want to explore it further. The services page is skilfully made simple, well-formatted and to the point and describes the service perfectly.

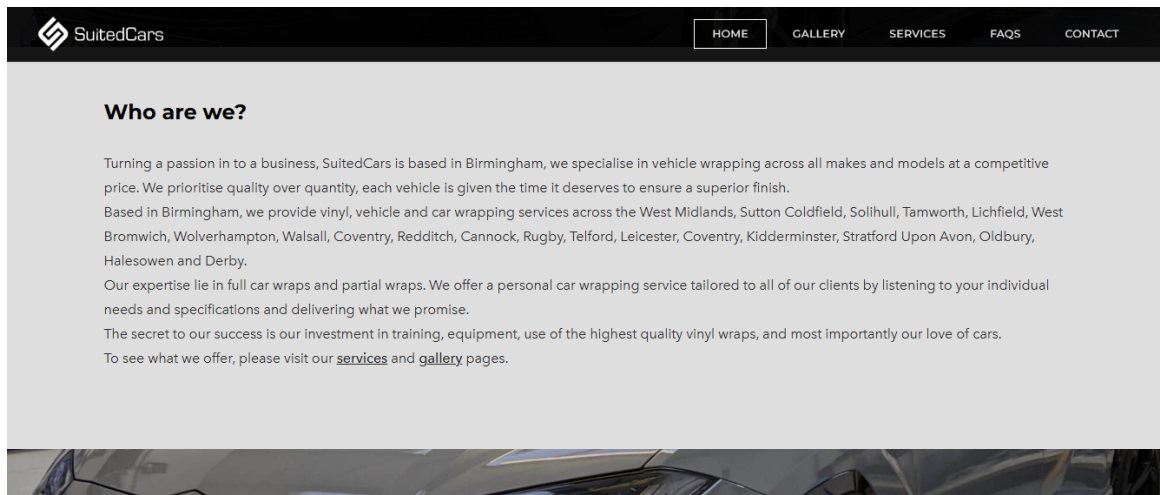


Figure 5: Clarity & Relevance

Grammar & Spelling

In my opinion, it can be stated that the text of the site does not have serious linguistic flaws, mainly grammatical ones. However, there are some areas, which require further enhancement they may include the general word choice, and usage of punctuations, or the consistency of the tone used. This will help the necessity to make sure that the website looks highly professional and polished.

Visual Content

In the gallery page of the website, some of the projects have images that have been taken using high-quality cameras. These images are rather useful to depict the process of change and the level of improvement regarding the job (Hinton, 2022). Nonetheless, what could be added to the images is a brief description or caption of each project to give the user an indication of the undertaking and the results.

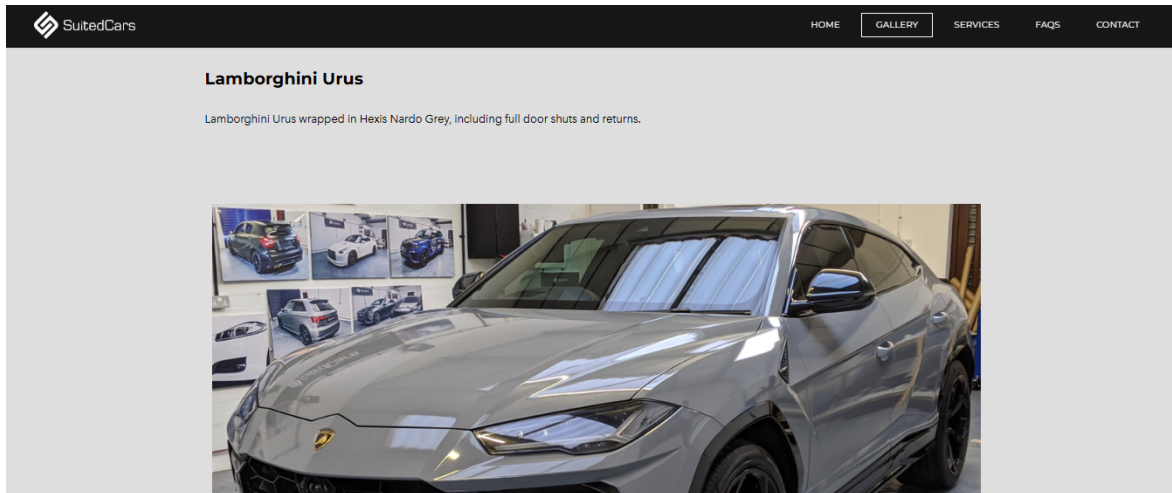


Figure 6: Visual Content

Functionality

Interactive Elements

The 'Request a Quote' button is placed at the top of the website page, it leads to a mailto: link of the company. However, using a mailto link has its disadvantages; the link may not be compatible with different devices or email programs. In this case, it would be much more useful to implement an actual contact form that would allow people to submit their questions and receive answers on the site.

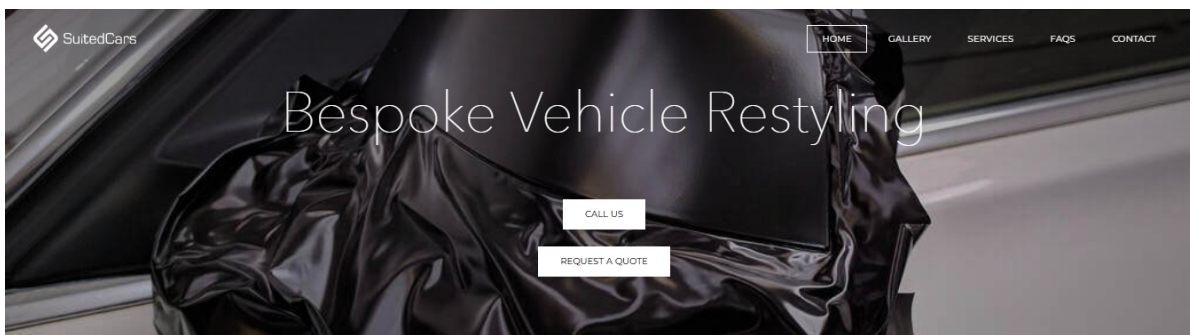


Figure 7: Interactive Elements

Loading Speed

When it comes to loading the website, there are no complaints at all, and it loads without any instance of lagging. The images used on the page are appropriately sized thus minimizing on the effect caused by slow page loading that may frustrate users (Koivukoski, 2021). This is something

necessary for retaining the users, most of whom use their mobile gadgets to browse through the site.

Broken Links

As part of the assessment, no link dead was spotted within the site. Linking on all the pages was smooth meaning a client can navigate easily all through the site also, all the internal link worked as required.

Accessibility and Inclusivity

Alt Text

One problem associated with the site is the absence of proper alt tags on images that have been used in the site. It is employed in the making of text for users who have some difficulties in the vision and use screen readers (Zong et al., 2022). Adding alt attributes to all the images will greatly enhance the websites' accessibility, as well as enhance search engine understanding of the page and the images' content.

Contrast & Readability

There also do not exist any issues concerning the contrast of the text on the background of the website, which makes it easy to read. This website employs reasonable fonts for the text, so their legibility could hardly could be considered a problem.

Keyboard Navigation

This site is fully accessible through the keyboard, which is highly convenient for all the persons with mobility problems. However, focus indicators are not very distinguishable; these are the square or highlighted border around the button, link, or some other navigated item through the keyboard. Accessibility for Several users of the site would be enhanced, when the focus visibility is increased, as this would aid in keyboard navigation (Nguyen, 2024).

SEO and Digital Presence

Meta Tags

This website does not incorporate Meta titles and descriptions properly; they are very important in terms of the search engines. Including these tags will assist the search engines in identifying comprehensible content of the various pages and in the ranking of the website.

Social Media Integration

Lack of links to social media profiles on the website, the given list of observations will be helpful to potential employers and students while using the website (Jain, Sahoo and Kaubiya, 2021). Including icons leading to such social networks as Instagram or Facebook could add more options and photos, promote the projects and foster loyalty to the brand.

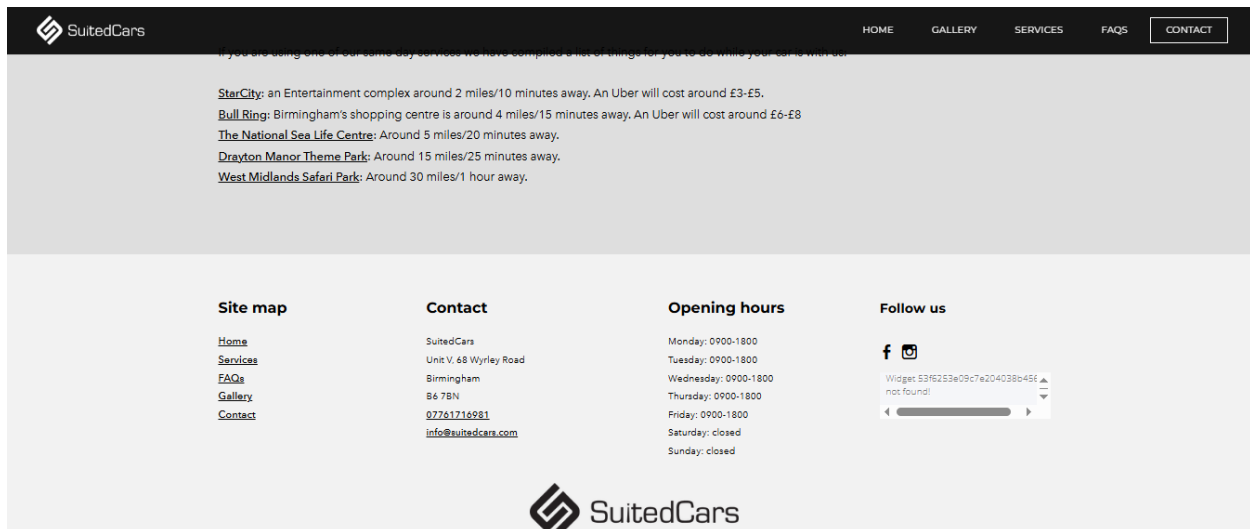


Figure 8: Social Media Integration

Content Freshness

Thus, the site lacks the blog or news, which can enrich the SEO strategy of the company and show the audience that the company is knowledgeable in the sphere of vehicle customization. Content should be refreshed more frequently in order to have constant consumers flow and have good rating on the site on the search engine.

Recommendations

- 1. Implement a Sticky Navigation Bar:** Fixing the header for navigation purposes will go a long way in enhancing user experience since users won't need to scroll up and down to have access to the said section.
- 2. Enhance Quote Request Functionality:** Discontinue the use of the mailto link and integrate a form for potential clients to fill out in order to allow for easy usage across various devices.
- 3. Add Descriptive Alt Text to Images:** All images should be described for accessibility as well as boosting the ranking of the website.

- 4. Develop a Blog Section:** A blog section would enable the creation of fresh content on the website, attract higher SEO rankings, and make the business reputable in the sector dealing with vehicle restyling (Nektarios Makrydakis, 2024).
- 5. Integrate Social Media Links:** Place social media links on the website where visitors can follow the brand on social networks such as Instagram and Facebook. This will increase users' response rate and assist in the growth of the business.

Conclusion

It can be concluded that the Suited Cars website must be considered the solid online promotion of a company on the internet; it has an appealing clean sober appearance, easy to navigate, and a direct description of the services provided. However, there are the issues that should be worked on to improve the results of the site easier, including navigation, accessibility, SEO, and the ability to engage users. By following the above guidelines, the site abilities and opportunity to deliver more traffic and engaged persons must be expanded.

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