Portage APL: Competitive Analysis

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10/23/2018

Summary

I chose One of a Kind Pets, the Cleveland APL, Happy Trails Farm Animal Sanctuary, and Paws & Prayers Pet Rescue to compare the Portage APL's site against. Each site was unique. Some had better sites, and others were comparable to the Portage APL. However, all had roughly the same mission statement for their organization; they don't believe in euthanasia unless absolutely necessary, and they are all non-profit organizations. This gave me a decent starting point.

Most of the sites used the same sort of Navigation of About Us, Contact Us, Our Pets, and Donate, and Services, but these were often displayed in different order and there were likely numerous pages under the primary navigation. Another thing most of the sites did was utilize the utility bar. The utilities were generally used for Social Media icons and for a Donate button.

Some of the sites I reviewed felt more outdated than the Portage APL's, but they still have unique features such as having a live, active Twitter feed. Most of the sites felt pretty relevant, and they also have qualities I'd love to see implemented in the new version of the Portage APL's site, such as a Donate button to a separate page (instead of clogging up the homepage with donation info.

Competitors Evaluated

One of a Kind Pets - Oneofakindpets.com
Akron, Ohio
Local, non-profit, no-kill shelter who many people at the Portage APL (customers, volunteers and staff) are familiar with. They were selected as a competitor due to their proximity and how similar they are to the Portage APL.

Cleveland APL - Clevelandapl.org
Cleveland, Ohio
A partner animal protective league. This is also a non-profit, no-kill shelter. They were selected based on the fact this is another APL organization, and putting the two side-by-side for comparison should be interesting.

Happy Trails Farm Animal Sanctuary - Happytrailsfarm.org
Ravenna, Ohio
A farm-type sanctuary specializing in barnyard animals. I thought it would be helpful to see how other organizations, not just dog/cat specific shelters, handle their online presence.

Paws & Prayers Pet Rescue - Pawsandprayers.org
Cuyahoga Falls, Ohio
Another cat/dog-specific shelter. This one does not have pets on-site and instead hosts them in volunteer homes. I thought it would be interesting to see if they handle their site differently from the Portage APL's, since they have all animals on-site.

Navigation and Labeling

Common Labels: News & Events, About Us, Adopt, Services, Contact Us, Donate, Resources

Navigation/Utilities:
All but one site(Cleveland APL) was responsive, and all dropped into a Hamburger Menu for mobile.
All sites use dropdown menus
All had CTAs or Utilities in the header. 3 of the sites used Utilities and they all used them for social medias. Happy Trails also used the utilities for a donation and login button. One of a Kind and the Cleveland APL had CTAs for donations.

OOAK has sensible navigation - the flow of the dropdowns feels right, but the order of importance seems off. The nav isn't overwhelmingly long. They also offer numbers for the Spay & Neuter clinic and rescue & adoption in the header. Header is also stickied.
No internal/secondary nav. Locations are displayed on every page on the right-hand side.

Cleveland APL - Nav a little confusing - overwhelming
Internal Nav on the right side

Happy Trails - Donate is first and foremost - slightly offputting. The secondary nav feels well-put together, but the primary nav should be reorganized.

Paws & Prayers - Condensed navigation, feels clean and not overwhelming. Nav makes sense and is the favorite of the four.

Content and Features

Quite a bit of scroll for all sites on their homepage except Cleveland APL

OOAK
Large carousel on homepage of both features and upcoming events
- Care doesn't seem to have been taken on centering photos - most have heads cut off

Three call-outs for their mission - makes it very apparent
Number call-outs
Pet newsletter section
Donation CTA
About Us - Adoption Center lists all prices, as well as links to see adoptable pets, events, and a newsletter.
Left-hand side on homepage has the social media icons - a button allows them to be hidden if desired
Event Calendar is easy to locate

Cleveland APL
Possible image carousel? Currently broken.
Prominent numbers on how to contact
2x2 section for adopt, support, programs, and events. No headings are linked and no button to go to the section, only photos are linked.
Live Twitter feed which stays pretty UTD
The footer has a newsletter signup, affiliated partners, and more contact info, as well as a spot to download an adoption app.
Offiste Adoption Events - Calendar showing upcoming events
Adoption Center Hours/Locations provides maps
The navigation is absolutely overwhelming and should be condensed.
Feels outdated

Happy Trails
Large Carousel for adopting, events, etc.
Meet the Animals is prominently displayed
Newsletter Excerpt on homepage
Funding for injured animals is shown on the right side and displays how much has been raised
Facebook 'like page' icon at the bottom of the news feed.
They offer an external Calendar of events on the Events page
An easier way to go back to the homepage would be ideal - there's a slight disconnect to me between what's on the homepage and using the Nav, but I can't pinpoint why

Paws & Prayers
An entire section dedicated to getting your pet home
A slider of testimonials and updates on past animals
Outline each section with thick borders
Event Calendar
Button in the right-hand corner to easily go back to top of page
Pet Navigation is a little wonky

Voice and Tone

All tones seem relatively friendly, helpful and informative. None came off as chastising or anything but pleasant.

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)

Most have similar layout concepts with the navigation at the top, and any additional asides or secondary navs being on the right-hand side if present. Typography is all over the place. Nobody has black text in the navigation, which is interesting to me.

I think incorporating an Events calendar would be useful instead of just having a list, as well as having more than just an image in the large slider on the front page.

I think having a button for donations is a great idea. I also think having a setup similar to Happy Trails where the animals come first is a unique approach.

ONE OF A KIND
ADOPTIONS
FIND YOUR NEXT FAMILY MEMBER

Every time you adopt from us you save two lives – because every pet adopted makes room for another!

VIEW PETS

SAVE.
One of a Kind Pet Rescue SAVES animals in need. When you support our mission, you help save even more lives.

ADOPT.
When you ADOPT a pet from One of a Kind and give them a loving home, you're giving the greatest gift imaginable.

HEAL.
Helping animals HEAL is what we do every day, whether it's through rescue efforts, adoption or our first-class pet clinic.

Making an Impact

100%
Pets Rescued are Saved from Euthanasia | We Are A No Kill Shelter

2500+
Number of One of a Kind Pets Adopted into Loving Homes in 2017

125K
Spay & Neuter Surgeries Performed at One of a Kind Pet Rescue Since 2007

Sign up for weekly pet news

Each week, you'll receive helpful pet tips and pet information on local pet-friendly events.

Pet Tips — We compile tips and reminders to help you care for your pet.

What's Happening? — Get the scoop on pet-friendly events in the area.

Adoptable Pets — Each week we feature an adoptable pet that needs a loving home.

Email Address
First Name
Last Name
Subscribe

WEEKLY PET NEWS

Support our mission... make a donation today!

YES! I WANT TO SAVE LIVES

About Us | Our Clinic | Adoptable Pets | Doggie Daycare | Grooming Services | News & Events | Volunteer | Make a Difference

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Cleveland Animal Protective League
Adopt • Protect • Love

OUR MISSION
The Cleveland Animal Protective League's mission is to foster compassion and end animal suffering.

Making Happily Ever Afters Since 1913

Donate Now

Home | Adopt | Donate | Volunteer | Programs, Services & Resources | Events | Report Animal Cruelty | About Us

ADOPT
We have been creating "happily ever afters" at the Cleveland APL since 1913. Begin your adoption journey by viewing all of our animals that are currently available for adoption and find your new best friend!

SUPPORT
Since we receive no government funding, we rely on generous financial supporters to make a difference in the lives of the animals for whom we care for. There are also many other ways you can make a difference, including becoming a volunteer. Privacy Policy Tax ID: 34-0714644

CONTACT THE APL
MAIN TELEPHONE — 216-771-4616
ANIMAL CRUELTY HOTLINE — 216-377-1630
EMAIL — CONTACT@CLEVELANDAPL.ORG

PROGRAMS & SERVICES
We offer many life-saving programs and services for Northeast Ohio's homeless animals including Humane Investigations, Animal Admissions, Animal Welfare Clinic, Trap-Neuter-Return Program, Foster Care Program, and much more!

EVENTS
All year long, we work to support our mission to foster compassion and end animal suffering by hosting a variety of fund-raiser events including our annual gala, Fur Ball, WKYC Fur-Get-Me-Not Telethon, and Fox 8's Dick Goddard's APL Telethon.

Tweets by @ClevelandAPL

Cleveland APL @ClevelandAPL

ENEWSLETTER SIGNUP
Name
First
Last
Email *
Submit

PARTNERS

CONTACT US
Address: 1729 Willey Avenue Cleveland, OH 44113
Email: contact@clevelandapl.org
Phone: 216-771-4616
More contact details

Download our adoption app!

SAVE THE DATE!
Harvest of Hope
TICKETS ON SALE NOW!
FRIDAY, OCTOBER 26, 6–9PM

Meet the Animals

In the News...

Happy Trails Farm Animal Sanctuary, Inc.

HT Rescue - Winora
Winora is ready for a home but awaits a much-needed surgery to repair a tear to her... ear. :(She will be ready for her home and love a bit life with this surgery.
$2,850.00 | 134%
Donate

Support Happy Trails Farm Animal Sanctuary Inc.
When you shop at smile.amazon.com, Amazon donates.
Go to smile.amazon.com
amazonsmile

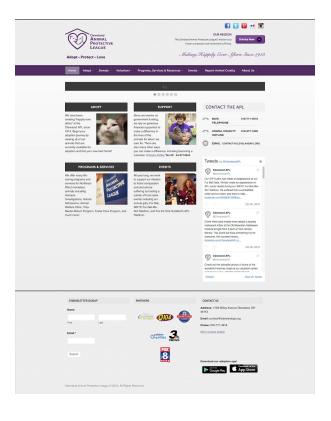## Paws & Prayers
WHO WE ARE | ADOPT | GET INVOLVED | EVENTS & MORE | CONTACT US | DONATE

Adoptable Cats

UPCOMING EVENTS

How-O-Ween Pet Photo Shoot
October 27 @ 11:00 am - 2:00 pm

Adoption Event @ Cuyahoga Falls Pet Supplies Plus
October 27 @ 11:00 am - 1:00 pm

Dine at Melt Akron
November 1 @ 11:00 am - 10:00 pm

Adoption Event @ Green Pet Supplies Plus
November 3 @ 11:00 am - 5:00 pm

Adoption Event @ Montrose PetSmart
November 3 @ 12:00 pm - 2:00 pm

National Adoption Weekend @ Montrose PetSmart
November 10 @ 12:00 pm - 2:00 pm

Adoption Event @ Green Pet Supplies Plus
November 24 @ 11:00 am - 1:00 pm

Adoption Event @ Akron PetPeople
December 1 @ 11:00 am - 1:00 pm

View All Events

SOCIAL NEWS
Paws and Prayers Pet Rescue added 18 new photos.
For the most up to date list of adoptable dogs, please visit our website. www.pawsandprayers.org
Load more

Lady & Robbie
Mama Lady came to Paws and Prayers with her puppies but underwent surgery. Robbie was left behind. Robbie was trying to get food for himself and Lady as she was in the family way. Robbie got his paw caught in a trap and we were told that Lady stayed by his side. He had part of his foot cut off. When we heard the story we had to get the entire family to Paws and Prayers.

Robbie is about 55 pounds, 3 to 4 years of age, very settled, gets along with other dogs and loves to cuddle with humans and get his belly rubbed. Lady is about 45 pounds and 2 to 3 years of age. She is a little shy but gets over it and does love her people.

Generally we charge $200 per dog but you can adopt both for $300. They are spayed and neutered, up to date on all their shots, heartworm negative, on flea and heartworm medications and live with other dogs in their foster home. They do eat chew and are completely housetrained and crate trained. Please do our application at www.pawsandprayers.org and if you have any questions email marta@pawsandprayers.org.

CONNECT WITH US
Paws and Prayers Pet Rescue
P.O. Box 67166
Cuyahoga Falls, Ohio, 44222-7166
Phone: (330) 479-8000
Fax: (330) 940-2340
EIN: 34-1962067 / Financial Forms

NEWSLETTER SIGN-UP:
Subscribe

659 — 2018 Adoptions So Far
15,837 — Lifetime Animals Saved

CONTACT US
Your Name (required)
Your Email (required)
Subject
Your Message
I'm not a robot
Send

Recommendations and Strategy

Those images are stock photos from the template, and I think showing off some of their own animals on the front page would look great!

I think having a button for Donations would be a better approach than having an entire section on the homepage for donating. Not only does it look cleaner, but it doesn't look quite as forceful. Even choosing different language such as 'Make a Difference' like One of a Kind sounds empowering to a user and possible donator.

I also believe that condensing the current navigation would help make the site look cleaner and more put together. Not only this, but it would be much easier to navigate as well; right now, the navigation is all over the place!!

Also, the Portage APL does display the newest animals to enter the APL, but I think this could possibly be cleaned up and look more presentable if either they had a set amount of both dogs and cats that are new to show, or if they did away with this all together and instead changed it into something similar to having just one new animal per species to show off, that would then link to the dogs or cats page. I just don't think, as a whole, they feel as animal-focused as they could.