

# Content Analysis

## AutoWeek.com

### Website Overview

#### Content Analysis

AutoWeek.com is a website focused on delivering the latest in automotive news to automotive aficionados through professional opinion, news, and data guiding enthusiasts in their automotive pursuits. The depth of content found above the fold on AutoWeek.com's homepage is quite deep. In the main navigation bar, there are sections such as news, reviews, racing, photos, videos, a link to AutoWeek.com's store, and a search tool.

The news section contains the latest information on the various makes and models of automobiles. To the left of the featured story, a vertical navigation bar allows users to look at articles centered on automotive enthusiasts, the latest events, shows, technology, or by type of vehicle such as supercars, classic cars, green cars, and luxury cars. Under the prominent featured story, there are six smaller, related reviews and articles about recalls and auctions. This section is followed by a section of eight articles centered on the latest in car design, features, automotive industry giants, profiles of famous racers and car enthusiasts, and even car commercials. Upon clicking the see more stories button, eighteen more articles load.

The reviews section is formatted similarly to the news section. The key difference is the left vertical navigation tool allows the user to narrow the reviews by make. When clicking one of the buttons on this tool, seven articles appear above the

fold but more than just car reviews. Clicking the Chevrolet button on this navigational tool would lead to coverage of classic cars, a junkyard treasures feature, and car news of Chevrolet automobiles. On September 11, 2015, only two car reviews could be seen above the fold on the Chevrolet page.

The racing section, unlike the other pages linked to the main horizontal navigation bar, is designed similarly to AutoWeek.com's homepage. Not only are the six featured stories parallel with four popular stories from the site, but after these six stories, there is another large feature story with six related stories underneath. Another similarity is that the homepage and the racing page are the only pages where the social media follow buttons are not located above the fold. On this page, the vertical navigation bar is sorted by the various races such as the Nascar Sprint Cup, Formula One, IndyCar, IMSA, Nascar Xfinity, Nascar Truck, NHRA, Rally, and Other Motorsports. Unlike the reviews vertical navigation bar, the majority of the articles found pertain to the topic. When clicking the Formula One button, only one of the nine articles above the fold is not about the 2016 Formula One race.

On the photos page, each featured post is a photo gallery. When clicking the featured gallery link, the gallery is shown as one main image with twelve small thumbnails underneath. The user can scroll through these images using these thumbnails or the arrows located on either side of the enlarged image. Underneath the section of thumbnail images is a section titled you may also enjoy where the user can find reviews and news.

The videos page is very similar to the photo gallery page but the content is completely different. While the photos page was focused on professional photos of sleek automobiles in action, the page features car commercials, old interviews, videos

of new technologies created by industry giants, and some, for lack of a better term, strange content. One video, titled Video SubPac – Make it Wearable, is about a new technology in the music industry. The video was focused on making a better music-listening experience for the on-the-go user. The only car featured in the video was animated. The video was sponsored by Intel and tagged under the Frankfurt Motor Show but without explanation for the reason this suited the demographic of AutoWeek.com. A great user feature on this page is the ability to play the featured video without needing to load another page, unlike the related videos located underneath of it.

On the store page, a section titled Featured products currently show nothing other than a welcome to AutoWeek.com's Store. The second section, titled Gift Guide, shows six products or experiences a user can purchase. Under these six items is a button to see all gift items. When clicking this button, the user is taken to an expanded list of gifts. The first five items seem more like features due to larger images. These also tend to be expensive experiences. The other twenty-five items have much smaller, images and are focused on automotive gifts or car care items. The page takes a turn for the strange as well when looking at some of the items featured. There are three jewelry pieces that could be purchased from the site: a Stauer Magnificat II Timepiece, a DiamondAura Everlasting Anniversary Ring, and a Helenite Necklace. Again, these items do not seem to fit the key demographic of AutoWeek.com.

While search tools are a great addition to any website with as much content as AutoWeek.com does, AutoWeek.com's search bar is not very helpful. When searching for a simple term, such as Ford, 18,200 results can be found. The first page reveals ten articles and, while this is a decent number of articles for each page in this search,

many of the articles do not have the full title shown. This makes it very difficult for the user to fully understand the content before it is clicked.

AutoWeek.com has a bevy of content for automotive enthusiasts that can be found using the main navigation bar. This steady stream of content does not end there. On the homepage, a vertical navigation bar allows users to find even more articles. Like the previously mentioned sections featured on the news page, this vertical navigation bar includes supercars, classic cars, and green cars. This navigation bar also includes a tab for the Frankfurt Motor Show, recalls, auto shows, car life, RSS feeds, and a section titled But Wait, There's More.

The page for the Frankfurt Motor Show seems to be a second page for car news coverage. While the news page was an umbrella for all car news, the Frankfurt Motor Show is focused on news about the latest and greatest in car models. According to AutoWeek.com, the Frankfurt Auto Show is "held in Germany every other fall, alternating with the Paris Motor Show. Premium automakers try to outdo each other with eye-catching supercars, and the show's European angle means Green technology and fuel efficiency often take center stage." While this page has interesting content, this does not solve any of the questions that arose on the videos page from the video titled Video SubPac – Make it Wearable.

Recalls are important to any user, automotive enthusiast or not. While this page and the page for the Frankfurt Motor Show is designed very similarly, the recall page does not include a search tool. This could result in users who came to the site to learn the latest information about car recalls clicking off very quickly and finding a site that would make the user's experience simpler and easier.

The auto shows page is designed similarly to the news page and mainly features news articles. The vertical navigation bar contains the various car shows such as: the Paris Motor Show, the Chicago Auto Show, the China Auto Show, the Detroit Auto Show, the Frankfurt Motor Show, the Geneva Auto Show, the L.A. Motor Show, the New York Auto Show, the SEMA Show, and the Tokyo Motor Show. The navigation bar also includes concept cars and production cars. This page seems to regurgitate the information that can be found on the news and Frankfurt Motor Show pages.

Car life is by far the page with the most interesting news content for the non-technical car enthusiasts. The articles featured on this page are entertaining and are related to pop culture. Story titles include: "Breaking Bad: Making Azteks desirable since 2008", "Is this hot tub Cadillac the ultimate Uber?", and "Boys tunnel out of kindergarten, head to buy Jaguar".

From sexualized car stereo ads featuring the words auto erotica to a photo gallery of a desolate clown car, there is no better title for this page than But Wait, There's More. The page archives the strange and trivial sides of the automotive industry

#### General Company Information

AutoWeek.com began as a publication for automotive enthusiasts in 1958. Besides AutoWeek.com, AutoWeek.com is published in a print magazine, in an emailed newsletter format, and via an iPad app. In 1977, the publication was purchased by Crain Communications Inc., which has remained its parent company since then. Headquartered in Detroit, Michigan. Crain Communications Inc. is a privately held company specializing in industry publications. These industries include: advertising and media, automotive, city publications, healthcare, human resources, investments

and insurance, and plastics and rubber. Crain Communications Inc. list four of their publications as automotive industry centered. These publications are:

Automobilwoche, Automotive News, Automotive News Europe, and AutoWeek.com.

With a bi weekly print circulation of 30,000, Automobilwoche is a must-read publication for anyone in the automotive industry in Germany. In publication since 1925 and a current paid circulation of more than 60,000, Automotive News covers the breaking news of the automotive industry around the world. Automotive News Europe is a branch of Automotive News and is the automotive industry's biweekly, pan-European publication. Looking at the content of each automotive publication compared to AutoWeek.com, AutoWeek.com is the only publication meant to automotive enthusiasts. While AutoWeek.com contains expert-written articles, some of AutoWeek.com's content is meant solely for entertainment.

### Competing Site

Much like AutoWeek.com, AutomobileMag.com is an enthusiast's go-to source for the latest in automobile news, trends, and insights. Much like AutoWeek.com, AutomobileMag.com also publishes its content in print, web, and via a tablet subscription. AutomobileMag.com's main horizontal navigation bar also contains sections such as news and a reviews section.

### User Demographic Differences Between AutomobileMag.com and AutoWeek.com

	AutoWeek.com	AutomobileMag.com
Male Percentage	81%	78.2%
Average Age	45.7	44.5
Average Household Income	\$124,700	\$70,983
College Education of Higher	67%	49.4%

The key differences between the sites are within the two demographics the sites cater to. AutomobileMag.com's content seems less technical than AutoWeek.com and is more focused around the average person. The homepage for AutomobileMag.com contains a search tool, which allows the user to research a vehicle using its make, model, or year. For the user, AutomobileMag.com is easier to navigate and gives the user a better experience. As for the user who is an automobile enthusiast and doesn't mind difficult navigation, AutoWeek.com supplies more links and content on its homepage.

The news AutoWeek.com gives its user is detailed and specific- and example of this would be the links to automotive shows. On AutoWeek.com, the links for auto shows contain the specific automotive show titles and shows fifteen articles detailing what is showing at the auto shows. On AutomobileMag.com, the links just give the user where the show is and when clicked, a countdown is shown along with thirty articles. While this makes AutomobileMag.com seem better, any true enthusiast would know when the shows are taking place and would prefer the most up-to-date and technical information instead of subjective articles. An example of this would be one the buttons on the navigation bar on AutomobileMag.com is named news and rumors. The readers of AutoWeek.com would not be interested in industry rumors and only the latest news. Even the ads for AutomobileMag.com are intended more for entertainment than information or fact. One ad is for roadkill.com, a Dodge sponsored site whose tagline is "Automotive Chaos Theory".

## Design and Layout Analysis

### Responsive / Mobile

When comparing AutoWeek.com's website design from two different desktops, one being a Mac with a resolution of 2560 pixels x 1440 pixels and the other is a Windows laptop with a resolution of 1366 x 768, it is easy to see some minor problems with AutoWeek.com's responsive design. On the larger screen, the page feels as though it is not zoomed in at one hundred percent. When hovering my hands over the monitor, I can place my hands with the fingertips facing each other without blocking any of the content. Both vertical and horizontal navigation bars, feature story, and links to fifteen different articles appear above the fold when viewing the homepage from the larger screen. While the larger screen makes the site appear to be zoomed out, the site looks zoomed in on the smaller desktop. On the smaller desktop screen, both navigational bars still appear but the vertical bar is nearly cut off. Another issue that is found when using the smaller screen is that the feature story's image is so large that the title of the article is cut off and the context of the image is lost. The only way to find the title of the article without scrolling down is to scroll over the image.

When AutoWeek.com is viewed from a mobile device, the text in AutoWeek.com's logo disappears to only display a small racing helmet insignia. I was slightly confused by the navigation now that I had taken an in-depth look at the desktop version of the site. When clicking the navigation in the center under AutoWeek.com's emblem, the drop down menu reveals the content that would typically be found on the vertical navigation bar on the desktop versions of the site. The only way to find the content that would typically be in the horizontal bar would be to click the small square button on the upper left corner, which fades into the background a

little too much. A problem that may arise from the different widths and heights of mobile devices is that content could get cut off, as shown in the example above. The device used to view this page, an Apple iPhone 5C, is still considered a common size. It just doesn't look professional or thought out for their demographic.

A helpful feature that was on the mobile site was an extremely simple way to sign up for AutoWeek.com's various newsletters. When the user scrolls the entirety of the homepage, there is a selection tool which allows the user to quickly choose any of the newsletters and sign up for them at once. While this feature is also located on the desktop versions of the site, it is not made as prominent.

Layout

### *Page Element*

AutoWeek.com almost perfectly fits the diagram on page twenty-six of *Above the Fold* by Brian Miller. AutoWeek.com's website design gives the user clear hierarchy of content but strayed from the diagram on page twenty-six in two different areas. A nice feature within the site is a vertical navigation bar on the far left of the page. The second feature is found when the user scrolls down past the featured article. This is a popular section containing links to four articles and videos blocked off by a blue box. This is quite nice because the user can find the most trending content right way.

According to *Above the Fold*, a webpage is unified by a webpage's header. As far as AutoWeek.com's header is concerned, AutoWeek.com's logo seems very small and disproportionate compared to the banner in-house promotional ads. While AutoWeek.com's centered logo is unique, the purpose of a centered logo is to create a central design element. This is not the case for AutoWeek.com. The logo is overpowered by ads and does not set up a design element for the rest of the webpage.

The navigation bar placed under the logo is also far too small. In AutoWeek.com's media kit, AutoWeek.com's average user is over forty-five years of age and because the navigation bar is an essential tool for the user to direct themselves around the site, the size of the navigation bar does not make sense. Taking these factors into account, AutoWeek.com's header design does not make sense for their demographic.

Along with the header, there was one other feature, which I did not understand due to AutoWeek.com's demographic. When scrolling to the bottom of the page, there is a space the website's twitter feed. Not only is the confusing because the average age of users is forty-five years or older and the average age of American Twitter users in 2013 was nearly twenty-six[2], but many of the tweets on this feed do not connect to the automotive industry. For example, one tweet on this feed is by Old Pics Archive and is about the Statue of Liberty in Paris in 1886. More examples of unfitting tweets can be found in the screenshot on the right.

### *Above the Fold*

The user of AutoWeek.com can find the header, feature area, body/content, and sidebar above the fold. There is also a link to subscribe to the various forms of media AutoWeek.com publishes. I believe the content found above the fold is appropriate but once the user scrolls below the fold the content becomes less important, as mentioned in the page elements section of this paper. Many ideas of web design have spawned from the transition of print to the Internet, such as the term "above the fold". I also believe the concept of how long someone stays on a page also applies to the web. In print, there are 3-second readers, 30-second readers, and 3-minute readers. The goal of design is to turn the 3-second reader into a 30-second reader and a 30-second reader into a 3-minute reader. With webpages, there are users who will scroll below the fold to

see more of the webpage but there are also users who visit the site, look at some article titles, and then click off or click off before the page even loads. When a user is looking at the webpage from a Mac desktop[3], the all sets of users have a decent user experience. Compare this to the user on a smaller desktop. I tested myself for three seconds on the smaller desktop without scrolling and moved my mouse where my eye naturally went in those three seconds. In those three seconds, my eyes went to the AutoWeek.com logo and then to featured content's image. My eye didn't go anywhere else after seeing the image because there was nowhere for it to go. If the design of the webpage for the smaller desktop can't even hold a user's attention above the fold, that may turn a 3-minute reader into a 30-second reader, a 30-second reader into a 3-second reader, and a 3-second reader into a user who clicks off the webpage before the ads even load.

### *Upper Left*

Much like the Above the Fold section of this paper, the AutoWeek.com gets better once the user scrolls down. AutoWeek.com does not take advantage of the upper left corner of their website at all. Because AutoWeek.com is Crain Communications Inc.'s only publication that is solely based in the United States, it seems strange AutoWeek.com's design would ignore the fact that text in Western cultures is read left to right and the eyes of people who live in those cultures look at the upper left corner of webpages before anything else.

### *Advertisements*

Typically, the ads that run on AutoWeek.com are geared towards the site's demographic of over forty-five-year old white males with a larger income. Some examples include web.com, which allow the user to easily create a website within

minutes without knowing any code. Another ad that I had seen several times was for IBM Cloud marketplace for “all your business needs”. In the screenshots provided below, there are actually two ads for Gerbes Pharmacy advertising the flu shot. Amongst the two square ads in the sidebar and two banner-type ads in the body/content areas, there are typically three in-house ads, not counting the image next to the subscribe today and my account buttons in the header/navigation area. One is the first banner ad the user would see first is located above the logo of AutoWeek.com. This banner has been the same every time most of the times I refreshed the page and is for their own publication. The same banner ad but smaller is repeated below the social media buttons on the sidebar, along with an ad to become an AutoWeek.com advisor on their advisory board.

## Traffic Analysis

Traffic Sources: Compete.com and Quantcast.com

	AutoWeek.com	AutomobileMag.com
Average Monthly Uniques: Compete	411K	364K
Average Monthly Uniques: Quantcast	318.5K	759.3K

### *Analysis of AutoWeek.com*

AutoWeek.com has an average of around 411,000 unique visitors from October 2014 to September 2015. The month with the least amount of unique visitors is in November. This may be due to the lack of interest for an enthusiast site around the American holiday season. The lack of information found for AutoWeek.com compared

to the information for AutomobileMag.com on Quantcat.com makes me hesitant to compare the data found for both websites. Because of the differences in how the tables and information of the two websites on Quantcast, the Average Monthly Uniques information in the table above was a number for each site taken directly from Quantcast. According to Quantcast, in the last six months, August was the month with the least amount of visitors.

### *Analysis of AutomobileMag.com*

According to Compete.com, AutomobileMag.com has an average of about 364,000 unique visitors a month from October 2014 to September 2015. According to Compete.com, the average amount of unique visitors per month was around 300,000 until a spike in January 2015. After the spike, the site's numbers returned to normal for three months. In May 2015, there was a large spike in visitors, over 500,000 unique visitors. Comparing the largest number of unique visitors every month according to Compete.com and the largest amount of unique visitors according to Quantcast.com, which is 1,027,914 unique visitors in July 2015, the user of both Compete.com and Quantcast.com could become easily confused.

	Compete.com	Quantcast.com
Monthly Uniques: June 2015	481,130	994,144
Monthly Uniques: July 2015	414,,856	1,027,914

Overall, I believe Compete.com compares the sites on a more level playing field. According to Quantcast.com, information for AutoWeek.com is "estimated and not verified by Quantcast" because "this publisher has not implemented Quantcast Measurement".

## Traffic Source: Media Kit

	AutoWeek.com
Average Monthly Unique Visitors	1,236,226 unique visitors

### *Analysis*

Comparing the numbers from the Media Kit and the numbers from Compete.com or even Quantcast.com, the numbers from AutoWeek.com's Media Kit seem to be completely off. Not even the highest numbers in Compete.com are close to this number. This made me curious so I looked deeper and found this number came from Google Analytics' information from January to March 2015. Looking at the chart provided by Compete.com, the black square indicates the months used compared to the other months of the year. These three months seem to be when AutoWeek.com is gaining momentum after the holiday season, and give a skewed interpretation of the data.

## Traffic Source: Alexa.com

	AutoWeek.com	AutomobileMag.com
Bounce Rate %	59.70%	53.70%
Page Views Per Visitor	2.00	1.98
Daily Time on Site	3:20	3:06

### *Analysis of AutoWeek.com*

According to Alexia.com, the bounce rate for AutoWeek.com is 59.70%. The number is actually down by four percent. As mentioned in the Above the Fold section of this paper, there should be some form of content for the user to see without scrolling. Another factor which could help increase the page views per visitor is creating a layout in which both navigation bars can be fully seen from any device, except mobile. The

amount of daily time on the site has increased by six percent to three minutes and twenty seconds.

### *Analysis of Automobile.com*

While the bounce rate percentage for AutomobileMag.com is lower than AutoWeek.com, if the user does not bounce AutoWeek.com, he or she stays on the page longer and explores the site further. While AutomobileMag.com allows users to comment on articles and produces more multimedia content, pages located on the navigation bar are chaotic and a user can easily get lost in content, especially if the user is scrolling down for a certain article.

### Traffic Conclusions

Overall, AutomobileMag.com is receives less visitors and the user less more likely to stay on any of the website's pages as long as they would stay on AutoWeek.com's webpages. While there is more user interaction between AutomobileMag.com and its user, what matters is that users find the quality content when they need it and as soon as they need it and AutoWeek.com fills that need for their users.

### Popularity Analysis

#### Link Popularity Analysis

	AutoWeek.com	AutomobileMag.com
No. of Referring Domains	19,513	16,517
No. of External Backlinks	2,235,437	673,172

### *Analysis of AutoWeek.com*

	AutoWeek.com
No. of Educational Referring Backlinks	6,176
No. of Governmental Referring Backlinks	255
No. of Educational Referring Domains	87
No. of Governmental Referring Domains	7

Out of the twelve areas Majestic.com, AutoWeek.com is ahead of AutomobileMag.com in two categories; indexed URLs and Governmental External Backlinks; and tied in one area: Target Type. Majestic.com had kicked my account off after the first use with my subscription but I do recall inbound referring links included AutoWeek.com's parent site, Crain.com, and its sister sites that were related in content such as Autonews.com. Because of the amount of quality sites, sites with a .gov or .edu instead of .com, which refer to AutoWeek.com, I believe AutoWeek.com's boast of being the leader in factual, unbiased articles is now backed by something other than their own opinion.

### *Analysis of Automobile.com*

	AutomobileMag.com
No. of Educational Referring Backlinks	357
No. of Governmental Referring Backlinks	513
No. of Educational Referring Domains	70
No. of Governmental Referring Domains	6

The lack of quality links compared to AutoWeek.com, especially Educational External Backlinks, is most likely due to their content. Another factor may be that AutomobileMag.com, unlike AutoWeek.com, allows any user to comment on articles. This may spawn inappropriate comments, inaccurate statements and rumors, or just spamming within their articles and cause the likelihood of anyone wanting to post, share, or spread the article to diminish.

## Social Media Analysis

### *Page-based Social Sharing Efforts*

	AutoWeek.com	AutomobileMag.com
Facebook Share Tools	Yes	Yes
Twitter Share Tools	Yes	Yes
Google Plus Share Tools	Yes	Yes
Other Share Tools	Yes	Yes

### *Analysis*

AutoWeek.com has links to their social media sites on every page. The social media accounts for AutoWeek.com are as listed on the website: Facebook, Twitter, Google Plus, YouTube, Pinterest, Instagram, and LinkedIn. AutoWeek.com also has links for social media outlets dedicated to racing. These social media outlets are Twitter and Google Plus. When these buttons are clicked, the user is taken to the social media site and can then follow or like AutoWeek.com. While some content that can be found on AutoWeek.com is inappropriate for the site, all the content within the social media profiles is centered on the automotive industry and the profiles for each account are extremely professional.

AutomobileMag.com makes the links to follow their social media accounts a bit harder to find. The user must scroll to the footer of the webpage to find any links. Even once the user finds these buttons, they are very small. The social media links are listed in the order in which they appear on the site: Facebook, Twitter, Google Plus, Instagram, and Pinterest.

AutomobileMag.com blows AutoWeek.com out of the water as far as social media is concerned. The amount of likes, views, and followers of each site is listed in the table below. When comparing the spread of the to websites' social media, anyone can clearly see that AutomobileMag.com has a wider reach and larger audience. This may be due to the demographic that each publication serves and the content they provide, as mentioned in the competing site section of this paper. The content published through the social media profiles for each site comes across differently and AutoWeek.com seems to forget the general rules of creating shareable content.

	AutoWeek.com	AutomobileMag.com
Facebook Likes / Followers	25,964	832,511
Twitter Followers	18.4K	86.1K
Google Plus Views	935,731	8,714,747
Pinterest Followers	1.8K	1.5K
Instagram Followers	3K	23.3K

An example of this is AutomobileMag.com's twitter feed. Each tweet AutomobileMag.com tweets, professionally taken photo is embedded. Not only does this quickly catch the eye of anyone lazily scrolling through his or her Twitter feed, but

also it eases the user's need to click an extra link just for an image, like AutoWeek.com's tweets.

The only social media site which AutoWeek.com's presence tops AutomobileMag.com is Pinterest. When comparing the two profiles, it became clear that although Automobile Magazine has more pins, AutoWeek.com has more boards. AutoWeek.com's thirty boards all consist of content meant for the average automotive enthusiast. I believe AutoWeek.com's Pinterest account is successful because the site's content is all related. AutoWeek.com's Pinterest boards include AutoWeek.com on YouTube and AutoWeek.com on Instagram. Not only is this a great way for people who do not know what AutoWeek.com is to find the site, but also spreads links to other social media content.

#### Popularity Conclusions

In terms of the amount of sharing tools found on pages and the ease the user is given to finding those tools, AutoWeek.com is in the lead. Where AutoWeek.com falls short is the interaction and connection between the creators and consumers of the content. AutoWeek.com is smart and entertaining, which gives them the lead in link popularity. AutomobileMag.com takes the lead because of how it produces and shares its content. Multimedia content is shown in every social media profile AutomobileMag.com runs. Typically the posts AutomobileMag.com produces asks the viewer of the social media profile an open-ended question such as "Can you spot the changes to the Chevy SS?" or "Which of these Jeep SUVs is your favorite?". The copy that AutoWeek.com posts are typically not questions but rather the title of the article and does not try to include the user.

## Success Conclusions

Overall, AutoWeek.com has a better chance at being the most creditable site for automotive enthusiasts. In a sense, AutoWeek.com and AutomobileMag.com are neck and neck, one fails and the other succeeds in almost every category and could bring this conclusion to a momentary tie... until looking at the breakdown of what AutoWeek.com can not control: the site's traffic, link popularity, and social media.

	AutoWeek.com	AutomobileMag.com
Traffic (Compete.com)	X	
Traffic (Alexa.com)	X	
Link Popularity Analysis	X	
Social Media Analysis		X

Looking at the chart above, one can see that if AutoWeek.com made changes to accommodate the user, AutoWeek.com would not be competing against AutomobileMag.com. Changes that could be made to the site to make it better for others would be:

- Increasing the amount of interaction AutoWeek.com has with their user by asking the user questions or allowing users to post comments. AutoWeek.com's demographic would take the articles seriously and most likely not post anything inappropriate.
- Changing the layout of the site so more content is available above the fold for the user. This has the potential to help decrease the bounce rate percentage.
- Only showing AutoWeek.com's Twitter account in the Twitter feed so the amount of non-automotive related tweets is kept to the bare minimum.

- Post more social media and allow users to share the AutoWeek.com articles to their social media through the website.

I feel as though if these changes were made to AutoWeek.com, the site has a chance to grow, gain more subscribers, and potentially gain traction through social media.