

Nolo Homepage Redesign Competitive Analysis

Legal made simple[®]

Search documents and articles

Search

Jason R., Co-founder of Nimbley
Member since October 2013



Create legal documents

40,000,000+
Documents created



Ask a lawyer

50,000+
Legal questions answered



Incorporate and more

7,000,000+
Businesses served

Legal documents you can trust

Simple search: the hint text gives some indication on what the user should search (yet not very helpful as saying search topic?)

The three call to actions below the hero are represented by icons nicely and give the user a quick place to click if they don't want to search.

This search has more insight. The user knows what they are searching for- lawyers. The first legal practice area maybe isnt as clear. Followed by a city the user needs to type in

Again icons with call to actions for additional services the site provides, so the user can quickly continue.

Find experienced lawyers near you.



Find a lawyer

Search for highly-rated lawyers near you



Ask a free question

Post a question and get advice from multiple lawyers.



Create a form

Get started on your legal documents.



Choose a service

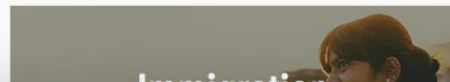
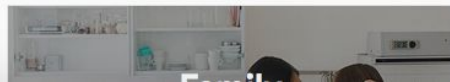
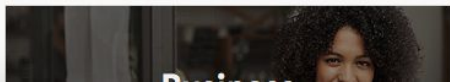
Work with an experienced lawyer for a fixed price.



Talk to a lawyer now

Average response time is just 8 minutes

Get the legal help you need, at a fixed price.



Welcome. Legal help is here.

How may we assist you?

Business Formation



Wills & Trusts



Intellectual Property



Speak with an Attorney



LLC • Corporation

Last Will & Testament • Living Trust

Trademarks • Patents • Copyrights

Attorney Directory

Our most popular offerings

Let us help you protect all that matters easily and affordably



Top 4 topics the user can interact with, if something more specific and they see it under the topic they can jump right to it.

Otherwise the site is pushing the user to scroll the site.

Lots of visuals and strong colors.



GET A QUOTE

INSURANCE & MORE

CLAIMS

TOOLS & RESOURCES

MY ACCOUNT LOG IN

PUT YOUR TRUST IN OUR LOCAL AGENTS.

From insurance to neighborhood insights, Allstate agents are there for you.

Find a local agent



Auto



Home



Life



Motorcycle



Renters



Condo

Get a quote in 94134.

Select a Product

Get a quote

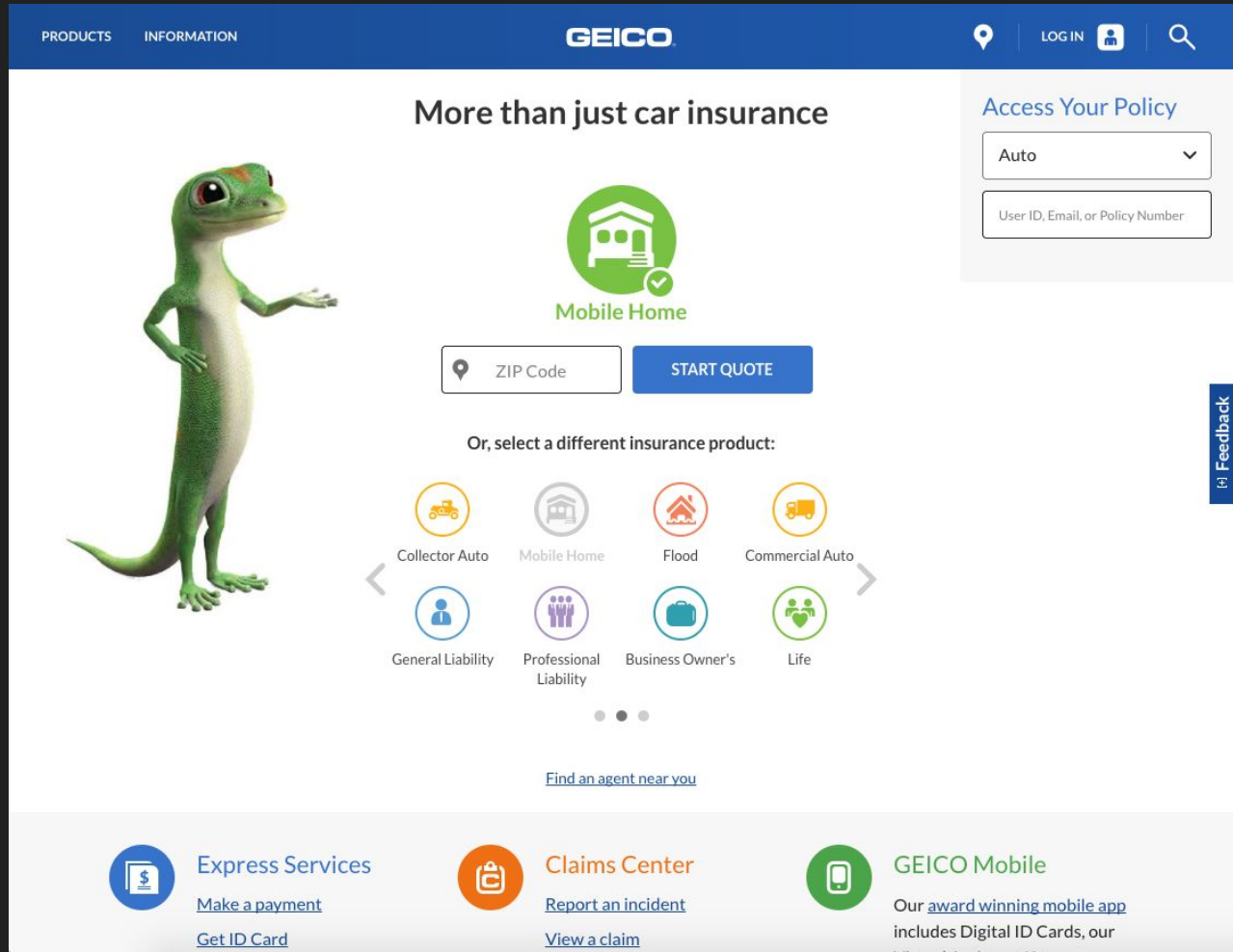
Edit location

Retrieve a saved quote




- The use of icons for categories.
- A quick zipcode and select product to get a quote.
- Call to action to find an agent.

Icons being used, up to 24 topics covered. Once one is selected it is displayed at the top with relating materials/questions.


Top 3 following topics (icons again) with links pertaining to it.



The screenshot shows the GEICO website interface. At the top, there is a blue navigation bar with 'PRODUCTS' and 'INFORMATION' on the left, the 'GEICO' logo in the center, and a location pin icon, 'LOG IN' with a user icon, and a search icon on the right. The main content area features a large green gecko character on the left. To its right, the heading 'More than just car insurance' is displayed. Below this heading is a green circular icon of a house with a checkmark, labeled 'Mobile Home'. Underneath is a 'ZIP Code' input field and a blue 'START QUOTE' button. Below that, the text 'Or, select a different insurance product:' is followed by a grid of eight insurance options, each with an icon and a label: Collector Auto (motorcycle), Mobile Home (house), Flood (house with water), Commercial Auto (truck), General Liability (person), Professional Liability (two people), Business Owner's (briefcase), and Life (heart with people). A 'Feedback' button is visible on the right edge. At the bottom, there are three service tiles: 'Express Services' with a dollar sign icon and links for 'Make a payment' and 'Get ID Card'; 'Claims Center' with a shopping bag icon and links for 'Report an incident' and 'View a claim'; and 'GEICO Mobile' with a smartphone icon and text about award-winning mobile app features.









PRODUCTS INFORMATION **GEICO**  [LOG IN](#)  

More than just car insurance



Mobile Home


[START QUOTE](#)


Or, select a different insurance product:

-  Collector Auto
-  Mobile Home
-  Flood
-  Commercial Auto
-  General Liability
-  Professional Liability
-  Business Owner's
-  Life

[Find an agent near you](#)

 **Express Services**
[Make a payment](#)
[Get ID Card](#)

 **Claims Center**
[Report an incident](#)
[View a claim](#)

 **GEICO Mobile**
Our [award winning mobile app](#) includes Digital ID Cards, our

[Feedback](#)

Two simple dropdowns for the user to fill out to get results. The user has to fill out both pieces of information. This is the main call out and prompts the user to fill out.

Simple and light colors with lots of white space, but good imagery and pops of color

The screenshot shows the Nerdwallet website's search interface. At the top, there are links for "Get your free credit score.", "Sign in", and "Create an account". The main navigation includes "Credit Cards", "Banking", "Investing", "Mortgages", "Loans", and "Insurance". The hero section features the headline "Know you have the best credit cards." and a sub-headline: "Take the guesswork out of finding your next credit card. Instantly compare over 1,700 cards to find your best matches today." Below this is an image of a person at a desk. A search bar contains two dropdown menus: "Average (630 - 689)" and "I care most about", followed by a green "Find cards" button. The bottom section has the headline "Best matches for your credit score" and a sub-headline: "Get your free credit score to find out if you can upgrade to better cards." with a green "Get your free score" button.

Get your free credit score. [Sign in](#) [Create an account](#)

nerdwallet Credit Cards Banking Investing Mortgages Loans Insurance

Know you have the best credit cards.

Take the guesswork out of finding your next credit card. Instantly compare over 1,700 cards to find your best matches today.

Average (630 - 689) I care most about [Find cards](#)

Best matches for your credit score

Get your free credit score to find out if you can upgrade to better cards.

[Get your free score](#)

Big search form with a specific question and hint text to direct the user what to input.

While not clickable the icons below the image are a good call out and potential link space?

LendingClub BORROW INVEST HELP SIGN IN CHECK MY RATE

PERSONAL LOANS

Save thousands with a personal loan

How much do you need?
Enter up to \$40,000 >

Tootie used a personal loan through Lending Club to expand her home.

- Apply online in minutes
- Lower your interest rate by an average of 25%¹
- No collateral required
- Improve your credit score by an average of 19 points²

ABOUT HOW IT WORKS BENEFITS STORIES

LendingClub BORROW INVEST HELP SIGN IN CHECK MY RATE

Better rates. Together.

Personal Loans up to \$40,000

How much do you need?
I need the money for...
My credit is...
Check My Rate >

Respond to mail
Checking your rate won't impact your credit score

Katie used a personal loan through Lending Club to consolidate her debt.

\$ 24 Billion Borrowed | 1.5 Million Loans Issued | Average Customer Rating

Simple lead form for instant results. User engages.

Again with a section that calls out details right below the hero image.

Rich colors and big imagery.



Lead form

Additional actions the user to take.

All above the fold so the user doesn't have to move or search the site. First impressions.

Liberty Stands With You™

Get a FREE Insurance Quote

Auto Insurance ▼

Save when you combine auto with property.

Combine Coverage ▼

ZIP Code

Get a Quote

Retrieve Your Saved Quote

Call
1-800-837-5254



Manage Your Policies

Log In ▼

Register

Claims Support

Report a Claim ▼

Track a Claim

Find a Local Agent

ZIP Code

Go

Or, Search by Agent Name



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Banking

Lending

Investing

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Whether you want Cash Back, Great Rewards, or a Low Intro Rate, the choice is all yours.

[Get Started](#)[Sign On](#) Remember my User ID[Forgot User ID or Password?](#)[Activate a Card](#)[Register for Online Access](#)

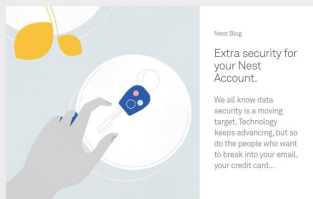
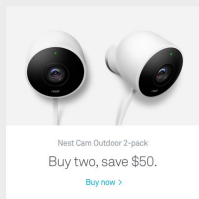
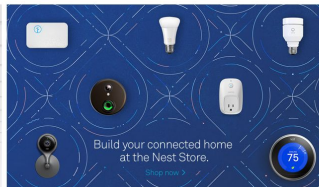
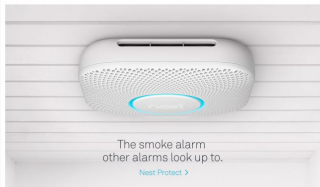
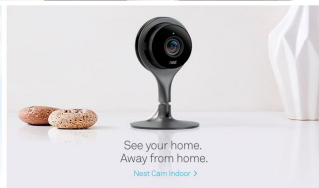
A very clean simple look. They have sign in predominant but could also be used as a search feature.

Their big call out is a call to action.

Saving energy never goes out of style.

Nest Learning Thermostat

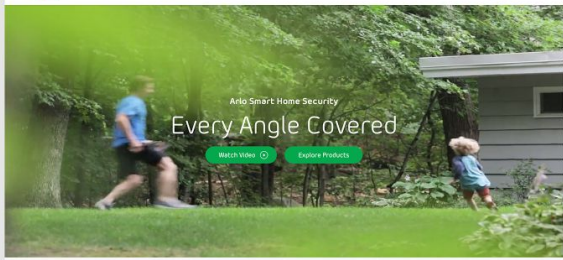
BUY NOW



Nest uses a lot of visuals and sections everything out into cards.

A carousel of article topics with images as well as “ads” for products

Icons with three main actions the user can be interested in performing.



Smart Home Security Like Never Before



- HOME
- LOVED ONES
- PETS
- VISITORS
- YOUR BUSINESS

Smart Features for a Worry-free World

100% Wire-Free
Stay connected wirelessly with Arlo Go, Arlo Q, and Arlo Go cameras.

Weatherproof
Arlo Go, Arlo Q, and Arlo cameras are IP65-certified weatherproof and not afraid to brave the snow, rain, or heat.

Free Cloud Recording
Why pay for cloud storage when the smart 7 days of motion- and sound-triggered recordings for FREE with Arlo.

Live View
View live and record video anytime. Arlo Q and Arlo Q Plus also allow 7x24/7 instant recording.

Your World, Just a Tap Away

Stay in total control all the time. Whether you're using a smartphone, tablet, or computer, a click or two is all you'll ever need to check in. The free Arlo app is available for iOS, Android, Apple TV and web browser.



Video hero

Top products

More video to draw attention

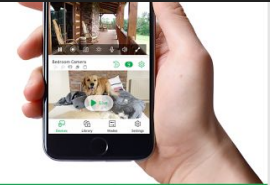
Feature call outs, not interactive, purely informative.

Interactive numbers to show features

More facts

Testimonials

- 1 Be the First to Know
View live anytime and receive instant email or mobile alerts whenever motion or audio is detected.
- 2 Never Miss a Moment Again
- 3 Get More Angles Covered
- 4 Your Schedule, Your Terms.
- 5 Share the Action



Free Cloud Storage

Why commit to a long-term contract or pay expensive monthly subscription fees? Arlo can save you hundreds of dollars a year.

The Arlo Basic plan gives you access to motion- and audio-triggered recordings from the app 7 days for free. And the plan never expires!

The Arlo Basic plan is included with every camera for up to 5 cameras per account.

Find yourself needing more? [Learn About Arlo Service Plans](#)

In the Press

"These neat-looking cameras are a cinch to install and can be placed just about anywhere, and they deliver sharp daytime and nighttime video"

John A. Deakay - PCMag.com



Our Partners



See What's Been #CaughtOnArlo

Moose Deer and Cub
Just a casual afternoon stroll.

Shop Thieves
Night visit from unwelcome guests.

Where's My Package?
Package thief caught, not harassed!

Looking for resources and help?

- Ask the Community
- Get Support

Join Our Newsletter

Enter address

- PRODUCTS
- Arlo Go
 - Arlo Pro
 - Arlo
 - Arlo Q Plus
 - Arlo Q
 - Arlo Baby
 - Explore All Products
- CONNECT
- What's New
 - Support
 - Community
 - Become an Arlo Reseller
 - My Arlo

Latest from Twitter

Thanks to @Arlo, this homeowner was notified of burglars in his home, who were apprehended shortly after. #peaceofmind #GoWithArlo @ArloSecurity

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While supplies last.



Home comfort at your service.



new ecobee3 lite

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\$169

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While Supplies Last



ecobee3

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\$249

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You can help advance energy efficiency and do something about climate change.

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PRESS

"The thermostat is easy to install and even easier to program, and it's loaded with features including a room sensor for heating and cooling rooms outside of the thermostat zone... It's our new Editors Choice for smart thermostats."

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 Join friends

Start Listening

Or sign up with your email



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Get the free Mixcloud mobile app in your pocket



UNLIMITED UPLOADS

You're free to upload and listen as much as you like

Search for genres or tags

Discover Music Shows



Discover Talk Shows



They have a search and icons displayed. The search brings up tags to choose from.

I like the icon button layout.

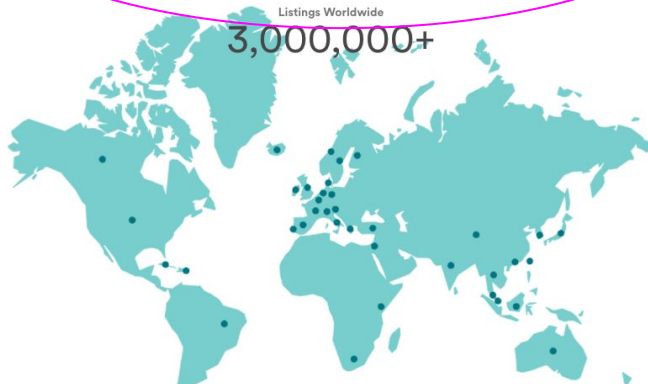
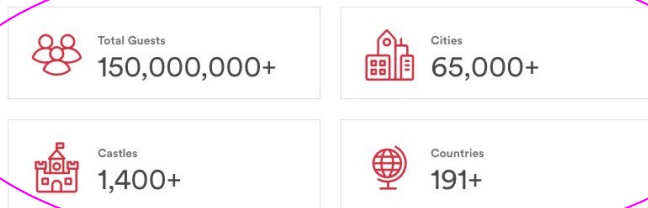
About Us

Founders

About Us

Founded in August of 2008 and based in San Francisco, California, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone or tablet.

Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences, at any price point, in more than 65,000 cities and 191 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions.



The stats call outs



Buy ▾

Sell & Trade ▾

Service & Repair ▾

Videos & Reviews ▾



★ Enter to Win \$300 >

For Every Turn



2017 Mitsubishi Outlander
Learn More >
Sponsored by Mitsubishi

Search Cars for Sale

Read Specs & Reviews

Find Service Centers & Dealers

Mitsubishi ▾

Outlander ▾

2017 ▾

Search

ACURA
CERTIFIED
Pre-Owned Vehicles



SHOP NOW >

Roadside Assistance Limitations +

The search has three different tabs that specify what the user is searching. And has dropdowns for input.



Company Registration



Trademark Registration



Business Name Registration



TIN/VAT Registration



Prepare your website privacy policy



Engage a Lawyer



Prepare a Non-Disclosure Agreement

Offline

Our Services

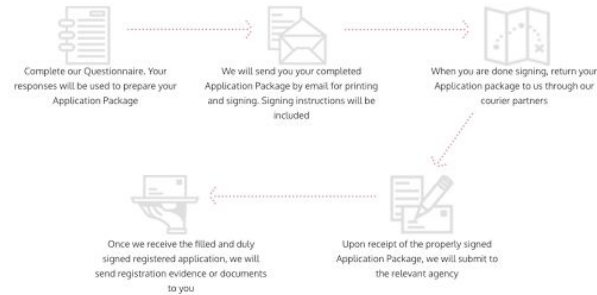
DIY Registrations

DIY Documents

DIY Resources

DIY Engage

Transparent - Simple - Affordable



GET STARTED

The use of line icons and interactivity they have when the user hover over them.

Clickable tabs to show more information without scrolling/taking up more space

A Week at Pivotal

- 9AM BREAKFAST
- DAILY STANDUP
- TEAM STANDUP
- ITERATION PLANNING MEETING
- TEAM RETROSPECTIVE
- PING PONG



OUR CUSTOMER STORIES

Better service starts here

Learn how companies around the globe use Zendesk to build stronger relationships with their customers and change the way they do business.

Americas ▾

Company Size ▾

Industry ▾

Use Case ▾



Box

Learn how Box has scaled with Zendesk Support to offer full



FCC

Zendesk Support replaced 18



Groupon

Groupon chose Zendesk Support to help scale support for their



Shopify

Shopify now focuses on a single

Video hero.
Really nice, subtle, and engaging.

Could be a cool aspect as the hero obviously. But if we want to draw attention lower in the site we can have a short video with products or something that could draw attention and desire? Really highlighting the product and what it can do for the user.

Your workflows, structured & smarter

Try the customizable work management solution leaders trust and employees love working on.

[Start free](#)



VOLVO

Deloitte.



SONY



Sotheby's
INTERNATIONAL REALTY

"Podio is an extremely flexible and highly customizable online hub for work and communication. Because it's so user friendly Podio is an extremely flexible and highly customizable online hub for work and communication. Because it's so user friendly and scales easily for growing businesses, it's an Editors' Choice."



THE BEST ONLINE COLLABORATION SOFTWARE OF 2016 BY PC MAGAZINE



CONSOLIDATED PROCESSES

Get your teams working in sync

With content, conversations, and processes structured and together on one tool, Podio creates the focus and clarity your people need to get their best work done.

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FAST SETUP, FULL CONTROL

Tighter collaboration for greater durability

Clearly defined roles and a custom tool fitted to how your team works best will help improve delivery time, effectiveness and relationships.

EASY ADMIN



FAST COMMUNICATION



CUSTOM STRUCTURE



Granular admin capabilities let you control who has access to your Podio workspaces and the ability to quickly make adjustments.

Bring your clients, freelancers and other external parties into Podio for free and eliminate lengthy email threads and time-consuming file sharing.

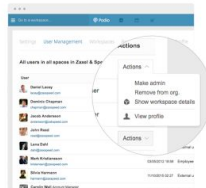
Tailoring your processes to accommodate every step and stage that's unique to your team ensures efficiency and effectiveness, in one place.



ChanceLight

ChanceLight uses Podio to educate thousands of American students.

[Watch video](#)



SECURE & RELIABLE

Dependability you can trust to run your business

Podio's stability (99.99% uptime last year) and intuitive interface makes deployment straightforward. And as part of Citrix, we adhere to the most rigorous security standards.

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[Download our Security Whitepaper](#)

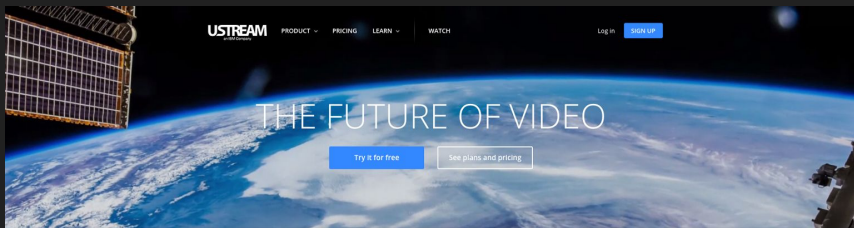
FEATURES

The components you need, together on one tool



Get started on Podio, for streamlined work that will drive your business forward.

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USTREAM

PRODUCT ▾ PRICING LEARN ▾ WATCH

Log in SIGN UP

THE FUTURE OF VIDEO

Try it for free

See plans and pricing



Best in class video platform winners announced

Learn more

Online video and live streaming platform

BROADCAST TO ANYONE

Online video streaming at scale

Learn more

STREAM & SHARE SECURELY

Secure video streaming and sharing for teams and enterprises

Learn more

The video platform you will love



Global

Scale your video to audiences of any size, worldwide.



Reliable

Over 2 million live video events streamed every month.



Engaging

Drive marketing success with the world's most engaging medium.

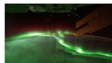


Helpful

Professional one-to-one support, on tap.

Featured customers

SEARCH



NASA ISS Earth Viewing
[Live now](#)



Ustream Producer
April 26, 2014 at 9:32pm



The Decorah Eagle Cam
[Live now](#)



Tower Bridge
[Live now](#)



NAB 2016 IBM Cloud Video Highlights
April 28, 2016 at 11:46pm



IBM CEO Ginni Rometty 2016 CES Keynote
January 8, 2016 at 8:18pm



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HDTV Productions

Harness the power of live and recorded video

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Ustream Producer
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Customer stories

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Newsroom
Careers
Ustream for Change
Contact us

SUPPORT

Getting started
Support Center
How-to videos
For developers

WATCH

Popular streams
Upcoming events
Watch without ads

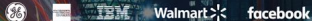
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English



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1x return on content investment

3x increase in content production

30% original content

Smart content marketing. Incredible results.

Our powerful enterprise technology makes us the industry leader in creating, distributing, and optimizing content. Create and manage all of your corporate content in one place. Streamline your approval processes, and optimize every aspect of your content marketing with instant reporting analytics that tell you what to do next.



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Clients



With smart technology, top talent, and the world's leading content strategy services—and magazine—Contently is the Fortune 500's most trusted content marketing solution. See how it works for some of the biggest brands in the world.

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The world's best creative talent

We build custom, world-class teams for every client to ensure their success. Our freelance network spans 60+ countries and includes over 100,000 award-winning journalists, videographers, graphic designers, researchers, and photographers, meaning you'll have the perfect team for every content need.

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Document Analytics

Contently Document Analytics is a unique content measurement tool that allows marketers to track engagement across sales enablement and marketing collateral.

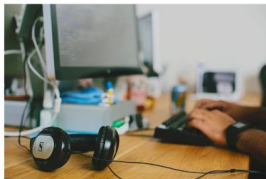
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More than a content or marketing company

Contently was created by journalists and technologists with a vision of a better media world. Our quest is not only to help every company become a quality publisher, but also to empower creative people to build careers and to fund stories that keep democracy alive.

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"The Best Content Marketing Platform"

—Gartner, Content Marketing Platforms

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Contently

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H&R BLOCK MORE ZERO

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**TurboTax is a registered trademark of Intuit, Inc.

ENDS FEB. 28

FILE 1040EZ IN AN OFFICE FOR FREE

Visit an office, meet with a Tax Pro, file your
1040EZ federal return, and pay nothing. Nada. Zilch.

[Make An Appointment](#)

Incorporating other call to actions in the header and possible marketing real estate. While still having the search bar in the hero and a predominant action.



[PRODUCTS](#) [MY DEVICE](#) [FOR BUSINESS](#) [SUPPORT](#)

[Sign In](#) | [Cart](#)  0 items

[Free Ground Shipping](#) on Orders of \$50 or More — [Details >](#)



FOR THOSE WHO DON'T STOP.

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Products








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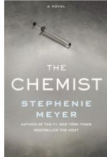

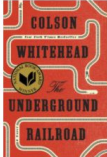

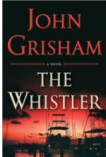
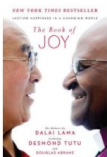

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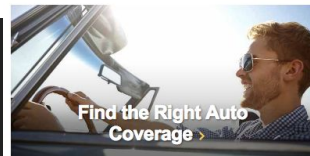
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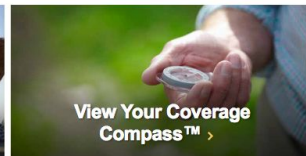


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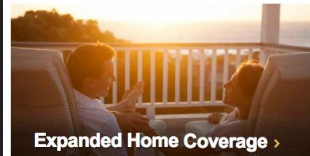
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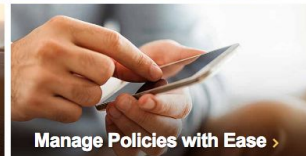
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