# **EnergyVaasa community web pages survey**

# Introduction

My task was to compare two websites: <http://www.bodycote.fi/> and <http://www.pintaa.fi/>.

While Bodycote focuses on thermal processing of metal, Pintaa provides painting services. Bodycote is a worldwide network, but Pintaa is a local company based in Vaasa only.

First thing that you can notice from the first look is that Bodycote way has more flexible website, providing more options and menus for user to choose from. Pintaa provides their website in Finnish language only, while Bodycote has a great choice of languages. Actually Pintaa’s website basically is just one page that looks more like a business card: it contains only a brief description of a company, “contact us” button and “invitation to tender” button for their possible customers. Bodycote has fully functional website that could be actually called a website.

# Search results

The key product of Bodycote is thermal processing. If you try to google up “thermal processing services”, Bodycote comes as first result which leads user to the main page in English. But Google is known for showing up results according to many circumstances, like user location, user searches made before, etc. Next two results that come after it are companies based in US that specialize on thermal processing aswell.

As for Pintaa, which focuses on surface painting, googling up “surface painting Vaasa” doesn’t gives user a chance to find Pintaa on the first page. At least because this site doesn’t provide any information in English at all, it’s more aimed for locals that live in Vaasa. Besides, Pintaa is not the only one company in Vaasa, so it has a lot competitors. I can’t really make a proper google search request in Finnish in order to compare it with other companies.

# Visual layout

Both websites have pretty good layouts, which are pleasurable to browse. However, as I mentioned before, Bodycote has an actual, fully functional website with all the descriptions of their products and services, while Pintaa aimed more to make a simple, good looking business card with possibility to contact with company by Internet.

Both websites have contact/feedback form, but Pintaa website provides everything in Finnish, that might cause some troubles for non-Finnish people.

# Platform

From source code of Pintaa’s page user can find out that they use Joomla as a platform. However, I couldn’t find out about Bodycote’s platform. That could mean that they use one made from scratch, which is common among worldwide known and respected companies.