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**Competitive Analysis**



## YP Local

Reverse Phone, Gas Prices & Contractors

3.7★

9.35K reviews

1M+

Downloads

**E**

Everyone ⓘ

## COMPETITOR PROFILE

I'll be creating a competitor profile by performing a competitive analysis on YP Local by **Yellow Pages** free mobile application which focuses on connecting users to local Canadian business, by giving them the direction and allowing them to contact the business.

*"A Century-long Legacy"*

[\\_yp.ca](http://_yp.ca)



# KEY OBJECTIVES

YL local aims to create a **resourceful source of information** for all users to be able to find the best professionals and businesses in **their area**.

“YP’s apps bring the neighbourhood to the tip of your fingers. Discover shops, deals, restaurants, services, grocery stores and more!” is their short bio on google play store, as they seek not only to provide value for the users by putting them in touch with the best professionals but also offer deals on their services.

- Heavily **location based** in their approach of putting users in touch with local professionals
- A lot of **useful information** for users
- **Free** to use

# OVERALL STRATEGY

Origins of the Yellow Pages can be traced all the way back to **1886**. Of course, not in format of websites or multiple applications that in exists in today, but one huge advantage they have is their **longevity**. They have a brand synanons with looking up professional help thanks to how long they have been around.

Before being able to look up a service, users need to enter their **location first**. This app majorly focuses on putting users in touch with the closest and local professionals.

They are active on social media platforms such as Instagram, Twitter and Facebook by posting hiring posts and numbers from their business growth. But unfortunately, they receive minimum to **no interactions** as they only post and don’t interact with the followers/ users comments or questions.

They have the same approach on online stores as they have a google store review of **3.1** from almost **9,500 reviews** with a lot of **1-star rating** and no replay from the developer. Things do not look better on the IOS side as they have a **2.7 out of 5 from 339 Ratings** with a lot of negative reviews, with developers replies stopping in 2017.



Nothing strange or detrimental to them pops up upon a quick google search on Yellow Pages, but it's important to note **Yelps ads** pops up on the first results.

- Longevity and brand recondition more than focusing on advertisement
- Same posts optimized for all social media platforms
- Low rating and position on google play store and app store

## MARKET ADVANTAGE

- The Yellow Pages brand has been **around for a very long time.** An advantage that newer apps in "seeking local Helps" like Nextdoor do not have.
- **Free** for users seeking pro advice and help. Free to set up for businesses as well, **BUT**
- It also helps the joining professionals to grow their business by offering **advertisement** on multiple platforms (with paid options).
- Contains **all the information** about a store's location, their utilities, reviews, details and all the info a user could be thinking about.

## MARKETING PROFILE

Their long presence in the **Canadian market** isn't something that can't be bought and adds a level of legitimacy which money can't buy. They had the same message and mission since their beginning.

"We exist to champion the local neighbourhood economy by enabling connections between Canadians and their local businesses. " is their mission. Their focus is on building connections and relationships between their two main target audiences: **businesses and locals.**

Although their approach has been greatly changed since their magazine and print days and general **phone book** format, it's always been an advertising tool at heart. Its greatly and usefully adapted to the digital era as they're serving over 125,000 Canadian Businesses and Digital is 75.6% of their total revenues.



# SWOT PROFILE

## STRENGTHS

- Longevity
- Value in content for users. They can find and contact any local professional or business they might be looking for.
- Free to use

## THREATS

- A general google search about the desired professional or service, especially for people who don't want to use separate apps for every little thing.
- Yelp, another strong application which connects locals to top rated businesses and rates them.

## OPPORTUNITIES

- Utilizing their active but lackluster social media to interact with the followers more and answer their questions.
- Following up on the promise of letting the save money by creating a promotion/deals sections.
- Fixing basic features such as maps and directions.
- Reviewing feedbacks on stores could be a great way to discover and fix potential points of frictions.

## WEAKNESSES

- Simple and dated interface.
- Too much focus on location and nearby businesses.
- Promises promotions and deals but there is no section or category for those.
- Presence over social media platforms, but no interaction with comments and questions.
- Not paying attention or responding to user feedbacks on app store or google play.
- "get directions" and map functions don't always work with a strange error that doesn't really offer a fix. Same with "To Do List"



# UX ANALYSIS

## USABILITY

While everything looks technically sounds with this app, the interface looks very bland, old and boring. There is an inconsistency with images and icons of businesses which are missing in some places. Recently visited businesses strangely get saved in messages. Very simple experience that doesn't have any eye candy or interesting thing popping at the users and could surly use a design overhaul. Home page offers very displayed very little all the app and data it has to offer; doesn't feel properly balanced.

## LAYOUT

The layout design is very simple to understand. Pretty general home page which is a basic featured section, a search feature focusing on "What" and "Where" to help the user find professionals near their location. A to do list that does not function, and I have no idea how it operates, but pretty basic messages and profile pages. Easy simple tasks, with easy simple ways to achieve them.

A little lacking in design as it looks too simple and not well designed with a lot of extra spaces and gaps between everything on home page.

## NAVIGATION STRUCTURE

Operating on a simple and straight forward flat navigation, users can move between the main 5 pages from the navigation bar to complete tasks.

## COMPATIBILITY

Can be downloaded from google play and app store. Also website for desktop and browsers.



## DIFFERENTIATION

Throughout their history, Yellow Pages have always been about creating relationships between professionals and people looking for professional assistance. That's their goal and they have successfully stuck to it. Evolving during their century long existence, going from a phone book format to a credible source for all kinds of advertising.

They're available on all current platforms (Android, IOS and web) and have an active presence on all social media. Both of those things are massive advantages which perks of could be put to better use.

They offer a lot of value to people looking for professional help by providing them with a lot of details and suggestions about their selected professional or business.

## CALLS TO ACTION

This is a free product to use for people looking for professional advice and connecting to local businesses. As a result of being free, the users aren't constantly being asked to sign via pop ups. However, in order to be able to send a message and leave a review which they can do by creating an account or continuing with Facebook or google. They are easy to find from the nav bars profile section. Signing in/ out and account setting is as easy from the settings menu from profile page. Pretty quick action and process.





**Seekex**  
Career Counselling App

1K+  
Downloads

**E**  
Everyone ⓘ

## COMPETITOR PROFILE

I'll be analyzing another application that focuses on putting advice seekers in touch with professionals in almost every field in order to help them build a career. It's called **Seekex: Career Counselling App**.

*"A platform for end-to-end career guidance."*

[\\_seekex.in](https://seekex.in)



## KEY OBJECTIVES

“A platform for end-to-end career guidance.” is one of their slogans as they focus on career advice and **getting users hired** in different fields. They also offer a lot to professionals as they can offer pay rate on their services. “Discover your talents & help others to discover theirs”. Like a two-way street for both professionals and adviser seekers alike.

Providing advice on career knowledge, career planning, career building, career growth, career options for their advice seeking user, while being able to pay the contributing professionals for their services.

## OVERALL STRATEGY

Seekex is an app created for **India and Indian users** across the planet. Because of variety of Indian languages, most of the expert offering help confidently speak **English**. Even the app itself is mainly in English language, even though the offered promotional credits are in Indian Rupees.

They aim to connect professional and advice seekers, by giving the users as **many ways as possible** to contact each other, as well as **paid and free tiers** to keep everyone happy. They aim to create a big **community** of experts by that.

They strangely still **don't have a review** available on google play with only 1K plus downloads and being released on October 2021.

They promote **a blog** on their site, which is not active or available to review and have a **very weak** social media presence.

## MARKET ADVANTAGE

- A lot of useful categories (**20+**) and professionals (**1000+ Verified Experts plus unverified experts**) which have helped over **5K+** help the advice seekers.
- Creating an easy path with **4 simple steps:**
  1. Download the SeekEx app
  2. Register as Seeker
  3. Choose a career expert
  4. Book an appointment/direct consultation



- **Diverse content and ways** to deliver advice for example Videos feature is like a Tiktok with professionals introducing themselves or providing a short advice. Top posts and advice short written formats available for free.
- **Top rated advisors**, experts working for top companies or graduated from top collage sorted and available to choose from. Displaying what is their charging rate for texts, calls, video calls or messages as well as their response rate, user ratings and image!

## MARKETING PROFILE

SeekEx (the company) at its core feels very much like a **recruitment agency**. "Get Right career Guidance and pursue the future of your dreams by taking 1 on 1 career guidance & Counselling from experts & toppers." And their application very much reflects that.

They aim to help with things like career growth, entrance exams, aboard studying, interview preparation advices to get their users to their **dream jobs** and future; It's all about providing their users with all the information's to that.

They boast the numbers of how many users they have helped get hired, how many companies have they been associated with and how many experts they have in absence of rating and lineage.

### Our Achievements

**1,000+**

Domains-Specific Experts

**35,000+**

Aspirants Impacted

**5 K+**

Min's of Career Hacks

**1000+**

Companies Associated

Given its **natural limitation** of catering to certain demographic and nationality, it really has everything a seeker of advices would look for. Not only they can just text them for a free quick advice or pay the professionals for a longer conversation, they can also follow them on all available social media platforms they might have. Truly creating a community.



# SWOT PROFILE

## STRENGTHS

- Many professionals using the app
- Diverse ways to deliver advice
- Verify the professionals and creating a trustable source
- Free and paid tiers of different levels and degrees of advice
- The way a pro's profile, experiences, skills and moer info are displayed.

## THREATS

- Recruitment agencies which help people getting hired and helping them improve their resumes, portfolios and offering them advice, sometimes for a for a fee. These recruiters might even come across a good opportunity and be able to get an advice seeker hired!
- Any other service that would exchange advice or recorded messages or video with money like fiver or master class.

## OPPORTUNITIES

- Broadening their reach to more international and opening more doors
- Fixing basic functions like creating an account
- Brining the app to IOS and accessing new markets
- Organizing the canaigres and users better...utilizing the nav bar better
- Giving the users the opportunity to do less and access more free services without having to sign in

## WEAKNESSES

- Limited reach, limited to a certain demographic and country
- Weak interface design, applications feels unorganized
- Difficulties while creating an account
- No rating available on google play store
- Not available on IOS

