**Introduction**

For my project, I am creating a website for a resort at the Lake of the Ozarks. The current website has some issues and the owner of the resort is looking to overhaul what is currently online. As such, I chose my two websites for comparison to be two resorts at the Lake of the Ozarks. These two resorts are Margaritaville (<https://www.margaritavilleresortlakeoftheozarks.com/>) and the Lodge of the Four Seasons (<https://4seasonsresort.com/>).

I am accessing these sites on my ASUS notebook, running Windows 7, in Google Chrome, on my home wifi, and I did not have issues accessing either site.

**Margaritaville Strengths and Weaknesses**

Strengths

The website makes booking very easy and one of the first things you see when you open the page. The homepage also shows a number of different amenities the resort offers and current events happening in the near future. There are pictures of the resort in all areas of the website and all of the links work correctly. Overall, this is clearly a professionally made website that quite a bit of time and energy was spent creating.

Weaknesses

While the front page offers a lot of information, it does feel a bit cluttered. I do not like the three menu bars on top of each other on the main page. Another feature which I feel the website is lacking is dropdown menus. Instead of having one page with all the room descriptions on it, I think a dropdown menu would allow easier access of information and make the website feel more fluid. The last weakness is while the website uses a lot of pictures, the pictures are not of a very high quality. I think updating them would go a long way towards making the website as good as it can possibly be.

**Lodge of the Four Seasons Strengths and Weaknesses**

Strengths

I think the homepage is really well done. All of the relevant information a prospective traveler could want is there and clearly visible. In addition the use of a background photo is really well done and certainly is enticing to prospective occupants. The website also uses dropdown menus very well especially for the rooms. This menu has pictures of the room in the dropdown menu with is pretty cool and useful. Once again, the website is clearly made by someone who really knew what they were doing and spent a lot of time nailing down the website to serve its purpose well.

Weaknesses

Overall I really like this website but it has a few areas I think should be tweaked. The main page is really well put together but I think they went overboard with how much information is directly on the page and not in another page. Most of the information past what is initial seen when the website is loaded would fit better in a menu showing amenities and events in my opinion. It feels like you can scroll forever on the page and so there is the potential for a lot of people to not even know those things exist because they are easy to miss. Another small issue is some of the pictures in the dropdown menus are going over the words paired with them meaning they cannot be read.

**Comparison**

**Both websites are very easy to use and clearly show next to everything each resort has to offer. Booking is a primary feature in both site and can clearly be done on the main page. The navigation of each site was a little different with Margaritaville opting to not use dropdown menus and Lodge of the Four Seasons choosing to utilize them in some areas. One big difference was the quality of the photos on the Lodge of the Four Seasons website was much higher than those found on the Margaritaville site. Both also ran into the same issue of overloading the main page with information that I think would be better suited in a menu bar. A last difference would be the phone number on Margaritaville is way down at the bottom of the page while the Lodge of the Four Seasons has their number at the top and much more visible and easier to find.**

**Possible Uses**

**Most people coming to these websites will be looking for a place to stay at the Lake of the Ozarks and both websites fulfill that need well. They have clearly outlined both what they offer and what the area offers and have made booking online easy and simple to do.**

**The other kind of person who could visit these sites would be someone who is looking for a comprehensive list of activities going on in the area. They could be travelers staying somewhere else or even locals who want to know what events are happening in the area. Both websites have information about what is currently happening in the surrounding area so travelers have an idea of what they can spend their time doing.**

**First Peer Comment**

It sounds like both websites are helpful to students which is awesome! Having the library catalog be available online is so useful and I know for me personally is one of the features I use most on my current library's website. I also think the added touch of having the school colors used on the website is a good idea and helps with the cohesion between the library and the school. Hopefully the websites will have their missing and out of date information fixed soon!

**Second Peer Comment**

It's good that both sites used pleasing color schemes. I find color to be one of the more underrated aspects of a website and if it is distracting and not easy to look at the entire website can suffer greatly because of it. It's also good both of the websites have their information clearly outlined and organized. If the information is hard to access or read on a site, it once again can detract greatly from the usability of the site.