Competitive Analysis for Byte Back

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Measures for comparison

➜ **Social**

Frequency of updates? # of followers?
Engagement?

➜ **Search**

How hard to find?

➜ **Website**

Traffic? Design? Easy to navigate?

➜ **Newsletters**

Nice layout or theme? Attention
grabbing or boring?

1. Computer Core

- **Social**
  - **Facebook**
    - **563 likes, 612 follows, 10 reviews**
    - **Frequent posts, little to no engagement/likes**
- **Search**
  - **Really difficult to find through search**
  - **Doesn't come up within first 3 pages of Googling "adult tech classes dc"**
- **Website**
  - **100% traffic comes from search**
  - **Not much data available**
  - **Boring/basic website design, but easy to use**
- **Newsletter**
  - **Easy to sign up; prompt on homepage**
  - **Welcome email, weekly updates**
  - **Poor design, not very personalized; can tell it is a template**

– 2. Oasis Connections

- **Social**
  - Facebook: 359 likes, 365 followers, no reviews
    - Weekly posts, variety of content, few likes or engagement
  - Twitter: 2,063 followers
    - ~Monthly posts, few likes or engagement
  - YouTube
    - Helpful, instructional technology videos - original content
    - Not consistent posting, every 2-3 months
    - 326 subscribers; decent amount of likes/comments
- **Search**
  - 4th result on Google when searching "adult tech classes dc"
- **Website**
  - Traffic: 47.91% direct, 3.25% referrals, 37.67% search, 2.31% social, 8.85% mail
  - Nice looking website, but hard to navigate - too much information
- **Newsletter**
  - Hard to find sign-up, must create an account
  - No specific newsletter about the technology programs
  - Engaging & pleasing design

3. Four Walls Career & Technical Education Center

- **Social**
  - **Facebook**
    - **1 like, 1 follow**
    - **Not updated since 2018**
- **Search**
  - **Does not come up within 3 first pages of searching "adult tech classes dc"**
- **Website**
  - **No traffic data on SimilarWeb**
  - **Really poor/basic website design - hard to navigate**
- **Newsletter**
  - **None**

4. Year Up

- **Social**
  - **Facebook: 21, 732 likes, 22,521 follows, 23 reviews**
    - **Daily posts, decent engagement (~40 likes and 1 comment/per post)**
  - **Twitter: 13.4k followers**
    - **Daily-weekly updates, averages a few likes and retweets**
  - **LinkedIn: 7,666+ alumni, 50,361 followers**
  - **Instagram: 2,000 followers, ~60-100 likes per post**
  - **Youtube: 5.14k subscribers; original content but not frequent**
- **Search**
  - **Difficult to find in search for "adult tech classes dc"**
    - **Maybe b/c it is a national company (but it does have local programs)**
- **Website**
  - **Total visits: 109.92k, avg. visit duration: 2 min**
  - **Traffic: 2% direct, 29% referrals, 37% search, 4% social, 14% mail**
  - **Great website design**
- **Newsletter**
  - **None**

5. Per Scholas

PER SCHOLAS

- **Social**
  - **Facebook: 15,000 likes, 15,000 followers, 73 reviews**
    - **Daily posts, engaging original content; low engagement/likes**
  - **Instagram: 1,700 followers**
    - **Monthly posts, interesting content; ~30-40 likes per post**
  - **Twitter: 3,000 followers**
    - **Daily posts, mostly retweets - some original content; low engagement**
- **Search**
  - **Does not come up in first 3 pages of searching "adult tech classes dc"**
    - **Again, this is a national program with local classes**
- **Site**
  - **Traffic: 43% direct, 5% referrals, 44% search, 5% social**
  - **Great website design, easy to navigate**
- **Newsletter**
  - **Hard to find sign-up**
  - **Monthly**

My org: ByteBack

- **Social**
  - **Facebook: 2,000 likes, 2,200 followers, 31 reviews**
    - **A few posts per week, decent engagement (~20 likes per post)**
  - **Twitter: 3,300 followers**
    - **Daily posts; mostly retweets but some original content; decent engagement (~5 retweets, 10 likes per post)**
  - **Instagram: 1,000 followers**
    - **Not frequent posting; not very engaging content**
  - **LinkedIn: 650 followers, 25+ alumni**
  - **YouTube: 133 subscribers**
    - **Every few months posts; original, helpful content**
- **Search**
  - **Comes up as fifth result when searching for "adult tech classes dc"**
- **Website**
  - **Easy to navigate; engaging**
  - **Traffic: 43% direct, 54% search, 1% referrals**
- **Newsletter**
  - **Easy to find sign-up; monthly updates; engaging content & good design**

– Sources

- https://computercore.org/
- https://perscholas.org/
- https://www.similarweb.com/
- https://byteback.org/
- https://www.yearup.org/
- http://www.fourwallsctec.org/