

LATHAM MEDICAL
COMPETITIVE
ANALYSIS

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LATAM-MEDICAL ORIGINAL WEBSITE

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Affordable medical equipment, pre-owned or new, and quality repairs

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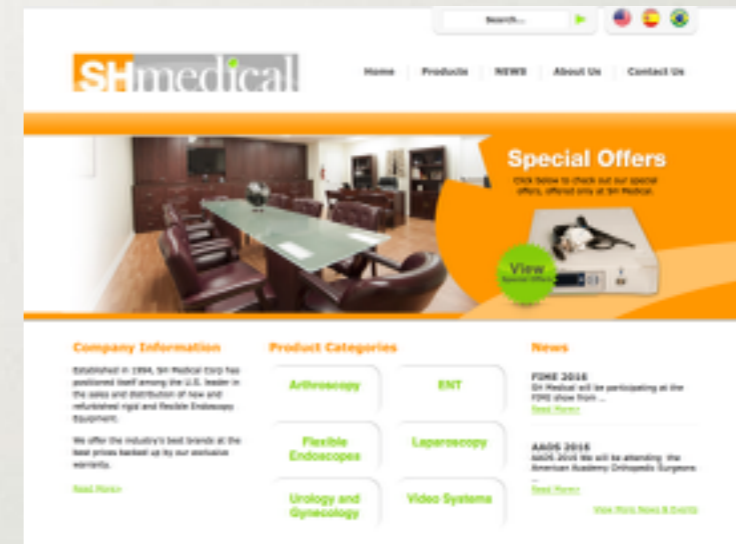
Latam Medical is a quality seller of refurbished and used medical equipment.

We have been helping our customers, with their equipment needs, since 1991.

Our specialties are: rigid endoscopic (arthroscopy and laparoscopy) and orthopedic power equipment (pneumatic and electric).

Within our products' line you will find recent models from: Acufex, 3M, Arthrotek, Dyonics, Circon, Hall, Linvatec, Olympus, Panasonic, Sony, Stryker, Wolf, Zimmer, and other makes.

COMPARE THREE COMPETING WEBSITES



COMPARISONS

COMMON FEATURES

	Velocity	MTM	SH Medical
About	✓	✓	✓
Contact Us	✓	✓	✓
Products	✓	✓	✓
Brands	✓	✓	✓
News	✓	✓	✓

DIFFERENTIATING FEATURES

	Velocity	MTM	SH Medical
Social Media		✓	✓
Inventory	✓	✓	
Sell		✓	✓
Multi-Lingual			✓
FAO			✓
Search			✓
Get Quote		✓	
Track		✓	
Repair			✓
Testimonials			

USER INTERFACE

	Velocity	MTM	SH Medical
Total Pages	92	64	67
Pages Level 1	5	5	5
Pages Level 2	87	17	18
Pages Level 3		42	44
Forms	Contact	Contact	Contact
Main Nav	Header	Header	Header
Product Nav	Right Nav Bar	Left Nav Bar	Content
			Footer

**FINDINGS
AND
RECOMMENDATIONS**

FINDINGS

- SH Medical has the most features
 - ◆ Best in class
 - ◆ Highlights specials
 - ◆ More easily found with multi-lingual
 - ◆ Social networks: Twitter, YouTube, Facebook and LinkedIn
 - ◆ Has a single contact form

RECOMMENDATIONS

- Common features
 - ◆ Contact, About, News, Products, Brands
 - ◆ Spanish and Portuguese
 - ◆ Inventory, FAQs, Ordering info, Tracking
- Links to Facebook and LinkedIn
- Spanish and Portuguese
- Search, Buy, Repair, Quotes, Orders

RECOMMENDATIONS

- Add features not offered by competitors
 - ◆ Shopping Cart for domestic orders
 - ◆ Testimonials
 - ◆ Dynamic inventory
- Updated branding
 - ◆ New color themes
 - ◆ New logo