

Company						
Website	www.suterra.com Who we are and Contact us navigational items; homepage features carousel promotional tiles with beautiful photography of farming areas around the world; static tiles highlight company core values with "Read more" call-to-action; carousel customer testimonials could be linked to deeper case study content for those interested.	www.iscotech.com Carousel promotional tiles on the homepage with "How we do it" calls-to-action; static product and service tiles with "Learn more" prompts; Solutions, Partnerships, News & Events and About ISCA content areas; separate ecommerce site at iscatechnologies.com (not sure why the second site is necessary, but only one has a secure certificate).	www.herconenviron.com Homepage features Our Company, Innovation, News, Project Spotlight and Contact Us navigational items with application sub navigation; brief overview statement with featured product callout; product pages feature descriptors and resource downloads; webpage designed by Webpage FX .	www.semios.com Scrolling promotional tiles on homepage; credentialed login for customers/partners; product navigation includes Network, Pests, Frost, Diseases and Irrigation; real-time customer service tool.	www.cbcamerica.com Clinical website with Corporate, Divisions, News & Events and Careers navigation areas; stacked promotional tiles for CBC America, Imaging & Information Technology, Chemicals & Pharmaceuticals, Eco-Energy, Flooring, Industrial Optics and Plastics & Resins; part of a global network of service providers.	www.pacificbiocontrol.com Static promotional tiles on homepage; navigation for Company, Products, Pheromones and Contact; homepage is a "catalog" of links to whitepapers, insect profiles and product spec sheets; resources available for download that help customers with selecting and applying the right solution ; Company features bios on the team; contact form available.
Email	Contact us form available.	None; contact us and partner request forms available.	"Keep up to date on Hercon products and news."	Request more information form.	None.	None.
Mobile	Partially-responsive site.	Fully-responsive site.	Not designed for mobile.	Fully-responsive site.	Not designed for mobile.	Fully-responsive site.
Social	54 Facebook likes and 17 subscribers to 1 video on YouTube; mix of LLC, Bend and European secondary social accounts creates a bit of confusion; posts are out-of-date.	149 Facebook likes, 61 Instagram followers, 174 Twitter followers, 41 YouTube subscribers (and 10 videos); multiple Twitter and Google+ accounts are confusing.	No formal social presence.	Most active on Twitter (780 followers), 271 Facebook likes, 1 YouTube video, 71 Google+ followers; appears to use a syndicating service to post.	Outdated social posts on Facebook (27 likes) and Twitter (31 followers).	2 videos on YouTube with no subscribers to the channel, Google+ page with no content; brand is not formally present on other social channels.
Brand Message	"We are the global leader in environmentally sustainable pest control."	"ISCA meets the growing consumer demand for safe products with the most effective pest control solutions available for agriculture."	"Powered by innovation, proven by performance."	"Semios is the leader in onsite sensing, big data and predictive analytics solutions for perennial agricultural crops."	"CBC is a global leader in providing safer, healthier, greener solutions through innovative technologies."	"The market leaders in pheromone mating disruption."
Public Relations	Not available.	Press releases, news clippings and company blog.	News features product launch announcements.	Updated media and news sections.	News section with press releases.	Not available.
Events	Not available.	Conferences, trade and speakers.	None listed.	Conferences and sponsorships.	Conferences and sponsorships.	Not available.
Content	Compared to peers the lack of content availability may challenge Suterra's authority and credibility ; consider text to accompany the company video to tell the brand origin story.	Content is approachable and concise; great balance of summary copy versus detailed descriptions, with an easy way to navigate between the two for more information.	Content is most developed in the company section, with Vision, Mission, Customers, Technology, Quality, Team and Facilities ; copy is generally formal and dry.	Content is approachable and concise ; focus on fact-based decision making with the use of data and analytics.	Content is very factual and scientific; lacks personality and theme; closest they come to branding is the global campaign theme, "Dream Together."	Sparse; content is very clinical; Products page is a straight list of links with no descriptors; lacks personality except for the Company bios which personalize the brand a bit.
Imagery	Professional photos balance summary content; beautiful header imagery for pages.	Great use of icons to simplify system / process descriptions ; insect imagery on detail pages is subtle but effective; professional photos throughout.	Header imagery on every page, with small thumbnail images on promotional tiles.	Great use of icons to simplify system / process descriptions; professional photos in social posts.	Very little imagery except for corporate logos and section headers; photos may help break up the [academic] content .	Little imagery; what photos are present appear to be homegrown; seems more like an academic resource than a branded website.
Value Proposition	"Making your world a better place. Naturally."	Isca Technologies allows you to protect your crops from pests with a green solution that's safer for the planet while allowing your business to flourish.	Our mission is to help our customers grow their business by delivering products and services of exceptional value distinguished by their quality and innovation on time every day.	Semios helps you worry less about your crop by using data, [predictive] analytics and monitoring to execute a site-specific response with measurable ROI.	CBC America is the one company that offers a vast range of innovative products and services.	PBC develops and distributes pheromone products manufactured by Shin-Etsu Chemical Company, Ltd. More crop acres are protected using Shin-Etsu pheromones than all other competitive products combined.