

# VICO 361 Redesign Brief

**Client:** Ohio University E.W. Scripps  
School of Journalism

**Designer:** Alex Martinez

**Date:** 4/12/12



# Goals/Mission Statement

Why does this website exist?

## Mission Statement

The E.W. Scripps School of Journalism places the following mission statement on their "About the JSchool" page. This is the mission statement for the School of Journalism:

The E. W. Scripps School of Journalism is dedicated to the needs of its students; to excellence in teaching, advising, service, and research; and to leadership in journalism education. The school provides a liberal arts foundation combined with a professional education and practical experience for its students. The goals are to search for truth; to develop critical analysis, thinking, writing, and speaking abilities; to enhance free, responsible, and effective expression of ideas. To that end, the E. W. Scripps School of Journalism:

- stresses the importance of the First Amendment;
  - fosters the highest standards of journalism ethics;
  - prepares students to enter the journalism professions;
  - provides a liaison between students and professionals;
  - involves students and faculty in an extended University;
  - values an international presence and perspective;
  - attracts, nurtures, and retains a diverse group of outstanding students;
  - expands scholarly activity to enhance the body of knowledge within journalism;
  - supports a diverse faculty offering an array of contributions;
  - offers an environment that equips students to live in a diverse world; and
  - upholds the University mission of commitment to educational excellence through focus on the individual student.
- 

<http://scrippsschool.org/about/>

The website is meant to be a portal to JSchool for prospective and current students, faculty, and anyone curious to find out more about one of the top journalism schools in the country. The site gives the viewer access to JSchool news, information on undergraduate and graduate programs and links to many Ohio University journalism-related groups. The site is the accumulation of everything journalism at Ohio University.

## **Target Audience**

The site is geared toward five main audiences:

1. Prospective Students
2. Current Students
3. Alumni
4. Faculty
5. Employers

## **Why?**

The current home page has an "Information about the JSchool" section that lists links to the most important sections of the site, including:

- Prospective Students
- Current Students
- Special Sections
- Sequence Pages
- Alumni and Friends
- Research/Creative

<http://scrippsjschool.org/>

There is a large emphasis on providing information pertinent to students, both prospective and current, in order to aid them in their journey through the Scripps journalism program.

It is important to provide news and information on current events in the JSchool not only for the benefit of students, but also to keep faculty updated and to show off student work and talent to prospective employers visiting the site. "JSchool News" on the homepage provides a window into what students and faculty in the JSchool work on and do.

## **Three Goals**

1. Provide admission information and requirements to prospective students
2. Provide information on degrees/programs to students
3. Provide resources pertaining to journalism at Ohio University (ie. Groups on campus, event news, general news)

These goals were chosen to reflect the content provided by the JSchool website. Revolving around journalism at Ohio University, the site lists current news and events, provides students information on their majors/sequences, and acts as a portal to Ohio University students, faculty, and alumni. By acting as an aggregate of information, the site has the ability to showcase Scripps student and faculty work as well as the work of student organizations.

# Personas

## Who might visit this site?

### Person 1

Michael is a recent high school graduate from Akron, OH. He is applying to the school of Journalism at Ohio University. He comes from a poorer family, wants to attend a journalism program with a good reputation, and is applying to OU in hopes of gaining scholarships to aid him. He has always found technology interesting, getting a bit into graphic and web design, and wants to report on the world of technology after graduation. He needs a website that easily provides him information on admissions and the process of applying for scholarships.

Designing the E.W. Scripps School of Journalism website with Michael in mind, we must neatly organize necessary admissions information. Providing Michael with direct access to application process information as well as a link to school scholarships is a must. Also, because of the variety of sequences, organizing a section with descriptions of and requirements in each sequence will aid him in figuring out his path to a journalism degree.



<http://www.limcollege.edu/admissions/2894.aspx>

**Name:** Michael Rodriguez

**Social Class/Ethnicity:** Lower Middle Class, Hispanic

**Age:** 19

**Gender:** Male

**Occupation:** Student

**Education:** High School Graduate

**Political interests:** Not much interest, keeps on a need to know basis

**Tastes:** Appreciates good design. Wants to report on the world of technology. Likes things to be easy to use and accessible.

**Technical Skill Level:** Proficient with computers. Knows most programs and has used the Adobe Suite.

### Person 2

Michelle is a professor of journalism at Columbia University. She is from Wisconsin, attended the University of Wisconsin for undergrad, and the University of Missouri for graduate school. She worked for the New York Times before teaching at Columbia. She is on the main committee for the school of journalism at Columbia and helps evaluate their program against other top journalism programs in the country. She scans other university's journalism websites to get an idea of how the programs function. Because of this, she values a website that is updated with the latest news, events, and happenings in a journalism program.

Michelle's preferences for a website design are not as important as someone like Michael. Michelle is simply going through competing schools' websites to access information that may help her improve her own university's program. This is not, however, one of the goals of the OU JSchool is not to cater to these kinds of needs. At the same time, she is acting in a similar manner to someone like a prospective employer. Employers may look at different schools' sites to get an idea of what different programs are like. Regardless of whether we have Michelle's motives in mind, we should design a site that is easily navigable. News and events may be kept on a calendar. Speakers and student organizations could be promoted to showcase the range of student and faculty talent.



<http://journalism.missouri.edu/wp-content/uploads/2011/10/jennifer-rowe-690x1024.jpg>

**Name:** Michelle Johnson

**Social Class:** Upper Middle Class

**Cultural Background:** Caucasian

**Age:** 36

**Gender:** Female

**Occupation:** Professor of Journalism

**Education:** Masters in Journalism

**Political interests:** Great interest in politics.

**Tastes:** Likes things simple and straightforward. Things should be clearly defined in order to easily reach a concise result

**Technical Skill Level:** Knows little to do with computers. Simply uses them to access the information she needs.

# User Scenarios

## In what other cases would people visit?

There are a number of different scenarios that a user may visit the E.W. Scripps School of Journalism website. Here is a small sample of scenarios:

### Prospective student...

checking out different university's websites to choose a program that suits them best. What they might need:

- Information on the program (ie. Credibility, awards, rankings)
- Information on the university in general
- Admissions requirements
- Different sequences/paths to their major
- Scholarship information
- There are many different kinds of prospective students, so they may be accessing the site from desktop computers with cable connections or wmobile devices with slower data speeds.

### Current student...

looking for events on campus and organizations to get involved in. What they might need:

- Important school documents, such as change of advisor forms
- Organized and up to date list of events
- Organized list (possibly with descriptions) of student organizations

### Parent...

looking at schools for their child. What they might need:

- School credentials
- Financial information for school
- How the journalism program stacks up against other schools
- Safety of campus

### Prospective employers...

looking to recruit students. What they might need:

- Access to leaders of student organizations
- Place to contact school leaders to set up recruitment fairs
- Information on school

# Competition Analysis

## Who's doing what better (or worse)?

## Ohio University E.W. Scripps School of Journalism

Here we have Ohio University's own E.W. Scripps School of Journalism. We will look at three different pages of the site and then look at competitor's sites to see how they differ.

The screenshot shows the homepage of the Ohio University E.W. Scripps School of Journalism. At the top, there is a navigation bar with links to Home, About, Faculty, International, YouTube, Facebook, iTunes, Twitter, Flickr, Blogs, RSS, Downloads, and Contact. Below this is a banner for the "2012 Schuneman Symposium impact: WORDS AND PICTURES THAT MATTER". The banner features four small portraits of speakers. The main content area has a dark background with white text. It includes sections for "Information about the JSchool:", "From the director:", "From the graduate director:", and "Research/Creative". Each section contains a list of links related to admissions, student life, and faculty. The left sidebar has sections for Prospective Students, Current Students, Special Sections, Sequence Pages, and Research/Creative.

### Home Screen

- Has a non-changing banner at the top
- Has a roll-over under the top toolbar for links to student organizations, but also has the same student organization links under the top-banner
- “Information about the JSchool” categorizes six sets of links
- The page continues down to have a list of links including: Event Calendar, JSchool News, Internship Listings, Scholarship Listings, Athens opportunities, Job listings, Miscellaneous
- Right side of the page contains even more links to different content

The screenshot shows the "Admissions Information" page for the E.W. Scripps School of Journalism. The top navigation bar is identical to the home page. The main content area is titled "Admissions Information". It includes sections for "about options", "Freshman Admissions", "Transfer Admissions", and "Transfer Students". The "about options" section provides general information about admissions. The "Freshman Admissions" section details the admission process for freshmen, mentioning a priority deadline of December 15. The "Transfer Admissions" section details the admission process for transfer students, mentioning a priority deadline of December 15. The "Transfer Students" section provides information for transfer students, mentioning a priority deadline of December 15. There are also "email to a friend" and "about this page" sections.

### Admissions Information Screen

- Outlines the admission process for freshmen, transfer, and graduate students
- Gives other links on the left side, leaving the rest (top and right side) the same as other subpages

# E.W. Scripps School of Journalism

## Scripps News

The screenshot shows the "Scripps News" section of the website. At the top, there's a navigation bar with links for "more news", "Calendar/News", "Faculty Blogs", "News Archive", and "youtube channel". Below this is a "Event Calendar" module with a list of events from April 11, 2012, to April 24, 2012. To the right is an "email to a friend" form with fields for "Your email address" and "Friends' email address", and a "Send Email to Friend" button. At the bottom is an "about this page" module with instructions on how to use the URL.

**Event Calendar | last update on 04.04.2012 at 1:00 p.m.**

- » 04.11.2012 at 9:00 a.m. :: Schuneman Symposium (posted 03.12.2012)
- » 04.11.2012 at 3:30 p.m. :: Faculty Meeting (posted 04.9.2012)
- » 04.11.2012 at 6:00 p.m. :: Ad Club Meeting (posted 04.9.2012)
- » 04.11.2012 at 6:00 p.m. :: OU Media Catalyst (posted 04.9.2012)
- » 04.11.2012 at 7:30 p.m. :: ImPRession Administrative Office Hours (posted 04.9.2012)
- » 04.11.2012 at 8:00 p.m. :: AWC - Association for Women in Communication (posted 04.9.2012)
- » 04.12.2012 at 6:30 p.m. :: ACRN (posted 04.9.2012)
- » 04.24.2012 at 7:00 p.m. :: Screening of Boys and Men Healing (posted 04.4.2012)

**Scripps News | last update on 04.02.2012 at 12:00 a.m.**

- » Symposium to examine news coverage of social movements (posted 04.2.2012)
- » Assistant/Associate Professor in Strategic Communication (posted 03.9.2012)
- » Former NYC interns share tips for housing hunting (updated) (posted 02.17.2012)
- » Bishop launches new web magazine (posted 02.16.2012)
- » Okpaloka takes part in DNA newscroom (posted 10.3.2011)
- » Walker (BSU '73) wins religion writing award (posted 09.30.2011)
- » Star publisher honored with Carr Van Andel Award (posted 09.27.2011)
- » Debating newspaper publisher brandt Ayers receives lifetime award (posted 09.19.2011)
- » Greenwald receives 2011 Mary Ann Yodell Smith Award for Feminist Scholarship (posted 08.29.2011)
- » Wagner to present findings of advertising study at AAA (posted 03.20.2011)
- » Srivastava co-authors health communication research (posted 03.16.2011)
- » Journalism faculty, grad students to present research at AEIMC Southeast Colloquium (posted 03.11.2011)
- » Debati presents his research overseas, nearby (posted 03.11.2011)
- » Greenwald featured in documentary, discusses her book (posted 03.10.2011)

**about this page**  
Use the URL from this page to bookmark this page, send it to a friend, or link to it from your blog.

## Events Calendar Screen

- Lists news and events in the JSchool
- Provides the user with an "email to friend" box to email friends notes

The E.W. Scripps School of Journalism provides all of the necessary information for any of its possible users, but fails to organize the information as efficiently as it could. It also has some side toolbars with links that aren't completely relevant to what's on the page at the time and has different modules, like the "Email a friend" box, that don't truly improve the user experience.

### Pros:

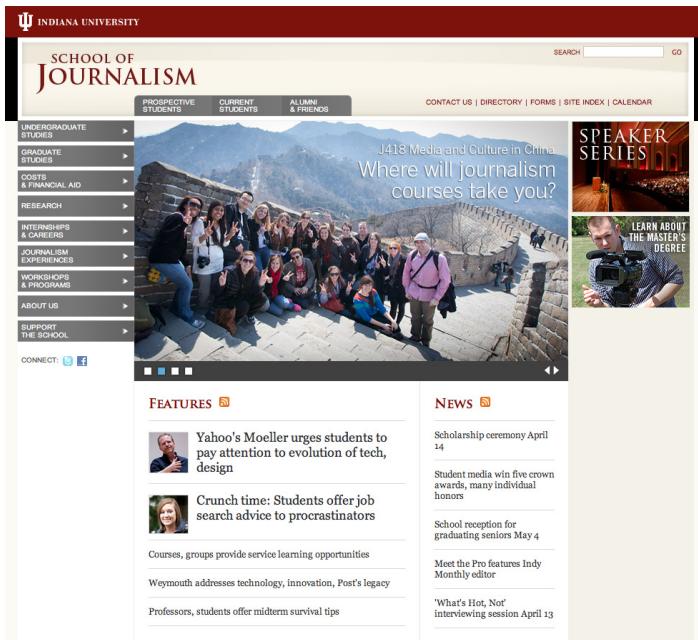
- Links to information are directly available to the user
- Student organizations are promoted through the use of a scroll-over bar provided on all pages
- Consistency in header banner throughout

### Cons:

- Home page is cluttered with information. Lots of the information on the home page could be put on their own pages instead of being thrown together all on one page through the use of links.
- Side bars on all pages aren't always relevant to the individual pages. There are also modules that seem to have been added as an afterthought with no real intent.
- Simple things, such as clicking on the top banner to return home, are missing from the site

# Indiana University School of Journalism

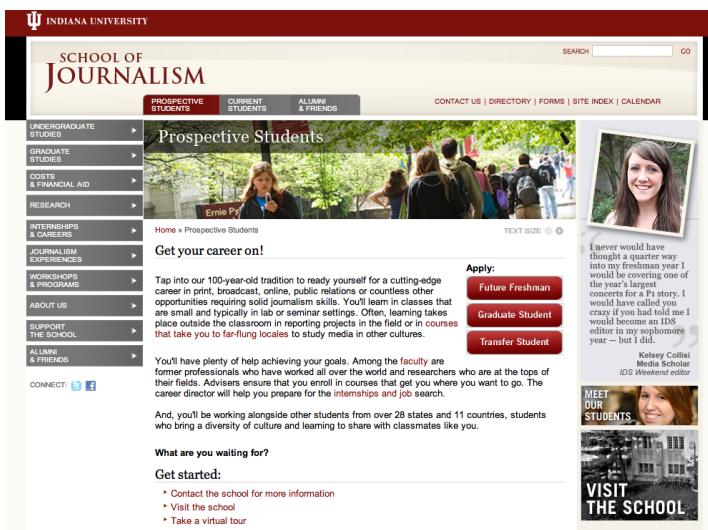
- Competitive journalism school in the Midwest
- Indiana is only one state over from Ohio, so it may be another top pick for students in and around Ohio.



The home screen of the Indiana University School of Journalism website features a large banner image of students posing on the Great Wall of China. To the left is a sidebar with links to Undergraduate Studies, Graduate Studies, Costs & Financial Aid, Research, Internships & Careers, Journalism Experiences, Workshops & Programs, About Us, and Support the School. The main content area includes a search bar, contact links, and tabs for Prospective Students, Current Students, and Alumni & Friends. Below the banner are sections for Features (with stories about tech evolution and job search advice) and News (with stories about scholarships, student media awards, and a school reception). A speaker series section is also present.

## Home Screen

- Provides slideshow of current news
- Provides links to different areas of study (undergrad and graduate) as well as tabs for prospective students, current students, and alumni
- Links to feature articles and news are neatly organized under slideshow



The prospective students screen shows a banner image of students walking outdoors. The sidebar on the left lists various academic programs and support resources. The main content area has a "Get your career on!" section with a "Tap into our 100-year-old tradition" paragraph and a "What are you waiting for?" section with a list of actions. On the right, there are three "Apply" buttons (Future Freshman, Graduate Student, Transfer Student) and two "Meet Our Students" boxes featuring student profiles (Erinia Py and Katelyn Collai).

## Prospective Students Screen

- Gives a brief overview of IU and journalism school
- Provides links to apply as a future student, graduate student, or transfer student
- Image links on right allow prospective students to "meet students" by viewing their blogs and to visit the school by setting up a tour visit

The screenshot shows the 'Current Students' section of the Indiana University School of Journalism website. At the top, there's a navigation bar with links for 'SEARCH', 'GO', 'CONTACT US', 'DIRECTORY', 'FORMS', 'SITE INDEX', and 'CALENDAR'. Below the navigation is a banner featuring several students. To the right of the banner is a sidebar with a photo of Claire Wiseman, identified as an 'Ernie Pyle Scholar'. The main content area includes a calendar of events, a 'Lab and library hours' section, and a 'Keep in touch:' section.

## Current Students Screen

- Has a list calendar of events
- Provides multimedia lab and library hours
- Has links to other useful university info and links to planning internships

Overall, Indiana University has a well implemented website. The home page caters well to each type of student by providing obvious links on the side and top tool bars.

### Pros:

- Home screen provides visual element with slide show and presents the most current news and features
- Easy access to info for Prospective Students, Current Students, and Alumni & Friends
- Each page has useful image links on the right side that pertains to info on the individual page

### Cons:

- Calender and events could be organized a bit better with less text to clutter the list
- Overall a good design, but could possibly use some other visual point of interest at the top
- Clicking on the sidebar items, I thought that they would just be expanded instead of taking me to a new page as well as expanding the list item. This could cause people to accidentally change pages because they thought that their clicking would do one thing, but does another instead.

# University of Missouri School of Journalism

- Consistently ranked as one of the top journalism schools in the country

**AN INDUSTRY TRANSFORMED**  
From the beginning, Walter Williams envisioned a school of journalism that would positively influence the quality of journalism and advertising worldwide. In 1908, his dream became a reality. [Learn more about our history.](#)

**THE MISSOURI METHOD**  
Valuable real-world experience gives our students an unmatched advantage.

**VOX VOX MAGAZINE**  
**KOMU MOJO AD**  
**KOMU-TV-8**  
**KBIA 91.3 FM**  
**COLUMBIA MISSOURIAN**

**ACADEMIC PROGRAMS** | **FOR PROSPECTIVE STUDENTS** | **THE J-SCHOOL** | **ALUMNI** | **NEWS AND EVENTS** | **THE MISSOURI METHOD**

**News and Events** | **The Missouri Method** | **History** | **Magazine**

**THE J-SCHOOL MAGAZINE** | **FEATURED ALUM** | **J-SCHOOL WEBCAM** | **Starting Your Program** | **Freshman / Sophomore Requirements** | **Junior / Senior Requirements** | **Graduation**

**Undergraduate Admissions**

- Directly Admitted Students and Pre-J
- LAS Majors
- Admission to Upper-Class Status and Emphasis/Interest Areas
- Transfer Student Admissions
- Double Majors
- International Students
- Honors Eligibility Upon Admission
- Scholarships and Financial Aid
- Computer Requirements
- Wireless Laptop Requirements
- Audio-Video Player With Web Browser
- Other Options
- Journalism Scholars
- Walter Williams Scholars
- Columbia and Agricultural Journalism
- Journalism Minor for Non-Journalism Students

**Pre-Interest Area Requirements**

- Students Admitted to MU Fall Semester 2009

**Pre-Emphasis Area Requirements**

- Students Admitted to MU Prior to Fall 2010

**Early Enrollment Program**

- Photojournalism

**Additional Resources**

- General Education Requirements
- How to Apply for a Journalism Emphasis/Interest Area
- Internships for Pre-Journalism/Pre-Emphasis Area Students
- Student Groups

**Interest Areas**

- Index of Interest Areas and Requirements
- Upper-Level Non-Journalism Requirements

**Students Admitted Prior to Fall 2010**

- Emphasis Area Requirements for Students Admitted Prior to Fall 2010

**Off-Site Programs**

- Study Abroad
- New York Program
- Washington Program

**Dual Degrees**

- Internships for Journalism/Emphasis Area Students
- Minors for Journalism Students
- Student Groups

**Graduation and the First Job**

- Portfolio Assessment
- Graduation Application
- Latin Honors
- Kappa Tau Alpha
- Career Center

**Master's Degree**

- Five-Year BJA/MA Models
- Two-Year MA Models

**General Info**

- Course Not Cox
- Death
- Editor C
- Indieper
- Newswo
- Online
- Person
- Sensitiv
- Environ
- Standar
- Transfe

## Home Screen

- Has slide show that rotates through news, The Missouri Method, history, and magazine
- Large bar on right, "The Missouri Method," gives links to student orgs and businesses involved with Mizzou Journalism
- Top toolbar gives links to academic program descriptions, info for prospective students, and links to alumni and news and events pages
- Bar on bottom pops up when you go to home screen and then lowers. You can access it by clicking on its "Site Directory" tab

**WELCOME TO THE J-SCHOOL**

At all levels of study, the Missouri School of Journalism takes a multidisciplinary approach to its curriculum. Community-based news outlets and strategic communication agencies that serve an international-to-local base of clients add real-world experience to your education. Your professors are recognized experts in their fields. A strong focus on scholarship and innovation positions you to help create the future of journalism.

With 30+ undergraduate interest areas, 20+ two-year master's models, 2 online master's models, 6 doctoral models and numerous dual-degree and interdisciplinary options, Missouri can tailor a program to meet your career goals and interests.

**OVERVIEW**

- Undergraduate Admissions
- Graduate Admissions
- Visit the School
- Summer Media Workshops

**UNDERGRADUATE ADMISSIONS**

Ready to Apply?  
Visit our prospective students section to learn about our admission requirements, how to apply and more.  
• [Undergraduate Admissions](#)

**GRADUATE ADMISSIONS**

Our master's and doctoral programs enjoy superb reputations, both among scholars and among practitioners in journalism, strategic communication, and public relations. Explore the options that can be tailored to fit your career goals and interests.

**Master's Programs**

- On-Campus Two-Year and Five-Year BJ/MA
- Online

**Doctoral Program**

**ACADEMIC PROGRAMS** | **FOR PROSPECTIVE STUDENTS** | **THE J-SCHOOL** | **ALUMNI** | **NEWS AND EVENTS** | **THE MISSOURI METHOD**

Missouri Journalism Home > Prospective Students

## Prospective Students Screen

- Gives a welcome message to j-school and links for info on the undergraduate and graduate programs
- Boxes on right give a quicker description of undergraduate and graduate admissions
- Toolbar on left gives direct access to different admissions information

The screenshot shows the Missouri School of Journalism website. At the top, there is a navigation bar with links for 'APPLY NOW', 'Reynolds Journalism Institute', 'Career Center', 'Research Centers', 'Search the J-School', and a search bar. Below the navigation is a horizontal menu with links for 'ACADEMIC PROGRAMS', 'FOR PROSPECTIVE STUDENTS', 'THE J-SCHOOL', 'ALUMNI', 'NEWS AND EVENTS', and 'THE MISSOURI METHOD'. Under 'NEWS AND EVENTS', there is a sub-menu with 'All News and Events' and 'Calendar'. A sidebar on the left lists 'Archives by Year' from 2002 to 2012. The main content area displays a list of news articles under the heading 'NEWS AND EVENTS'. Each article includes a thumbnail image, the title, a brief description, and the posting date.

## News and Events Screen

- Lists News and Events in a vertical fashion
- Toolbar on left allows for sorting events by year

The University of Missouri School of Journalism page works well for the most part. It gives the important information, such as admissions info and news and events, and focuses a lot on its "Missouri Method" and the resources the school has to offer.

### Pros:

- Clean graphics create interest- the contrasting black, white, and yellow give something fun to look at
- The bottom Site Directory tab is different from most other sites' layouts- this gives the user something new and interesting to use
- Most pages provide boxes on the right with condensed information to allow the user to more easily access relative links

### Cons:

- Although the Site Directory tab is different from many other sites, it doesn't seem very useful. The links provided inside of it seemingly repeat the information that can be accessed via the left and top toolbars. Also, the Site Directory Tab is quite cluttered and overloaded with links
- Having a dropdown menu in the upper right next to the search bar makes it look like the dropdown is associated with the search bar, a way of refining your search, but upon clicking and using it I found that it was unrelated to the search and simply took me to a different page upon choosing an option
- There was no Current Students page with directly relative information like that of other sites

# Columbia University Journalism School

- Listed as the top journalism school in the U.S. on various (though unofficial) lists
- Only a graduate school, however

The screenshot shows the homepage of the Columbia University Journalism School. At the top, there's a navigation bar with links to 'Contacts', 'Make a Gift', 'Press Room', and 'Technology'. Below the navigation is a search bar. The main content area features a large horizontal scroll box containing a grid of images from a 'WANTED' exhibition. To the left of this is a vertical toolbar with links to 'About the School', 'Admissions', 'Academic Programs', 'Continuing Education', 'Journalism Awards', 'Faculty', 'Current Students', 'Alumni and Friends', 'Career Services', 'Events', 'Administrative Affairs', and 'Support the School'. A section titled 'go Great Stories' includes a link to a new centennial website for '50 Great Stories'. Below this is a 'News' section with several news items. On the right side, there's a sidebar with a large image of the Columbia Journalism School building and text about the school's centennial.

## Home Screen

- Has slide show with images that span the width of the page. The caption for each image is located under the toolbar on the left side
- News is arranged in a horizontal scroll box under the slideshow
- Left toolbar provides links to many different pages

The screenshot shows the 'Admissions' page of the Columbia University Journalism School. The top navigation bar includes 'Contacts', 'Make a Gift', 'Press Room', and 'Technology'. The main title 'Admissions' is centered above a video player showing two people in a studio setting. Below the video, there are sections for 'Admissions', 'Degree Programs', 'Non-Degree Programs', and 'A Degree of Difference'. The 'Admissions' section includes links for 'Request Additional Information' and 'Apply Online'. The 'Degree Programs' section lists 'Master of Science', 'Master of Arts', 'Ph.D. in Communications', and 'Dual Degree Programs'. The 'Non-Degree Programs' section lists 'Knight-Bagehot Fellowship', 'Columbia Publishing Course', 'Subitzer Executive Leadership Program', and 'Spencer Fellowship'. The 'A Degree of Difference' section includes a quote and a link to 'Read more'.

## Admissions Screen

- Provides description of school with short descriptions of the different degree programs
- Toolbar on left expands with subcategories for admissions
- Pages uses a video at the bottom to learn more about journalism at Columbia

## Current Students Screen

- Provides current students with links separated into four main categories as well as subcategories on the left
- No visuals, just links

The Columbia University Journalism School website has a few interesting design elements, but lacks much else. Some pages take advantage of imagery, while others like the Current Students page simply gives the user a list of links.

### Pros:

- Home screen slide show is visual appealing due to its large size and how the left toolbar overlaps the image
- Site uses multimedia in the form of videos on a couple of its pages
- Important links are directly provided on the left toolbar

### Cons:

- The horizontal scrolling calendar of events on the homepage is a little awkward to use. It also is difficult to visualize the list of events because of its horizontal orientation
- Pages like the Current Students page gives little but links and lacks interest (though one could argue that a simple page like that would be most useful for Columbia's hard-working graduate only journalism students)
- Toolbar at the top could have been utilized more throughout pages. It only provides four links to pages that don't seem extremely relevant to one another

