



Competitive Analysis

Elementary school ranking site

WMMN 613 Course Assignment by Nury Amanmadov

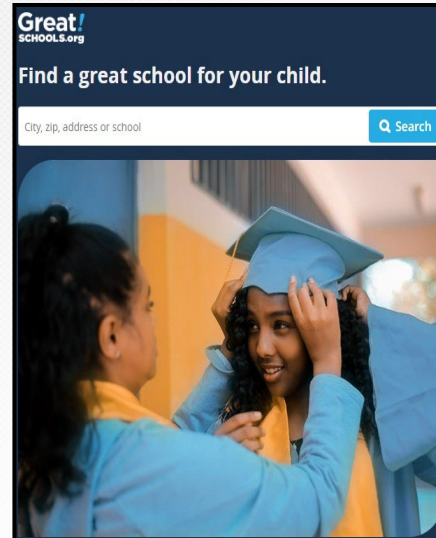
Competitors

Direct and indirect competitors



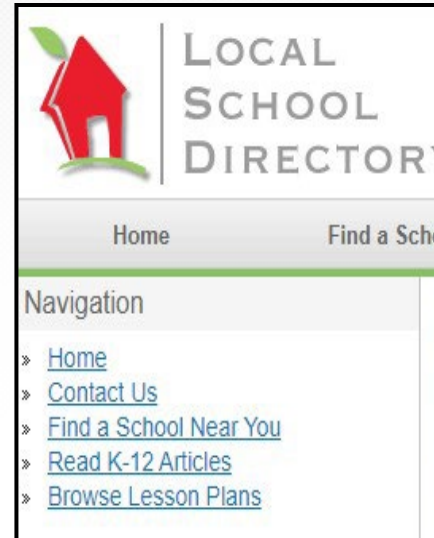
Competitor 1

Has a large data set consisting of more than 625,000 schools and 12 years of experience.



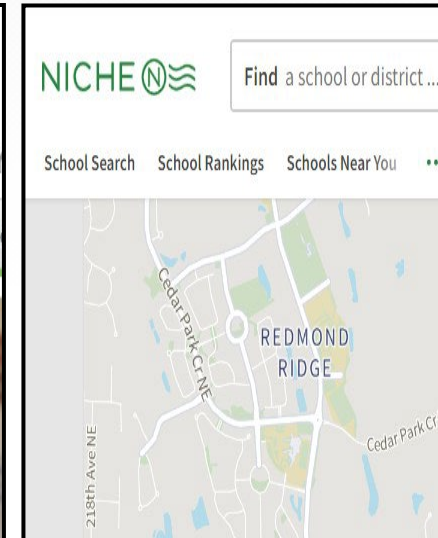
Competitor 2

Leading nonprofit organization providing high-quality information about schools.



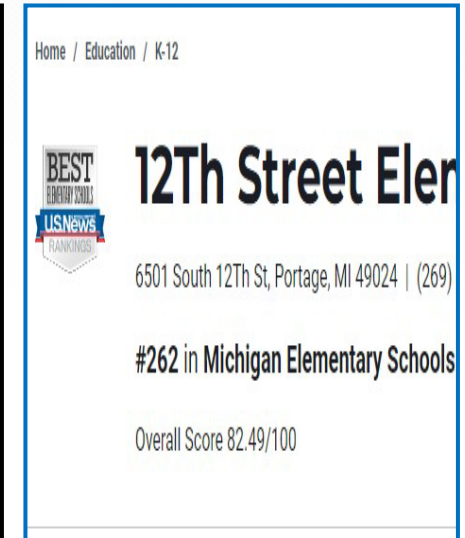
Competitor 3

Starting in 2005, they have grown tremendously with an overwhelming amount of positive response.



Competitor 4

Niche is the market leader in connecting colleges and schools with students and families.



Competitor 5

Company uses world-class data and technology to publish independent reporting and rankings.

elementaryschools.org

Direct Competitor 1

- ✓ Has a large data set consisting of more than 625.000 schools
- ✓ The target audience are schools at the elementary level
- ✓ Has a monthly traffic of almost 200K
- ✓ Huge employee profile between 1.000-5.000
- ✓ Has a 12 years of experience

elementaryschools.org

Direct Competitor 1



elementaryschools.org

provides data and statistics on public elementary schools and private elementary schools to pick the best school in an area or for research.

Company	Elementary Schools
Year Founded	--
Employees	1001 - 5000
HQ	United States
Annual Revenue	--
Industry	Science and Education > Education

[Connect this website](#)



Global Rank

#235,386

▲ 242,762

Country Rank

#42,947

▲ 43,750
United States

Category Rank

#1,216

▲ 557
[Science and Education](#) > [Education](#)
(In United States)

Total Visits

191.6K

Bounce Rate

63.76%

Pages per Visit

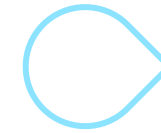
3.07

Avg Visit Duration

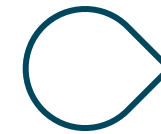
00:00:56



191K Total Visits



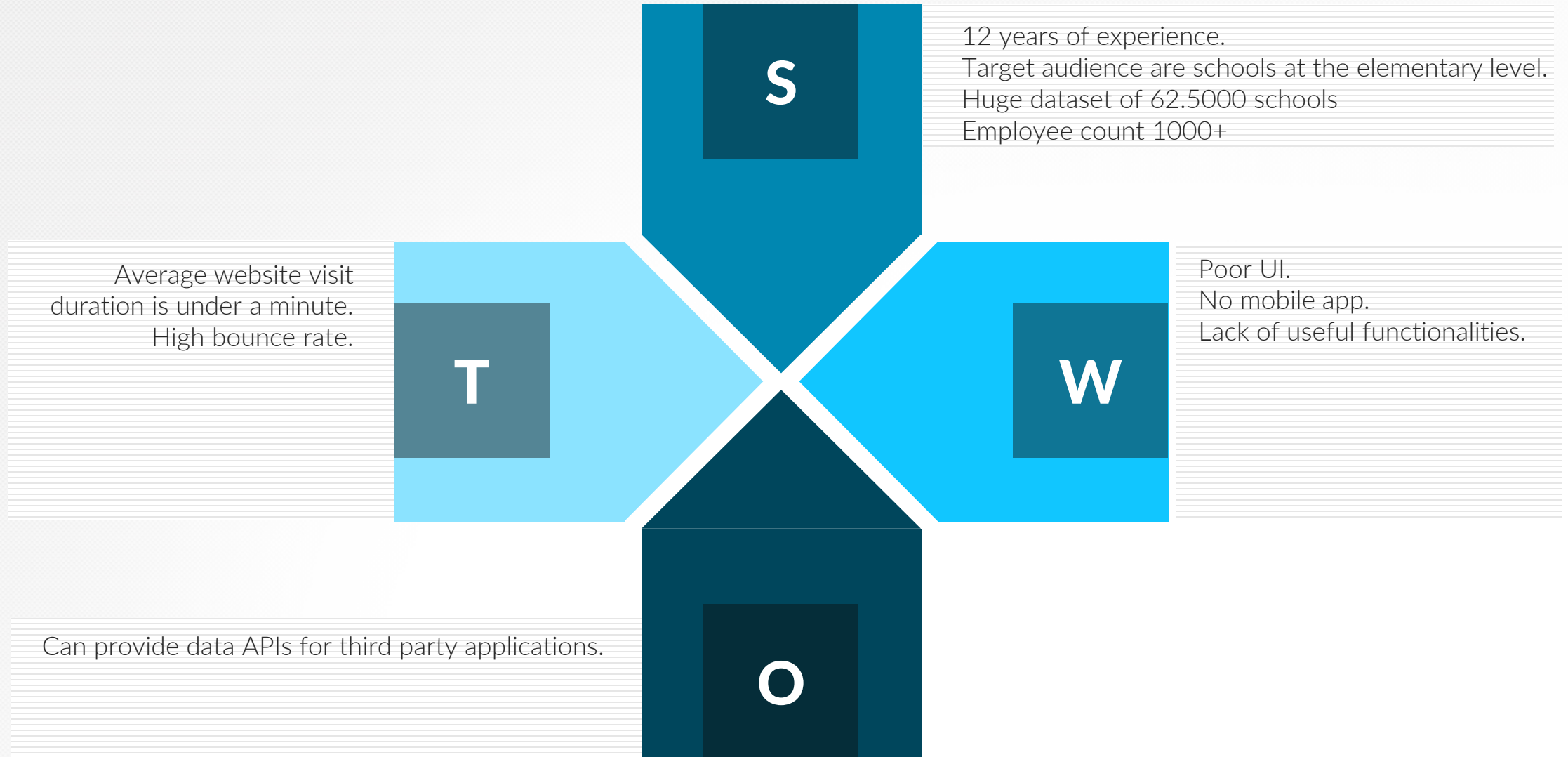
3 Page per visit



1000+ employees

SWOT Analysis

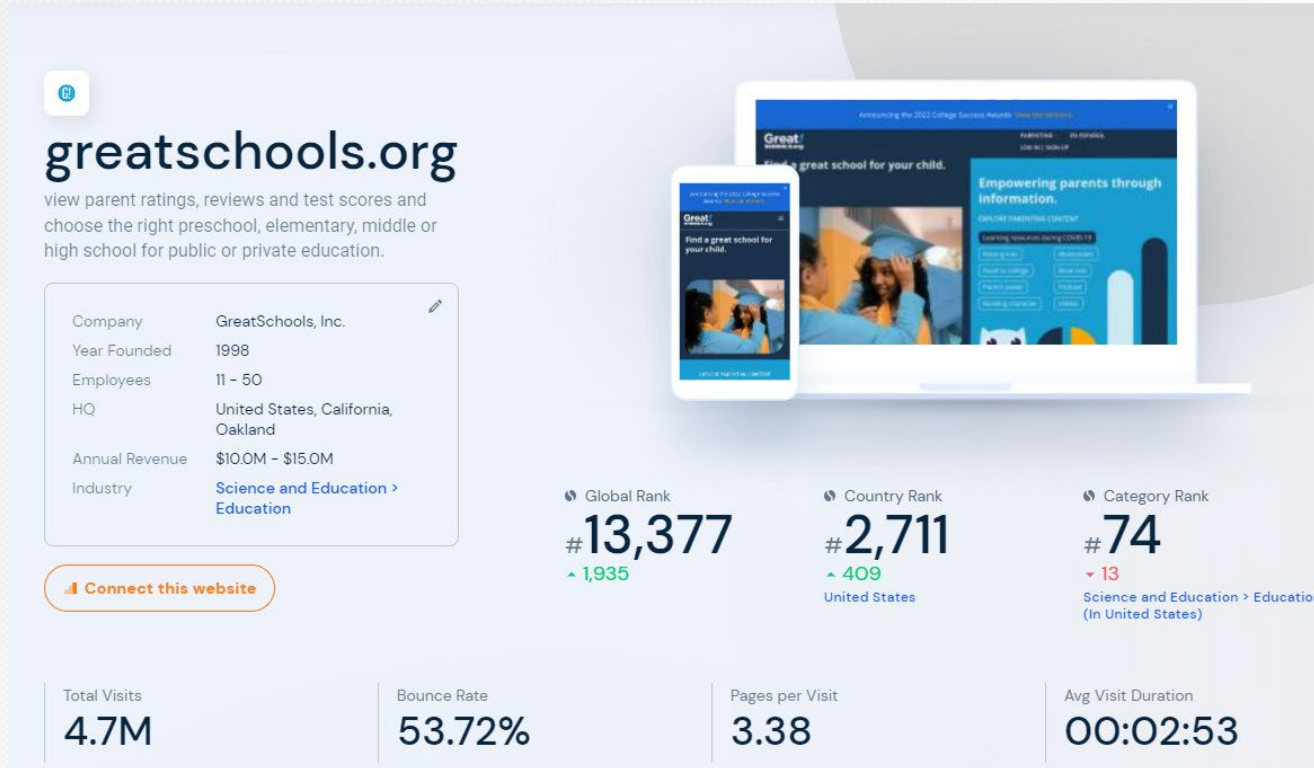
SWOT Analysis for elementaryschools.org



- ✓ Leading nonprofit organization providing high-quality information about schools and educational materials
- ✓ Has the broadest audience with 4.7 million visits a month
- ✓ Has an annual revenue of 10-15M US Dollars
- ✓ It has a large data set because it has a large audience
- ✓ Contains learning materials, podcasts, book lists vs

greatschools.org

Direct Competitor 2



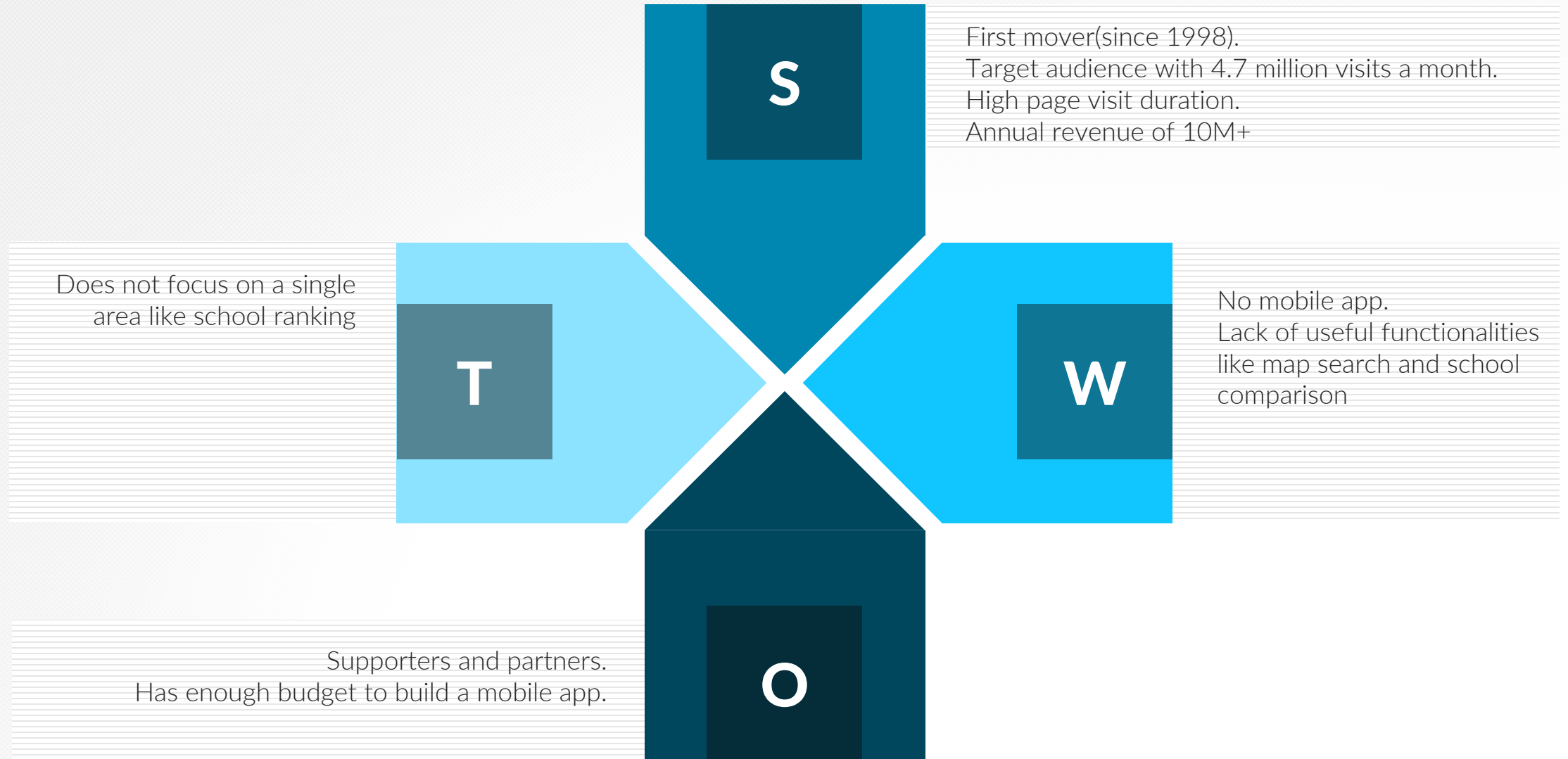
4.7M Total Visits

3 Page per visit

10M+ annual revenue

SWOT Analysis

SWOT Analysis for greatschools.org



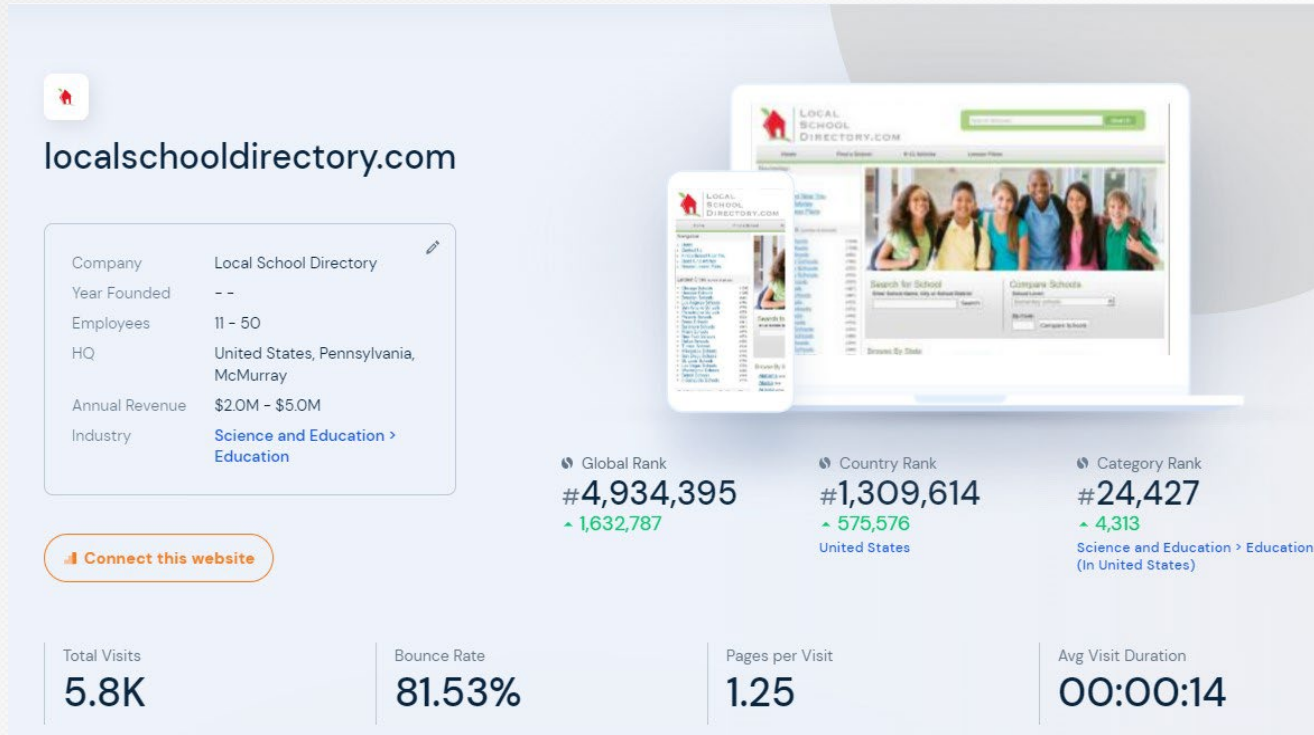
localschooldirectory.com

Direct Competitor 3

- ✓ Starting in 2005, they have grown tremendously with an overwhelming amount of positive response about the school profiles they provide
- ✓ Has an extensive data on over 130.000 public and private schools
- ✓ Provides parent and other user reviews about schools
- ✓ Has a monthly 6K web traffic

localschooldirectory.com

Direct Competitor 3



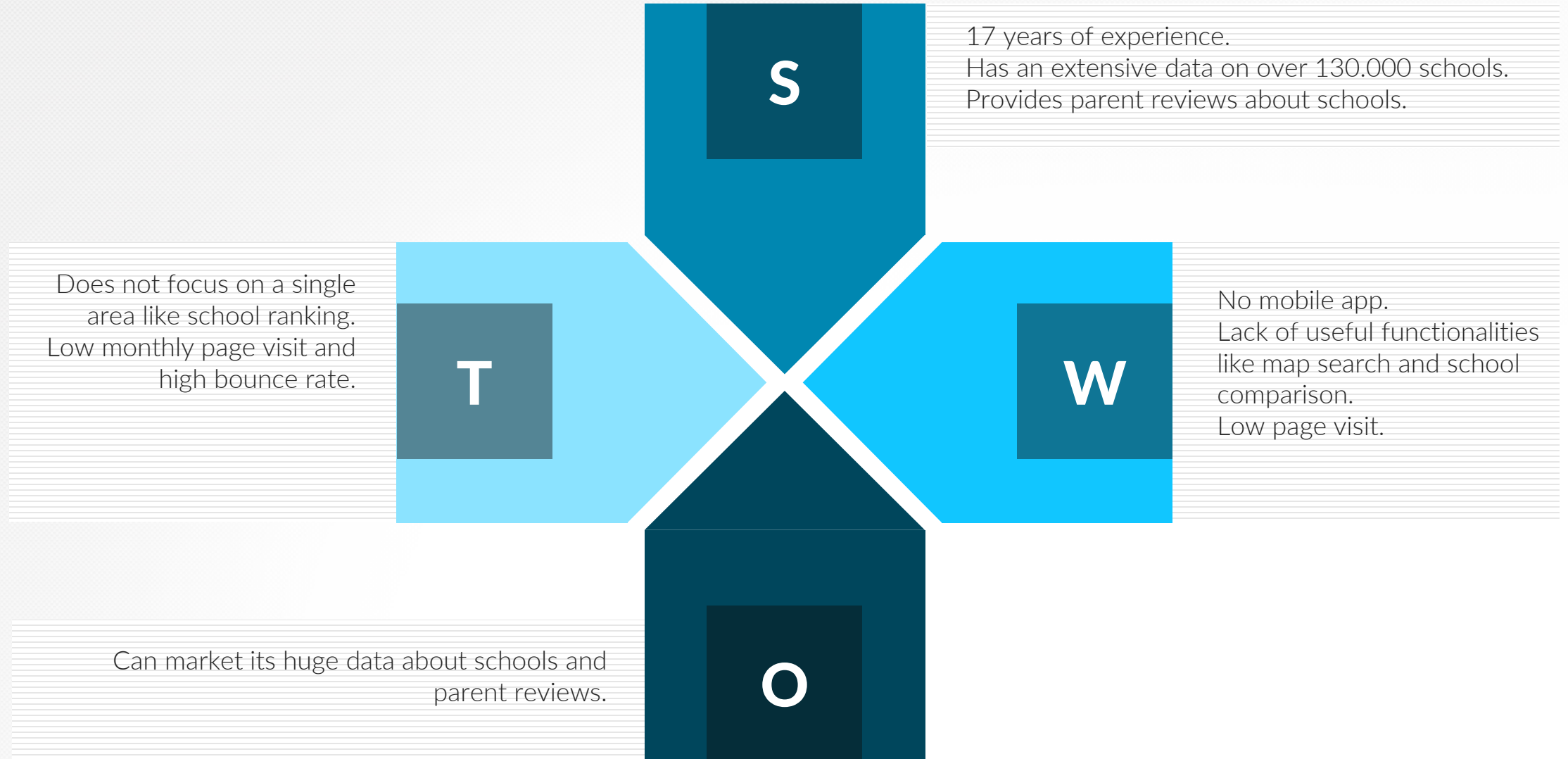
5.8K Total Visits

1 Page per visit

2M+ annual revenue

SWOT Analysis

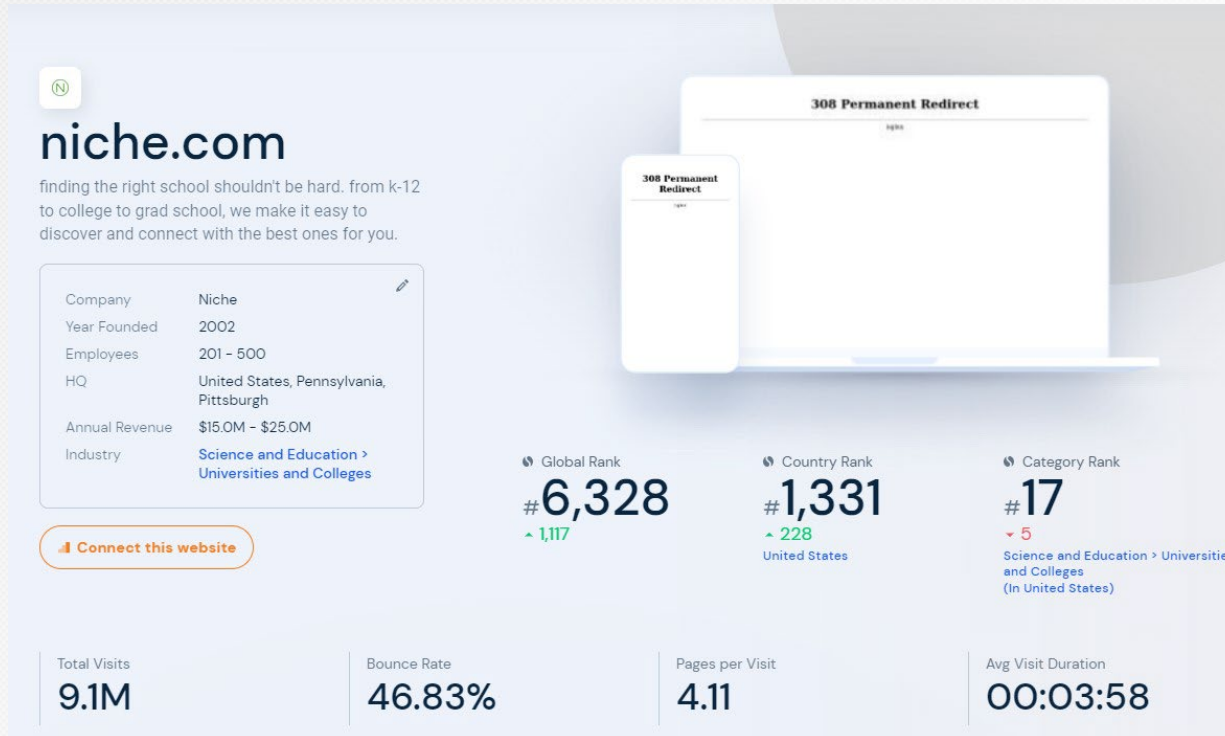
SWOT Analysis for localschooldirectory.com



- ✓ Niche is the market leader in connecting colleges and schools with students and families
- ✓ Founded in 2002 company has an annual revenue of 15-25M US Dollars with monthly web traffic of 10M
- ✓ Has a large dataset consisting of 100 million rating and reviews and 200 thousand school profiles with neighborhoods from every level
- ✓ Has more than 1700 partner schools
- ✓ More than 50 million people used Niche in the last year

niche.com

Indirect Competitor 1



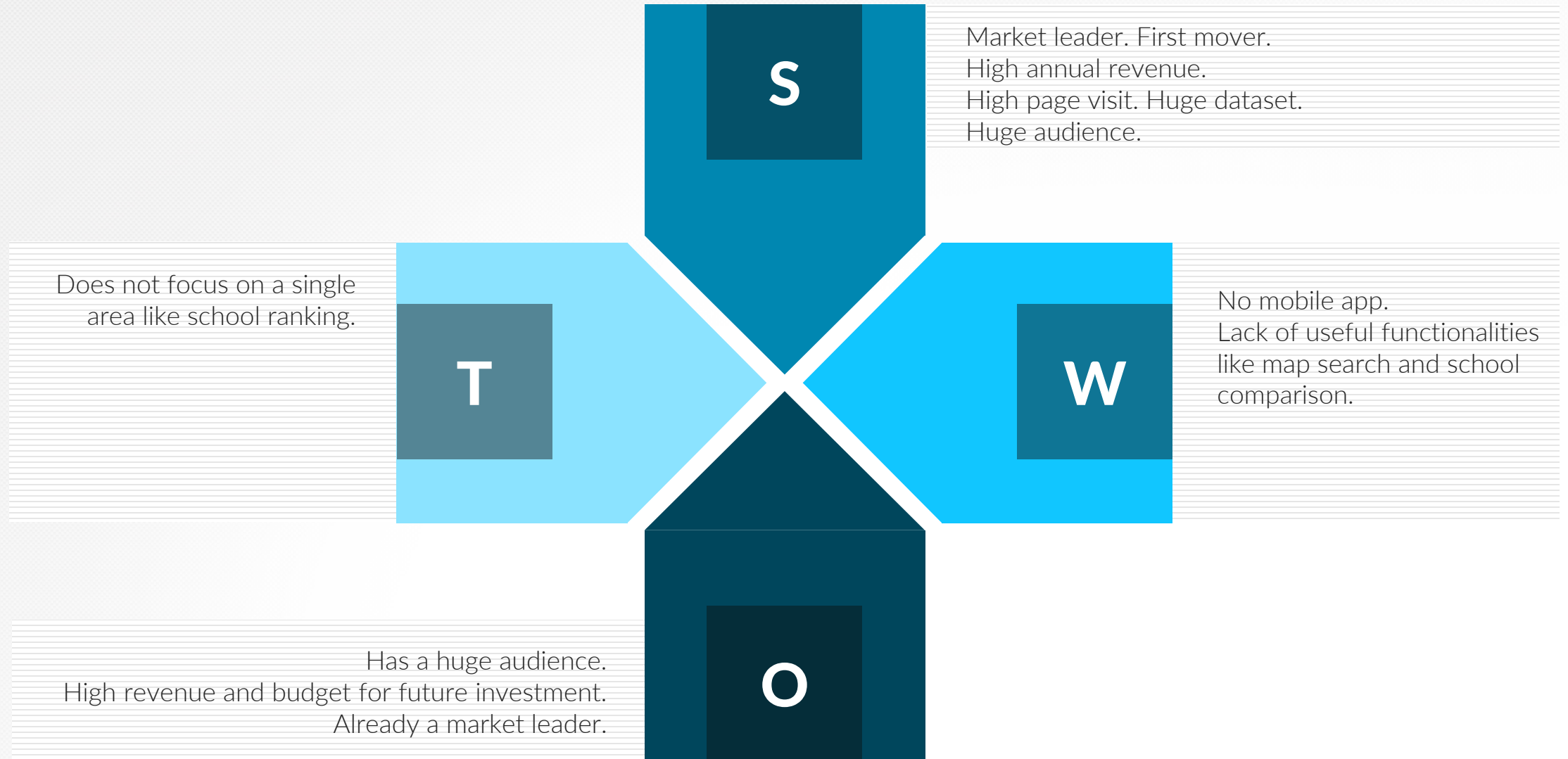
9M+ Total Visits

4 Page per visit

15M+ annual revenue

SWOT Analysis

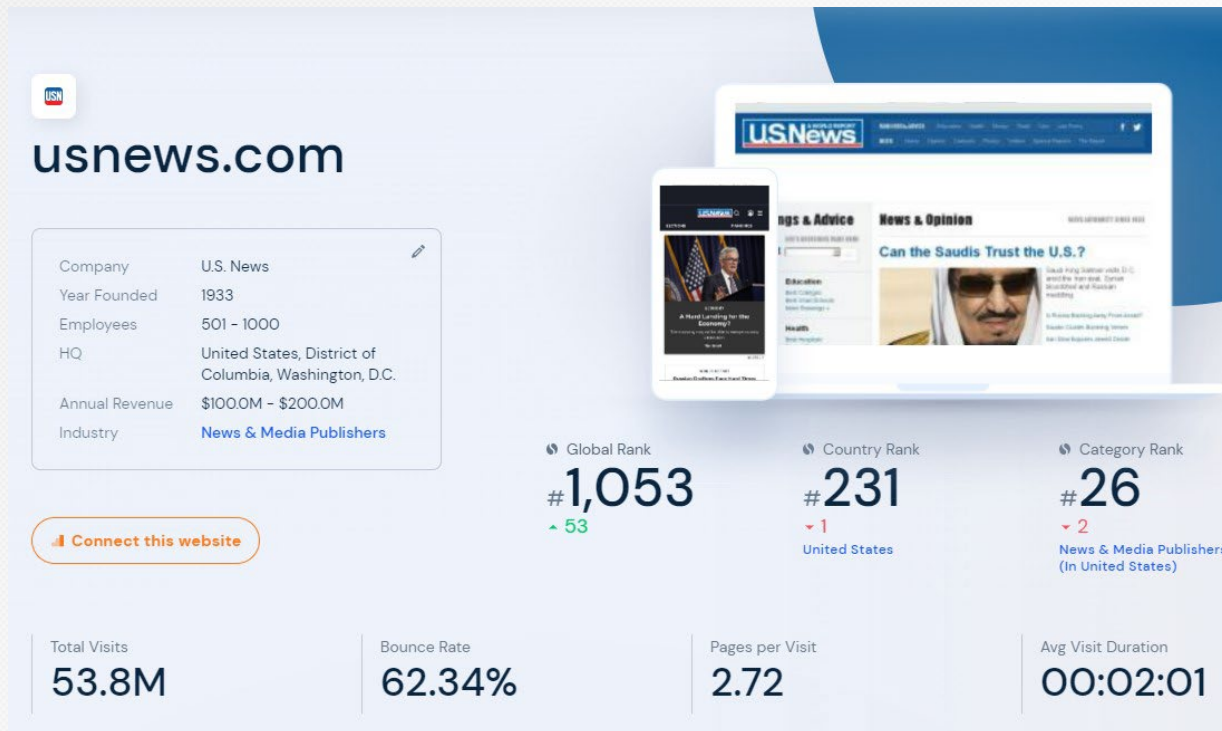
SWOT Analysis for niche.com



- ✓ U.S. News & World Report is a multifaceted digital media company dedicated to helping consumers, business leaders and policy officials make important decisions in their lives
- ✓ Company uses world-class data and technology to publish independent reporting, rankings, journalism and advice that has earned the trust of our readers and users for nearly 90 years
- ✓ They reach more than 40 million people monthly

usnews.com

Indirect Competitor 2



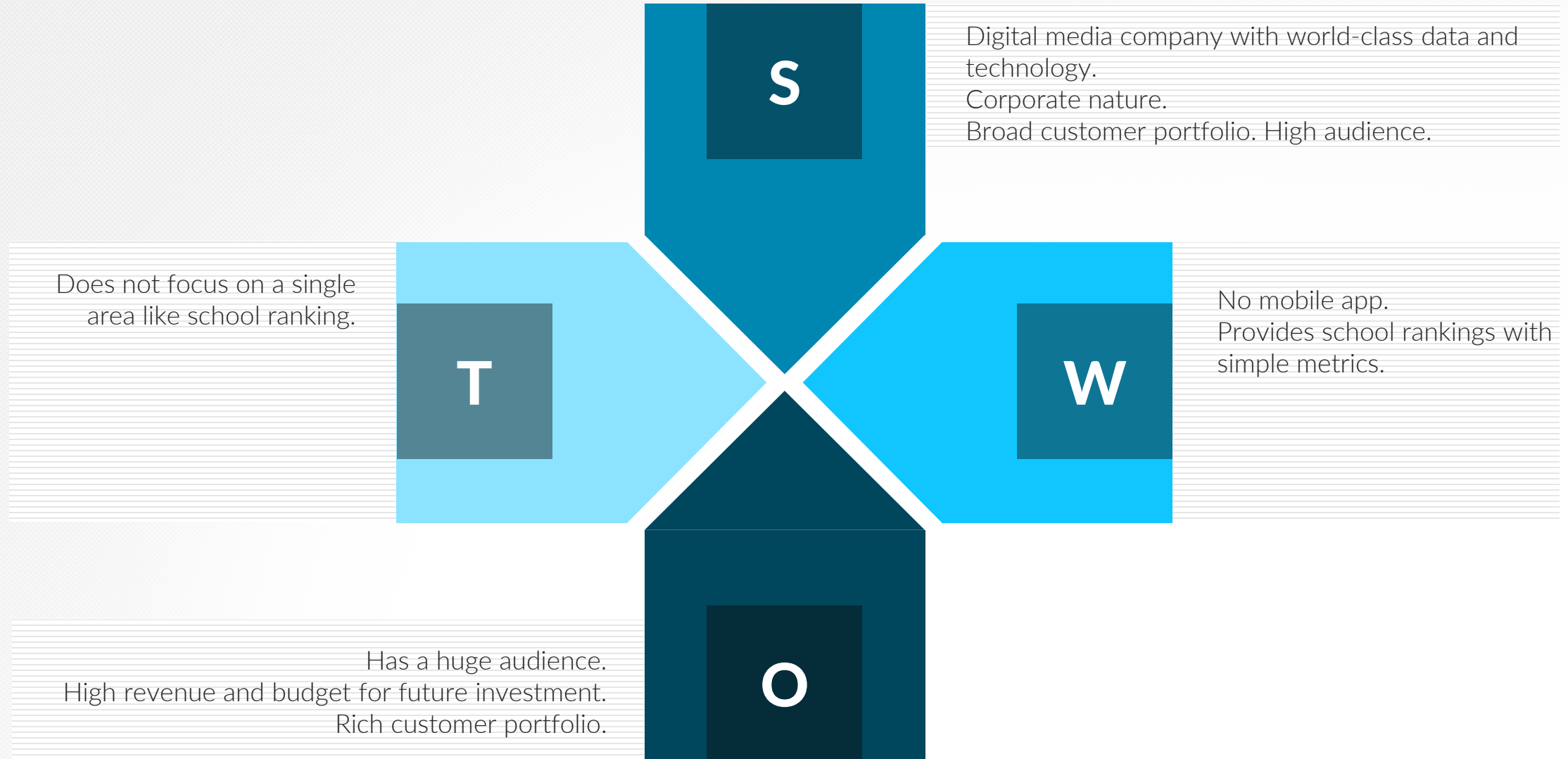
50M+ Total Visits

2+ Page per visit

100M+ annual revenue

SWOT Analysis

SWOT Analysis for usnews.com



Key Insights

Brief summary of final key insights and opportunities worth exploring

- ✓ No any competitor has a school indicator for distance, facility ranking and post graduate performance of students.
- ✓ Only one competitor has a school stats by year and neighborhood rating.
- ✓ Only one competitor has an annual school cost indicator.
- ✓ School comparison feature can be opportunity to implement.
- ✓ Competitors that do only school ranking have poor Uis and do not have mobile app.
- ✓ Only one indirect competitor has a mobile app.

- ✓ What metrics are used to rank a school?
- ✓ Which technologies can be implemented in a school ranking system?
- ✓ Which companies are in the school ranking business?
- ✓ Which metrics can be used to rank schools better?
- ✓ How are school ranking sites ranked? Their performance
- ✓ What should be implemented in the UI of a school ranking website?
- ✓ Which steps can be taken to build a school ranking app?