**Competitive Analysis of Five University Websites**

**Top Navigation Items/ Links**

This table represents the top navigational elements of the five university websites.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Top Navigation Items/ Links** | | | | |
| NYU | **SDSU** | **University of Michigan** | **University of Florida** | **Brown University** |
| About NYU | About | About U-M | About UF | About Brown |
| Admissions | Admissions | Academics | Academics | Academics |
| Academics | Academics | Research | Admissions | Admission |
| University Life | Research | Athletics &  Recreation | Campus Life | Research |
| Research | Campus Life | Health &  Medicine | Research | Campus Life |
| Global |  | Libraries &  Museums | Services | A To Z Index |
|  |  | Arts &  Culture |  | People Directory |
|  |  | State &  Community |  |  |

**Top Navigation Element Count**

This table represents that what element has been used how many times. Bold items are the elements that we are going to use for our website. *Italicized* items are elements that found on several pages.

|  |  |
| --- | --- |
| **Top Navigation Element Count** | |
| Element | **Count** |
| *About [University]* | **XXXXX** |
| *Admissions* | XXXX |
| *Academics* | **XXXXX** |
| *University Life /*  *Campus Life* | XXXX |
| *Research* | XXXXX |
| Global | X |
| Athletics &  Recreation | X |
| Health &  Medicine | X |
| Libraries &  Museums | X |
| Arts &  Culture | X |
| State &  Community | X |
| A To Z Index | X |
| People Directory | X |
| Services | **X** |

**Final Top Navigation Items**

|  |
| --- |
| About Us |
| Administration |
| Academic |
| Student Life |
| Research |

**Links under “About [University]” Pages**

This table represents that what kind of items are listed under “About [University]” page.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Links under “About [University]” Pages** | | | | |
| NYU | **SDSU** | **University of Michigan** | **University of Florida** | **Brown University** |
| Leadership and University Administration | President | About U-M  Website | Administration | Facts and Brown |
| University Initiatives | Rankings &  Distinctions | Administration | Maps | History |
| News & Info | Facts & History | Giving to U-M | Directions | Administration |
| Working at NYU | Diversity | History & Traditions | Tours | Brown & Providence |
| Visitor Information | Emergency Info | Diversity Matters | Facts and Rankings | Brown & the World |
| Policies and Guidelines | Departments & Offices | Employment | Giving | Visit Brown |
| Giving | Directory | News & Events | Jobs | Social @ Brown |
|  | Maps |  | News |  |
|  | Parking |  | Spotlights |  |
|  | Media Relations |  |  |  |
|  | Jobs |  |  |  |
|  | The Campanile Foundation |  |  |  |
|  | KPBS |  |  |  |
|  | SDSU Publications |  |  |  |
|  | Imperial Valley Campus |  |  |  |

**“About [University]” Element Count**

This table represents that what element has been used how many times. Bold items are the elements that we are going to use for our website. *Italicized* items are elements that found on several pages.

|  |  |
| --- | --- |
| **“About [University]”**  **Element Count** | |
| Element | **Count** |
| *Leadership and University Administration* | XXXX |
| University Initiatives | X |
| *News & Info* | XXX |
| *Working at NYU/ Jobs* | XXX |
| *Visitor Information/*  *Direction* | XXX |
| Policies and Guidelines | X |
| *Giving* | XXX |
| President | X |
| *Rankings & Distinctions* | XX |
| *Facts & History* | XXXX |
| Diversity | XX |
| Emergency Info | X |
| Departments & Offices | X |
| Directory | X |
| Maps | XX |
| Parking | X |
| *Media Relations/*  *Social/*  *Spotlights* | XXX |
| The Campanile Foundation | X |
| KPBS | X |
| SDSU Publications | X |
| Campuses | X |
| About website | X |
| Tours | X |
| Spotlights | X |
| Providence | X |
| The World | X |

**Final “About [University]” Items**

|  |
| --- |
| News |
| Jobs |
| Direction |
| Rankings & Distinctions |
| Facts & History |
| Emergency Info |
| Departments & Offices |
| Maps |
| Parking |

**Links under “Admission” Pages**

This table represents that what kind of items are listed under “Admission” page.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Links under “Admission” Pages** | | | | |
| NYU | **SDSU** | **University of Michigan** | **University of Florida** | **Brown University** |
| Undergraduate Admissions | Undergraduate Admissions | Undergraduate study | Undergraduate Admissions | Undergraduate |
| Graduate Admissions | Graduate Admissions | Graduate study | Graduate Admissions | Graduate school |
| Financial Aid and Scholarships | International | Scholars and College | Transfer | Summer @ Brown |
| Winter Session | Veterans | Academic support Service | International | Medical |
| Spring in NY | Counselors | Special programs | Financial Aid | Continuing Education |
| Summer Session | Campus Tour | Summer Programs | Distance Learning |  |
| Study Abroad |  | Computing in campus |  |  |
|  |  | Teaching |  |  |

**“Admission” Element Count**

This table represents that what element has been used how many times. Bold items are the elements that we are going to use for our website. *Italicized* items are elements that found on several pages.

|  |  |
| --- | --- |
| **“Admission” Element Count** | |
| Element | **Count** |
| *Under Graduate* | ***XXXXX*** |
| *Graduate* | ***XXXXX*** |
| *Financial Aid* | ***XX*** |
| *Winter/summer session* | ***XXXX*** |
| *Study Abroad* | X |
| International | XX |
| *Spring* | X |
| Campus Tour | X |
| *Veterans* | X |
| *Counselors* | X |
| Scholars and College | X |
| Academic support | X |
| Computing in Campus | X |
| teaching | X |
| Continuing Education | X |
| *Transfer* | ***X*** |
| *Distance Learning* | X |
| Medical | X |

**Final “Admission” Items**

|  |
| --- |
| Undergraduate |
| Graduate school |
| International |
| Transfer |
| Winter Session |
| Summer Session |

**Links under “Academic” Pages**

This table represents that what kind of items are listed under “Admission” page.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Links under “Academic” Pages** | | | | |
| NYU | **SDSU** | **University of Michigan** | **University of Florida** | **Brown University** |
| Undergraduate Education | Academic calendar | School & Colleges | Colleges | The College |
| Graduate education | Advising | Graduate study | Courses | Department & Degree Programs |
| Continuing Education | Black board courses | Undergraduate Studies | Libraries | Centers & Institutes |
| Scholars and College | Class Schedule | Academic support Service | ISIS | Global Learning |
| Libraries | College | Special programs | Advising | Plan for Academic Enrichment |
| Awards and Highlights | Credential Program | Summer Programs | Continuing Education | Biology, Medical and Public Health |
| Academic Resources | Degrees | Computing in campus | Distance Learning | Graduate School |
| NYU open Education | Extended Study |  | Undergraduate Admission | School of Engineering |
|  | General Catalog |  | Undergraduate Catalog | Continuing Education |
|  | Graduate Bulletin |  | Graduate Admission |  |
|  | Library |  | Academic Assistance |  |
|  | Office if the Provost |  | Educational Directories |  |

**Final “Academic” Items**

|  |
| --- |
| Undergraduate Education |
| Graduate Education |
| Academic Support |
| Advising |
| Department & Degree Programs |
| General Catalog |

**Links under “Student Life” Pages**

This table represents that what kind of items are listed under “Student Life” page.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Links under “Student Life” Pages** | | | | |
| NYU | **SDSU** | **University of Michigan** | **University of Florida** | **Brown University** |
| Events & Traditions | Associated students |  | Art | Athletics |
| Student life | Athletics |  | Athletics | Housing & dining |
| Living at NYC | Aztec Recreation center |  | Community Services | Health & wellness |
| Scholars and College | Aztec Shops |  | Housing / Dining | Student organization |
| Libraries | Campus safety & Security Report |  | Student Involvement | Events & Activities |
| Awards and Highlights | Cultural Arts & Special Events |  | Health and Safety | Visual & Promotion arts |
| Resource and service | The Daily Aztec |  |  | Spiritual & Religious Life |
| Athletics | Event Calendar |  |  | Life in Providence |
| Safety, Health, and Wellness | Fraternity & Sorority Life |  |  | Support Network |
|  | Intercultural Relations |  |  |  |
|  | Student Organization |  |  |  |
|  | Student Life & Leadership |  |  |  |

**Final “Student Life” Items**

|  |
| --- |
| Athletics |
| Events & art |
| Housing & Dining |
| Health & wellness |
| Student organization |
| Community Services |

**Links under “Research” Pages**

This table represents that what kind of items are listed under “Research” page.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Links under “Research” Pages** | | | | |
| NYU | **SDSU** | **University of Michigan** | **University of Florida** | **Brown University** |
| Resource and support Office | Bio-Science Center | Research at U-M | Center & Institutes | Research at brown |
| Research News | Coaster Water Laboratory | Research Administration | Fellowship | Center, Institutes & Resources |
| Centers, Institutes, and Research at School | Graduate and research affair | Technology Transfer | Programs | Office of vice president for research |
| Provost’s Global Research initiatives | Research Foundation | Innovation Economy | Undergrad Research | Research News |
|  |  |  | Research administration | Proposals & Awards |
|  |  |  | Sponsored Research | Compliance, Education & Training |
|  |  |  | Research Support | Policies, Procedures & Forms |
|  |  |  | Research Foundation |  |
|  |  |  | Technology Licensing |  |
|  |  |  | Research Spotlights |  |
|  |  |  | Economic Impact |  |

**Final “Research” Items**

|  |
| --- |
| Research News |
| Research Foundation |
| Research Administration |
| Undergrad Research |
| Graduate Research |
| Proposals & Awards |