

Client: Cape Code Hip Hop and Jazz  
Project: Website Redesign  
Designer: Linqing Sun  
Document: Project Analysis

## Site Intent

### Overview

Cape Code Hip Hop & Jazz needs a re-designed website to help them get more students and gain more traffic. I found some areas that need to be fixed and re-designed. I'm going to make it a six –pages website. All of the categories above at the navigation bar is: home, about, gallery, schedule, summer program and contact us.

### Validation

I use the W3C validator to validate the recent website. The result showed me that the website does not pass the validator test, it has a total of 96 validation errors. This is a big number and we have to correct all of those errors in order to make the re-designed website on the right track. Correcting validation errors can also help the website get better on SEO (Search Engine Optimization) side.

## Competitive Analysis

### Key Words

Cap cod hip hop, Jazz dance schools, jazz dance lessons for kids, theatre make up, hip hop dance classes, dance lessons for children, hip hop dance lessons, jazz dance classes for kids, children dance studios, dance schools for teenagers, ballet school for children, cap cod times.

### Top ranked Competitive websites

<http://www.sfballet.org>: The global rank for this site is 205,459, linking in 865 other sites. The average time users spend on the site is about 4 minutes. Most of the users are among 18-24 years old and more of them are female. Users use Google.com to immediately visit this site.

<http://www.dance.net>: The global rank for this site is 152,908, linking in 769 other sites. The average time users spend on the site is about 3 minutes. Most of the users are among 18-24 years old. Users use Google.com to immediately visit this site. They took 2.835 seconds to load each page, 80% of sites are faster.

<http://www.bhuz.com>: The global rank for this site is 156,324, linking in 272 other sites. The average time users spend on the site is about 3 minutes. Most of the users are among 18-24 years old. Users use Google.com to immediately visit this site. They took 5.735 seconds to load each page, which is very slow

<http://www.worlddancesport.org>: The global rank for this site is 181,060, linking in 517 other sites. The average time users spend on the site is about 4 minutes. Most of the users are among 18-24 years old. Users use Facebook to immediately visit this site.

## Target Audience

According to the data on Alexa, most of the users looking for dancing studios are 18-24 years old female with college experience. Users basically find those websites from google and facebook.