

Competitive Analysis

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Below is our competitive analysis that we used to redesign the Georgia State University website. This page is a comparison analysis of the contents of many pages. For example if you compare the SDSU homepage with Copper Union's homepage they both have the link for Academics and so the Count would be two. (Count: Tally of how many of the 6 websites have that particular link)

We decided to compare six different University schools located throughout the nation. We chose to look at both public and private schools in four different states. We choose our main navigation and sub navigational items based on the frequency of occurrence when comparing the six schools.

Top Navigation items/Links:

University of Nevada, Las Vegas (UNLV): <https://www.unlv.edu/>

University of Southern California: <http://www.usc.edu>

The New School: <http://www.newschool.edu>

Rhode Island School of Design: <http://www.risd.edu>

San Diego State University: <http://www.sdsu.edu>

Cooper Union: <http://www.cooper.edu>

SDSU	Cooper Union	USC	UNLV	New School	RISD	Count
Academics	Academics	Academics	Academics	Academics	Academics	6
Admissions	Admissions	Admission	Admissions	Admission	Admissions	6

About	About Cooper Union	About	About UNLV	About	About	6
Research	---	Research	Research	---	---	3
Give to SDSU	Give to Copper Union	---	---	---	---	2
Alumni	Alumni	---	---	---	Alumni	3
Other: <ul style="list-style-type: none"> ● Campus Life 	Other:	Other: <ul style="list-style-type: none"> ● Administration ● Arts ● Global Initiatives ● Community ● Patient Care 	Other: <ul style="list-style-type: none"> ● Athletics ● Maps & Parking ● Libraries ● Employment 	Other: <ul style="list-style-type: none"> ● News and Events 	Other: <ul style="list-style-type: none"> ● Apply to RISD ● Events ● Museum of Art ● Students ● Parents ● Continuing Education 	
quick links: <ul style="list-style-type: none"> ● Future Students ● Current Students ● Faculty/Staff ● Alumni ● Give to SDSU 	quick links: <ul style="list-style-type: none"> ● students ● Parents ● Alumni ● Continuing Education ● Events and Exhibitions ● News 	quick links: <ul style="list-style-type: none"> ● Students ● Alumni ● Parents ● Faculty ● Employees ● Sports 	quick links: <ul style="list-style-type: none"> ● Future Students ● Current Students ● Alumni ● Faculty & Staff ● Donors ● Community 	Quick Links: <ul style="list-style-type: none"> ● Apply ● Give ● Contact ● Prospective Students ● Students ● Alumni ● Faculty ● Employees ● Parents ● Giving 	Quick Links: None	

We decided to keep all the links that appear in all 6 pages and then compare and decided on what additional links to add. All of our university websites have the general links used towards “Academics”, “Admission” and “About” section in their main navigation bar. Through the 6 school’s comparison we found that only research schools included a “research” link. Because Georgia State University is a research school, we decided to include a research link.

We did the same process for the quick links on the top of our website, and decided to have links for Home, Current Students, Prospective Students, Faculty, Alumni and Giving. These five links appear to be the most frequently occurring items.

Five of the six universities had a link towards a Donation/Giving page. However, they vary from appearing on either the main navigation bar or the quick links tab. We decided to have the link accessible on the quick links.

Secondary Navigation Page - About

Drawing from the 4 most frequent user groups that is most frequently used, we can see how the other categories used by other sites can be encompasses in these 4 broader categories.

Looking through the compare and contrast for the secondary navigation pages, many of the university uses the same links but have named them differently or in separate links. For example, SDSU named one of its links “Facts, History, and Mission”, whereas on the Cooper Union page, the link is split into two separate links of “History, Mission and Vision”.

SDSU	Cooper Union	USC	UNLV	New School	RISD	Count
President	President	---	---	---	President	3
Rankings & Distinctions	---	Faculty Distinction	---	---	---	2

Emergency Info	Emergency Information	---	---	---	---	2
Facts, History, and Mission	History, Mission and Vision*	History, USC Facts & Figures*	UNLV History, Mission Statement*	Mission and Vision, History*, Quick Facts*	History, Mission + Governance	6
Departments and Offices	---	---	---	Offices	Offices	3
Directory	Faculty and Staff Directory	Directories	---	---	---	3
Maps, *Imperial Valley Campus	Contact & Location, Building Hours*, Parking*,	Visit USC	Maps & Parking, Visit*, Contact UNLV *	Directions, Campus Map*, Building Hours*, Contact Us*	---	5
Strategic Plan	---	Strategic Planning	---	Strategic Plan	---	3
---	Policies	---	---	University Policies	---	2
---	News	---	---	---	News	2
Jobs	---	---	Employment	---	Careers at RISD	3
---	---	---	Research	---	Research	2
Other: <ul style="list-style-type: none"> • Diversity • Media Relations • The Companile 	Other: <ul style="list-style-type: none"> • Academic Calendar 	Other: <ul style="list-style-type: none"> • Policies and Core Documents 	Other: <ul style="list-style-type: none"> • Academics • Administration • At a Glance 	Other: <ul style="list-style-type: none"> • Your Right to Know • Resources and Services 	Other: <ul style="list-style-type: none"> • Galleries + Exhibitions • Museum • Library + 	

<ul style="list-style-type: none"> Foundation • KPBS 			<ul style="list-style-type: none"> • Athletics, • Photo Gallery • UNLV Ambassadors 	<ul style="list-style-type: none"> A-Z • Centers and Institutes 	<ul style="list-style-type: none"> Nature Lab • Partnerships + Collaborations • Stem to Steam 	
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Note*: These are separate tabs (pages) but they all point to their own pages(or have similar content).

Academics Secondary Navigation

In the secondary navigation page of Academics, we see that some universities categorize their level of importance on a variety of items such as People (Cooper Union). We see that some universities have repeated elements including Library, Continuing Education, Academic Calendar, Catalog of their classes, and Graduate programs.

SDSU	Cooper Union	USC	UNLV	New School**	RISD	Count
Library	Library	USC Libraries	---	---	---	3
---	Continuing Education	Continuing Education	---	---	---	2
---	---	Academic Calendar	---	---	Academic Calendar	2
Degrees	---	---	Degrees	---	---	2
---	---	Graduate	---	---	Division of Graduate	2

		Education, USCNow (Online Masters Program)*			Studies	
General Catalog	---	Catalogues Schedule of Classes	---	---	---	2
Credential Programs (outreach program)	Outreach and Pre-College Programs	---	---	---	---	2
Other: <ul style="list-style-type: none"> ● Blackboard Courses ● Advising ● Colleges ● Departments & Office ● Extended Studies ● Graduate Bulletin ● International Programs ● Provost ● WebPortal 	Other: <ul style="list-style-type: none"> ● People ● Academic Vision ● Center for Wright ● Research & Fellowship Opportunities ● Institutes and Center ● School of Art ● Faculty of Humanities & Social Sciences ● School of Art ● Faculty -Student Senate 	Other: <ul style="list-style-type: none"> ● Postdoctoral Training ● Undergraduate Education ● Information Tech Services ● USC Lovine Young Academy Arts, Tech, and the Business of Innovation 	Other: <ul style="list-style-type: none"> ● Academic Units ● Additional Education Programs ● Resources ● Contact Us 		Other: <ul style="list-style-type: none"> ● Public Engagement ● Summer + Special Study Options ● Wintersession 	

Note*: These are separate tabs (pages) but they all point to their own pages(or have similar content).

Note**:Does not have navigation