

LITERARY NORTH BEACH: COMPETITIVE ANALYSIS

	The Beat Museum www.kerouac.org	Up and Down the Mean Streets www.donherron.com	Burrito Justice www.burritojustice.com
Content			
Example Content	Press Page	Press Page	Links to items for purchase
Example Content	Walking Tour	Tour Details	Links to SF history resources
Example Content	Events Calendar	Book Details	Blog Roll
Example Content	News Blog	Blog/Collected Essays	Blog
Technical Features			
Example Feature	Search bar	Search Bar	Recent post archive
Example Feature	Mailing List Form	Email Link	Social media feed
Example Feature	Shopping Cart	Blog Archives	RSS Feed
Example Feature	Donation Form	Tags/Categories	Wordcloud
Look & Feel			
Example Design	Three Columns	Two Columns	Two Columns
Example Design	Strong Color Palette	Not too technical	Cluttered Navigation bar
Example Design	A little cluttery	Side bar is really loooooong	Otherwise well-organized
Example Design	Responsive Design	Responsive Design	Not Responsive