

**Competitive Analysis of University of Alaska Anchorage
Second Level**

About/About Us

Northwestern	University of Washington	University of British Columbia	Oregon State University	Stanford University
Facts	About the UW	About UBC	About	About Stanford
History	Diversity	Our Campuses	Academics	Admissions
Our Mission	Leadership	Admissions	Research	Academics
Our People	Maps	Academics	Athletics	Research
Leadership and Administration	Sustainability	Strategic Priorities	Extension and Outreach	Campus Life
Global and Civic Engagement	Visit	Research		
		Campus Life		
		News		
		Supporting UBC		

*Banner does not change for UBC, OSU, and Stanford

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Academics	3			Academics
About	1	About UBC, About Stanford	2	About
Research	3			Research
Our People	1	Leadership		Staff & Faculty
Global and Civic Engagement	1	Sustainability, Diversity, Extension and Outreach	3	

Visitor Information		Visit, Our Campuses, Maps	2	Visitor Information

Main Non-Banner Labels (About page)

Northwestern	UW	UBC	OSU	Stanford
About	Annual Report	President's Welcome	Visit Campus	Stanford's 125th Anniversary
Our Mission	UW Factbook (UW Profiles)	Vision & Values	OSU News	Stanford Facts & History
Facts & Figures	Sustainability	Our Place Among the World's Best	OSU Cascades	Visitor Information
An International Focus	Diversity	UBC Campuses	Working for OSU	Virtual Tours
Campus News	Role & Mission Statement	One-on-One	Our History	Offices & Administration
Our Community	Vision & Values		Our Leadership	News & Events

Tally Main Non-Banner Labels + Variations

Lable	Tally	Label Variations	Tally	Ours
About	1			
Vision & Values	3			
Visitor Information		Visitor, Virtual Tours, Visit Campus	2	Visitor Information
History		Stanford Facts & History, Our History	2	History
Mission		Our Mission	1	Mission
Our Community	1	Our Leadership, Our	2	Community

		Place		
Diversity	1	An International Focus, Our Place Among the World's Best	2	A World Focus
News		News & Events, OSU News, Campus News	3	News

Facts/Stats Table

Northwestern	UW	UBC	OSU	Stanford
3 campuses	The UW is a multi-campus university in Seattle, Tacoma, and Bothell.	59,659 students	30,592 Students	Enrollment 6,994 undergraduates 9,128 graduates
12 schools and colleges	16 colleges and schools and offer 1,800 undergrad courses each quarter.	11,965 international students from 139 countries	#3 College town nationwide	Faculty 2,153 faculty members 21 Nobel laureates 4:1 student to faculty ratio
21,000 total enrolled students	We confer more than 12,000 bachelor's, master's, doctoral and professional degrees annually.	12,421 degrees granted in 2014	\$309 million in research funding	Campus 8,180 contiguous acres Nearly 700 major buildings 97% of undergraduates live on campus
3,334 full-time faculty members		\$531 million research funding for 8,278 projects	Ecampus ranked top 10 nationwide	Research 5,500 externally sponsored projects \$1.22 billion total budget
19		Ranked among	No. 7 Agriculture	Established

intercollegiate athletic teams		the 40 best universities in the world.	and Forestry program in the world	1885 Opened 1891
500+ student organizations and clubs		Among Current or Former Faculty and Alumni: 7 Nobel Prize Winners	#4 most innovative tech hub	

Facts/Stats Tally

Lable	Tally	Label Variations	Tally	Ours
Total enrolled students	1	students, undergraduates, graduates	3	
Faculty	1	full-time faculty, faculty members	2	Faculty Members
Rank	1	No.,#	2	#
Campuses	1	acres, major buildings, multi-campus	3	Campus
Research	1	research funding, budget,	2	Research
Alumni		Nobel prize winners, Nobel Laureates	2	Noteworthy Alumni
Colleges and Schools	2			Colleges and Schools

Academics

Northwestern	University of Washington	University of British Columbia	Oregon State University	Stanford University
Undergraduate Programs	Academic Calendar	Search UBC's Undergraduate	Tools & Services	Schools

		Programs		
Graduate Programs	Academic Departments	Academic Resources: Vancouver/ Okanagan	Course Catalog	Departments and Programs
Continuing and Professional Programs	Colleges & Schools	Graduate Programs: Vancouver/ Okanagan	Honors College	Academic Calendar & Courses
Pre-Collegiate Programs	Course Descriptions	Interdisciplinary Studies Graduate Program (ISGP)	International Programs	Undergraduate Academic Life
Colleges & Schools	Registration	Academic Calendar	Online Education	Graduate Academic Life
Class Descriptions	Student Guide	Faculties & Schools	Professional and Continuing Education	Online Learning
	Time Schedule	UBC Library	Academic Colleges	Professional, Continuing, K-12

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Undergraduate Programs	3	Search UBC's Undergraduate Programs; Undergraduate Academic Life	2	Undergraduate Programs
Graduate Programs	3	Graduate Academic Life	1	Graduate Programs
Continuing and Professional Programs	3	Professional and Continuing Education; Professional, Continuing, K-12	2	Continuing and Professional Programs
Pre-Collegiate Programs	2	K-12	1	

Colleges & Schools	5	Faculties & Schools; Academic Colleges; Schools	3	Colleges and Schools
Class Descriptions	4	Course Catalog; Academic Calendar and Courses	2	Course Catalog
Academic Calendar	3	Academic Calendar and Courses	1	Academic Calendar
Academic Departments	2	Departments and Programs	1	Academic Departments
Registration	1			
Student Guide	1			
Time Schedule	1			
Academic Resources	1			
ISGP	1			
UBC Library	1			
Tools & Services	1			
Honors College	1			
International Programs	1			
Online Education	2	Online Learning	1	

Admissions

Second Level Key Non-Banner Items

Northwestern	University of Washington (Apply page used instead)	University of British Columbia	Oregon State University (No Admissions Page)	Stanford University
Admissions Information	Undergraduate	Undergraduate Admissions		Undergraduate
Undergraduate	Graduate	Graduate Admissions		Graduate

Graduate	Professional	Aboriginal Students		Financial Aid
Visit Northwestern	Certificates, degrees and courses for busy adults	Continuing and Distance Education		Professional, Continuing, K-12
Financial Aid		ESL Students		Summer Session
Campus Highlights				

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Undergraduate	2	Undergraduate Admissions	1	Undergraduate
Graduate	2	Graduate Admissions	1	Graduate
Professional & Continuing		Continuing and Distance Education, Professional, Continuing, K-12, Certificates, degrees and courses for busy adults	2	Professional & Continuing
Financial Aid	2			Financial Aid
Visit		Visit Northwestern	1	
ESL Students	1			
Summer Session	1			
Aboriginal Students	1			
Campus Highlights	1			

Campus Life

Northwestern	University of Washington	University of British Columbia	Oregon State University	Stanford University
Events	Find your Major	UBC Events	Counseling	Arts & Culture
Arts & Culture	Visit Campus	Arts and Culture	Disability Access	Athletics & Fitness
Athletics and Recreation	Explore Campus Life	Athletics	Diversity & Cultural Engagement	Student Life
	Costs & Financial Aid	Clubs and Recreation	Housing and Dining	Public Service
	After You're Admitted		Memorial Union	Getting Around & Campus Safety
	Admitted Student Days		Recreational Sports	
			Student Health	
			Student Involvement	

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Events	1	UBC Events	1	
Arts & Culture	3			Arts & Culture
Athletics & Fitness	1	Athletics and Recreation, Athletics, Recreational Sports, Clubs and Recreation	3	Athletics & Fitness
Student Health	1	Disability Access	1	
Student Life	1	Explore Campus Life, Student Involvement, Clubs and Recreation, Admitted Student Days	4	Student Life

Housing and Dining	1			Housing & Dining
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Research

Northwestern	University of Washington	University of British Columbia	Oregon State University	Stanford University
Innovation	Opportunities	Graduate Students	About	Doing Research at Stanford
Libraries	Research Administration	Library	Administrative Offices	Dedicated Research Centers
Research Offices & Centers	Compliance	Office of Research Services	Major University Initiatives	Interdisciplinary Research
Research News	Support Offices	Impact & Innovation	Centers and Institutes	Integrated Research & Teaching
Office of Undergraduate Research	Research Resources	Research Excellence	Colleges	Libraries
	Collaboration	Research Support + Resources	Resources	Undergraduate Research
	Funding Opportunities	Partner with UBC Research	Statistics	
	Stats and Rankings	Research Funding + Statistics	Events & Announcements	
	Undergraduate Research			

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Opportunities	1			
Research Administration	1			
Compliance	1			
Support Offices	5	Office of Research Services; Research Support + Resources; Research Offices & Centers; Administration Offices	5	Research Support Office
Research Resources	1			
Collaboration	1			
Funding Opportunities	2	Research Funding + Statistics	3	Funding Opportunities
Stats and Rankings	3	Research Funding + Statistics; Statistics	3	Statistics
Undergraduate Research	2	Office of Undergraduate Research	2	Undergraduate Research
Innovation	3	Impact & Innovation; Major University Initiatives	3	Innovation
Libraries	3			
Research Centers	3	Centers & Institutes; Dedicated Research Centers	3	Research Centers
Research News	2	Research Excellence	2	Research News
Graduate Students	1			
Partner with UBC Research	1			
About	1			
Colleges	1			
Resources	1			
Events & Announcements	1			

Integrated Research & Teaching	1			
Interdisciplinary Research	1			
Doing Research at Stanford	1			

Students

Northwestern	University of Washington	University of British Columbia (Undergraduate Students-Quicklinks)	Oregon State University (Current)	Stanford University
Student Tools	Focusing on race and advancing equity	Student Services	Commonly Used Tools	General Academic Resources
Services for Students	Living & dining	Experiential Learning Opportunities	My Education	Undergraduate Academic Resources
University News	Groups & activities	Academic Advising Offices	Student Success Center	Graduate Academic Resources
Campus Life	Career prep	Aboriginal Students	Get Involved	Student Life
	Health	International Students	Student Resources	Community Centers
	Campus safety	Student Organizations	Sports	Beyond Campus
	Ceremonies	Student Services Centre		Managing Your Finances
		Library		

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Student Tools	1	Student Resources, Undergraduate Academic Resources, Commonly Used Tools	3	Student Tools
Services for Students	1	Student Services, Academic Advising Offices, Student Success Center, Services Center	4	Student Services
Get Involved	1	Groups & activities, Campus Life, Student Organizations, Community Centers	4	Groups & Activities
University News	1			
Living & Dining	1	Student Life	1	
Focusing on race and advancing equity	1			
Health	1			
Ceremonies	1			
Experiential Learning Opportunities	1			
Sports	1			
Beyond Campus	1			
Managing Your Finances	1			
Library	1			
Aboriginal Students	1			
International Students	1			

Parents

Northwestern	University of Washington	University of British Columbia (found through search)	Oregon State University	Stanford University
Parent and Family Tools	Register now for Parent & Family Weekend!	Know my campus	About OSU-Cascades	Latest News
Annual Events	Key 2016 dates	Plan for success	New Campus	Stay Informed
Student Success & Safety	Your student's experience	Live well to learn well	New Campus Housing	Vital Information
Catch Up on Campus	Safety and wellness	Have some fun	First-Year Experience	Events
	Be involved	Build my career	Academic Programs	Get Involved
	Stay informed	Manage my courses, money & enrollment	Student Housing and Transportation	Parents' Helpline
	Stay connected		Student Life	In an Emergency
			Safety on Campus	How do I pay?
			Tuition	
			Financial Aid	
			Giving	
			Visit	

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Parent and Family Tools	1			
Annual Events	1	Events, Key 2016 dates, Register now for Parent Family Weekend	3	Events

Student Success & Safety	1	Safety and wellness, Safety on Campus	2	Safety & Wellness
Catch up on Campus	1	Know my campus, New Campus, New Campus Housing, Student Housing and Transportation, New Campus	4	Campus & Housing
Your student's experience	1	First-Year Experience	1	
Be involved	1	Get involved, stay connected, Get involved	3	Be involved
Be informed		Stay informed	2	Be informed
Plan for success	1	Build my career	1	
Latest News	1			
Have some fun	1			
Academic Programs	1			
Student Life	1			
Tuition	1	Financial Aid, How do I pay?, manage my courses, money & enrollment	2	Tuition & Aid
Giving	1			
Visit	1			
In an Emergency	1			

Alumni

Northwestern	University of Washington	University of British Columbia	Oregon State University	Stanford University
Alumni Tools	Alumni Home	Benefits & Services	Tools and Services	About Us

Alumni Groups	Events	Networks	Alumni Association	Programs & Services
Catch Up on Campus	Communities	Events	Oregon Stater	Looking for your grad school?
	UWAA Membership	Get Involved	OSU Foundation	Our Mission
	Career Development	Trek Magazine	Our Beaver Nation	Our History
	Travel	Alumni Centre	Make a Gift	
	Services	ucb.ca		

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Alumni tools	1	Tools and Services, Programs & Services, Services	3	Tools & Services
Events	2			
Alumni Groups	1	Alumni Association Communities, Networks	2	Communities
Career Development	1	Looking for your grad school?	1	
Our Mission	1			
Membership	1	Get Involved, Magazine, Our Nation, Foundation	4	Our Foundation
Travel	1			

Faculty & Staff

Northwestern	University of Washington (sub-banner)	University of British Columbia	Oregon State University	Stanford University
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Tools for Faculty and Staff	Faculty Governance	What's New	myOSU	Faculty Resources
Daily Resources	Human Resources	What's Happening	Canvas/Learn@OregonState	Staff Resources
Educational Opportunities	Computing/IT	Important Resources and Contacts	EmpCenter	Teaching Resources
Professional Tools	UW Libraries	Your UBC	Working for OSU	Libraries and Academic Computing
Employee Organizations	The Whole U	Subscribe to the Working at UBC newsletter	OSU today	Staff Training
		Access the Self-Service Portal	Business Centers	Work Life
		Search the directory	Webmail	
		Log into FASmail	Community Network	
		Browse job openings	OSCAR	

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Tools for Faculty and Staff	4	Important Resources and Contacts; Search the directory; EmpCenter	4	Faculty Resources
Human Resources	3	Daily Resources; OSCAR	3	Employee Resources
Educational Opportunities	1		1	
Professional Tools	1		1	
Employee Organizations	1		1	

Faculty Governance	2	Your UBC	2	
Computing/IT	1		1	
UW Libraries	2	Libraries and Academic Computing	2	
The Whole U	4	What's New; What's Happening; OSU today	4	UAA News
Subscribe to the Working at UBC newsletter	1		1	
Access the Self-Service Portal	2	myOSU	2	
Log into FASmail	2	Webmail	2	
Browse job openings	1		1	
Canvas/Learn@OregonState	1		1	
Community Network	1		1	
Working for OSU	2	Work Life	2	Work Life at UAA
Business Centers	1		1	
Faculty Resources	1		1	
Staff Resources	1		1	
Teaching Resources	1		1	

Athletics

Second Level Banner table

Northwestern	University of Washington	University of British Columbia - Thunderbirds	University of British Columbia - Heat	Oregon State University	Stanford University
Teams	Sports	Teams	Home	Sports	Sports

Fans	Inside	Fanzone	Sports	Tickets	Tickets
Athletics	Tickets	Tradition	Schedules	Fan Zone	Fans
Recruits	Tyee Club	Support	Inside Athletics	Shop	Athletics
#B1GCATS	Content	Department	Community	Athletics	Giving
Support the Cats	Shop	Tickets	Giving	Audio/Video	Recruits
Tickets			Recruits	Donate	Shop
Shop			Contact Us	Tickets	Buy Tickets
			Watch Live		#gostanford

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Teams	6	Sports	2	Sports
Fans	5	FanZone; Community	3	Fans
Athletics	6	Inside; Department; Inside Athletics	4	Athletics
Recruits	1		1	
#B1GCATS	2	#gostanford	2	
Support the Cats	6	Tyee Club; Support; Giving; Donate	5	Support the Seawolves
Tickets	6	Buy Tickets	2	Tickets
Shop	4		1	Shop
Content	1		1	
Tradition	1		1	
Home	1		1	
Schedules	1		1	
Recruits	2		1	

Contact Us	1		1	
Watch Live	2	Audio/Video	2	

Second Level non-banner key items table

Northwestern	University of Washington	University of British Columbia - Thunderbirds	University of British Columbia - Heat	Oregon State University	Stanford University
Headlines Carousel (View More Headlines)	Headlines Carousel	Top Stories	RECAP (Highlights Carousel)	Details	Latest News & Features
#B1GCATS Videos	2nd Carousel (Athletes)	Latest Results	News	Schedule	Schedule
Shop NU Hoops Gear	Basketball Single Game Tickets on Sale Now	Upcoming Events	Upcoming Events	Beavers On Pac-12 Networks	Videos
Calendar	Huskies on Pac-12 Networks	Video Highlights	Video	View the WebCam	Fresh from the Farms
Results		More Stories/Archives	In the News	Online Store	Shop Stanford Athletics
#B1GCATS Fan Zone		Featured Thunderbirds	Links	Our Beaver Nation	
#B1GCATS Corporate Partners			Tweets	OSU Teams	

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Headlines Carousel (View	7	Top Stories; RECAP;	6	News

More Headlines)		News; In the News; Latest News & Features		
#B1GCATS Videos	5	Video Highlights; Video; View the WebCam	4	Videos
Shop NU Hoops Gear	3	Online Store; Shop Stanford Athletics	3	Shop UAA Athletics
Calendar	5	Upcoming Events; Schedule	3	Schedule
Results	2	Latest Results	2	Results
#B1GCATS Fan Zone	2	Our Beaver Nation	2	
#B1GCATS Corporate Partners	1		1	
2nd Carousel (Athletes)	1		1	
Basketball Single Game Tickets on Sale Now	1		1	
Huskies on Pac-12 Networks	2	Beavers On Pac-12 Networks	2	
More Stories/Archives	1		1	
Featured Thunderbirds	1		1	
Links	1		1	
Tweets	1		1	
Details	1		1	
OSU Teams	1		1	
Fresh from the Farms	1		1	

Search

Search doesn't give us important navigation information because each search option is basically standard. Exploring this would not improve our redesign because UAA's search function is comparable to other university sites.

Contact Us

Contact Us doesn't give us important navigation information because of the major inconsistencies from site to site. It is a common secondary label, but provides different information at each university page.

Northwestern	University of Washington	University of British Columbia	Oregon State University (University Relations and Marketing)	Stanford University
Finding Telephone Numbers	Discover the University	Vancouver Campus	Vice President	General Contact Information
People Finder Directory	Admissions	Okanagan Campus	News and Research Communications	Admissions & Financial Aid
Department/Office Directory	Other Course Offerings	Learn More about UBC	University Marketing	Employment
Specific Offices and Requests	Directories	Quicklinks	University Events	Media Contacts
	Other Topics	Student Inquiries	Trademark Licensing	Community Safety
		Media Inquiries	Interactive Communications	Stanford Medicine
		Student Questions?		University Website
		Website Feedback		

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Finding Telephone Numbers	2	General Contact Information	2	

People Finder Directory	2	Directories	2	Directories
Department/Office Directory	1			
Specific Offices and Requests	1			
Discover the University	2	Learn More about UBC	2	
Admissions	1			
Other Course Offerings	1			
Other Topics	1			
Vancouver Campus	1			
Okanagan Campus	1			
Quicklinks	1			
Student Inquiries	1			
Media Inquiries	2	Media Contacts	2	
Student Questions?	1			
Website Feedback	1			
Vice President	1			
News and Research Communications	1			
University Marketing	1			
University Events	1			
Trademark Licensing	1			
Interactive Communications	1			
Admissions & Financial Aid	1			
Employment	1			
Community Safety	1			
Stanford Medicine	1			
University Website	1			

Campus Map

Campus Map is useful for just about anyone on a university campus. This second level page, however, does not give us important navigation information (ironically) when looking at it's second level labels because the key information here is found on the actual maps. Listed in the talleys are key labels that repeated at least once.

Northwestern (goes to search window)	University of Washington (Explore)	University of British Columbia	Oregon State University	Stanford University (menu sidebar)
	Computer Labs	Vancouver Campus	Buildings	Explore Stanford
	Food	Okanagan Campus	Parking	Get Directions
	Gatehouse	Robson Square	Housing & Dining	Close
	Landmarks	Great Northern Way Campus	Safety	Visiting Campus
	Libraries	About UBC	Legend	Life on Campus
	Visitor Center	President's Welcome	Print	Parking & Transportation
	Emergency Phones	Vision & Values	Link	Safety & Security
	Parking Lots	Our Place Among the World's Best		
	Photos	Contact Information		
	Helpful links			

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
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Food	2	Housing & Dining	2	Food
Safety	3	Safety & Security; Emergency Phones	2	Safety
Links	2	Helpful Links	2	Helpful Links
Parking	3	Parking Lots; Parking & Transportation	3	Parking
Visitor Center	2	Visiting Campus	2	Visitors

Libraries

Second Level banner items

Northwestern	University of Washington	University of British Columbia	Oregon State University	Stanford University
Find Materials	Start Your Research	Library Home	Ask Us	My Account
Libraries & Collections	Use the Libraries	Search Collections	My Account	Feedback
Research & Instruction	Help & Support	Hours & Locations	Make a Gift	Staff Login
Services	About	Use the Library	Home	About
News & Events		Get Research Help	Find It	Libraries
About		About	In the Library	Using the Libraries
		Login	About	Collections
				Research support
				Ask Us

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Find Materials	3	Search Collections; Find It	3	Find Materials
Libraries & Collections	4	Hours & Locations; Collections; Libraries	4	Hours & Locations
Research & Instruction	4	Get Research Help; Start Your Research; Research Support	4	Research Support
Services	4	Help & Support; Ask Us	3	Services
News & Events	1		1	
About	4		1	
Use the Library	1		1	
Library Home	2	Home	2	
Make a Gift	1		1	
Login	5	My Account; Staff Login	2	My Account
Use the Libraries	3	In the Library; Using the Library	3	Using the Library
Feedback	1		1	

Second Level non-banner key items

Northwestern	University of Washington	University of British Columbia	Oregon State University (Library Resources For:)	Stanford University
Services	Start your Research	Use the Library	Undergraduates	Library Hours
Popular Links	Libraries & Hours	Get Research Help	Grad Students	Ask Us!
Events	Reserve a space	Quick Links	Faculty	Print, copy, scan

News	Computers & printing	Today's Hours	ECampus	Places to study
Library Highlights	Your library account	News & Highlights	Visitors	Computing
	News Events Exhibits	Workshops & Events	Guin Library	Library hours by week
	Libraries at the UW	About UBC Library	Cascades Campus Library	

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
Services	1		1	
Popular Llnks	2	Quick Links	2	Quick Links
Events	2	Workshops & Events	2	Events
News	3	News Events Exhibits; News & Highlights	3	News
Library Highlights	2	About UBC Library	2	
Start your Research	1		1	
Libraries & Hours	5	Libraries at the UW; Today's Hours; Library Hours; Library Hours by Week	5	Libraries & Hours
Reserve a space	1		1	
Computers & printing	3	Print, copy, scan; Computing	3	
Your library account	1		1	
Use the Library	1		1	
Get Research Help	1		1	
Undergraduates	1		1	
Grad Students	1		1	

Faculty	1		1	
ECampus	1		1	
Visitors	1		1	
Guin Library	1		1	
Cascades Campus Library	1		1	
Ask Us!	1		1	
Places to study	1		1	

Apply

Apply does not give us important navigation information, as it is inconsistent from university to university. Common organization of information relies on user-type, however this varies as well.

Northwestern (There is no "apply" page)	University of Washington	University of British Columbia (no "apply" page, just a "How to Apply" video)	Oregon State University	Stanford University ("The Application Process")
	Undergraduate		Apply Now	Application Deadlines & Fees
	Graduate		Confirm Your Enrollment (ATD)	Restrictive Early Action or Regular Decision
	Professional		Get Info	Freshman Requirement & Process
	Certificates, degrees and courses for busy adults		Visit OSU	Transfer Requirement & Process

			Scholarships	International Applicants
			Corvallis	Veterans

Events

Events does not give us important navigation information. Each page typically contains lists of events (either in calendar form or lists/images). Further information differs from site to site, depending on that particular university.

Northwestern	University of Washington	University of British Columbia	Oregon State University	Stanford University
Academic Calendar	Office of News & Information	Event Spotlight	Tools for Planners	Featured Events
Upcoming Events	UW Classifieds	Calendar	Services	Today's Events
	UW Experts	Connect	Staff	Browse by Type
	Stories	Submit Your Event to UBCevents	Events and Projects	Browse by Subject
	Media Contacts	About	Highlights	Browse my Organization
	Latest News	Resources	Upcoming Events	
	Twitter	Partners and Sponsors	Events and Projects	
	UW News blog			
	Connect			

Giving/Make a Gift

Northwestern	University of Washington (Part of nav)	University of British Columbia (Supporting)	Oregon State University	Stanford University
We Will. The Campaign for Northern.	Why Give	Learn More	About Us	How to Give
Why Give?	Where to Give	Impact of Giving	How to Give	What to Support
Support Northwestern	How to Give	Donor Community	Giving Opportunities	Why Giving Matters
	Get Involved	Ways to Give	Stories	My Giving History
	Recognition	Find a Project	Events	Honor Rolls
	Questions?	Get Involved	Donor Community	Make a Gift
		Donate Now		

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
We Will. The Campaign for Northern.	1		1	
Why Give?	4	Impact of Giving; Why Giving Matters	3	Why Give?
Support Northwestern	3	Donate Now; Make a Gift	3	Make a Gift
Where to Give	3	Giving Opportunities; What to Support	3	Giving Opportunities
How to Give	5	Ways to Give	3	Ways to Give
Get Involved	3	Events	2	Get Involved
Recognition	2	Stories	2	
Questions?	1		1	
Learn More	2	About Us	2	

Find a Project	2		1	
Donor Community	1		1	
My Giving History	1		1	
Honor Rolls	1		1	

News

Northwestern	University of Washington (same as Events page)	University of British Columbia	Oregon State University	Stanford University
News Home	Office of News & Information	UBC News	News Releases	Find Stories
Photo Galleries	UW Classifieds	Services for UBC	For Journalists	For Journalists
Northwestern in the News	UW Experts	Resources for Media	For Faculty and Staff	Contact
Past Stories	Stories		Photos and Multimedia	Stanford Report
Resources	Media Contacts		Contact Us	Campus Topics
Social Media	Latest News		OSU in the News	
Subscribe	Twitter		Recent News	
	UW News blog			
	Connect			

Second Level Labels Tally

Label	Tally	Label Variations	Tally	Ours
News Home	3	Office of News & Information; UBC News	3	UAA News

Photo Galleries	2	Photos and Multimedia	2	Photos
Northwestern in the News	2	OSU in the News	2	
Past Stories	3	Stories; Find Stories	3	Past Stories
Resources	2	Services for UBC	2	
Social Media	3	Media Contacts; Resources for Media	3	Media Resources
Subscribe	1		1	
For Journalists	2		1	
For Faculty and Staff	1		1	
Contact Us	3	Connect; Contact	3	
Recent News	2	Latest News	2	Recent News
Stanford Report	1		1	
Campus Topics	1		1	