

Competitive Analysis of University of Alaska Anchorage

1. Topic Navigation Labels in Banner

| Northwestern | University of Washington | University of British Columbia | Oregon State University | Stanford University |
|--------------|--------------------------|--------------------------------|-------------------------|---------------------|
| About | About | About UBC | About | About Stanford |
| Academics | Academics | Our Campuses | Academics | Admissions |
| Admissions | Apply | Admissions | Research | Academics |
| Campus Life | News & Events | Academics | Athletics | Research |
| Research | Research | Strategic Priorities | Extension and Outreach | Campus Life |
| Giving | Campuses | Research | | |
| | Support the UW | Campus Life | | |
| | | News | | |
| | | Supporting UBC | | |

2. User Types

| Northwestern | UW | UBC | OSU | Stanford |
|--------------------|-----------------|------------------------|-----------------------|---------------|
| Students | Students | Prospective Students | Current Students | Students |
| Parents & Families | Parents | Undergraduate Students | Future Students | Faculty/Staff |
| Alumni | Faculty & Staff | Graduate Students | Online Students | Parents |
| Faculty & Staff | Alumni | Faculty & Staff | Alumni and Supporters | Alumni |
| | | Alumni | Faculty and Staff | |
| | | Community | Parents and Family | |

3.1 Topic Labels Tally

| Label | Tally | Label Variations | Tally | Ours |
|------------------------|-------|--------------------------------|-------|-----------|
| About | 3 | About Stanford, About UBC | 2 | |
| Academics | 5 | | | Academics |
| Admissions | 3 | Apply | 1 | |
| Campus Life | 3 | | | |
| Research | 5 | | | Research |
| Giving | 1 | Supporting UBC, Support the UW | 2 | |
| News & Events | 1 | News | 1 | |
| Campuses | 1 | Our Campuses | 1 | |
| Athletics | 1 | | | |
| Extension and Outreach | 1 | | | |
| Strategic Priorities | 1 | | | |

3.2 User Types Tally

| Label | Tally | Label Variations | Tally | Ours |
|-----------------|-------|---|-------|-----------------|
| Students | 3 | Prospective Students, Undergraduate Students, Graduate Students, Current Students, Future Students, Online Students | 6 | Students |
| Parents | 4 | Parents & Families, Community | 2 | Parents |
| Faculty & Staff | 5 | | | Faculty & Staff |
| Alumni | 4 | Alumni and Supporters | 1 | Alumni |

4. Main Non-Banner Labels (Homepage)

| Northwestern | UW | UBC | OSU | Stanford |
|----------------------|---------------|--------------------|-------------|---------------------------|
| Our People | Arts UW | The Next 100 Years | Apply Now | Top Stories |
| Our Places | Maps | [pictures] | Make a Gift | At Stanford |
| Arts | MYUW | [search icon] | Campus Map | Events |
| Innovation | Athletics | | Libraries | Athletics |
| Athletics | Social | | News | Search Web or People "fl" |
| Recent News | Libraries | | Calendar | |
| Events | UW Medicine | | Highlights | |
| Search Web or People | [search icon] | | fl [search] | |
| | Quick Links | | | |

5. Tally Main Non-Banner Labels + Variations

| Lable | Tally | Label Variations | Tally | Ours |
|----------------------|-------|--------------------------------|-------|-----------|
| News | 1 | Recent News, Top Stories | 2 | News |
| Events | 2 | Calendar | 1 | Events |
| Athletics | 3 | | | Athletics |
| Search Web or People | 2 | [search icon] or "fl" | 3 | Search |
| Our People | 1 | | | |
| Our Places | 1 | At Stanford | 1 | |
| Arts | 1 | Arts UW | 1 | |
| Innovation | 1 | The Next 100 Years, Highlights | 2 | |
| Maps | 1 | Campus Map | 1 | |

| | | | | |
|-------------|---|--|--|--|
| Libraries | 2 | | | |
| MYUW | 1 | | | |
| Social | 1 | | | |
| UW Medicine | 1 | | | |
| Apply Now | 1 | | | |
| Make a Gift | 1 | | | |

6. Key Elements in the Footer (Homepage)

| Northwestern | UW | UBC | OSU | Stanford |
|------------------------------|-----------------|--------------|---------------------------|-------------------|
| Contact Us | Connect with Us | About UBC | Contact Us | SU Home |
| Social Media | Accessibility | UBC Campuses | Accessibility Information | Maps & Directions |
| Parking | Contact Us | UBC Sites | OSU Beaver Store | Search Stanford |
| Maps | Jobs | | OSU Cascades | Terms of Use |
| Directory | Campus Safety | | | Emergency Info |
| Media Relations | My UW | | | |
| Careers | Rules Docket | | | |
| Campus Emergency Information | Privacy | | | |
| University Policies | Terms | | | |

| Lable | Tally | Label Variations | Tally | Ours |
|--------------|-------|------------------|-------|------|
| Contact Us | 3 | | | |
| Social Media | | | | |
| Parking | | | | |

| | | | | |
|------------------------------|---|---------------|--|--|
| Maps | 2 | | | |
| Directory | | | | |
| Media Relations | | | | |
| Careers | 2 | Jobs | | |
| Campus Emergency Information | 4 | Campus Safety | | |
| University Policies | 2 | Rules Docket | | |
| Accessibility | 2 | | | |
| Connect with us | | | | |
| My UW | | | | |
| Privacy | | | | |
| Terms | 2 | | | |
| Store | | | | |