

EXTERNAL ANNEX

(Diploma thesis: Application of content marketing in marketing communication of universities)

Author: Bc. Katarína Marečková

A) The University of Edinburgh 30.1.2016

The Edinburgh's University belongs to one of the oldest University in the Europe, influencing the world since 1583. It enables variety programmes for study to people of different ages group, e.g. undergraduates, postgraduates, international students, summer school programmes, online learning, mature learnings etc. It covers a lot of areas of interests and study from science, through medicine and veterinary, art, engineering to law and psychology, hence the Edinburgh University offers options for many students with various interests.

During the process of looking up of universities with such a different and interesting content websites the author of the thesis found one of the video series (Imagine what could you do) of Edinburgh's university. This was the reason for choice to add to shortlist this universities website. Each of the video serie is focused on different group of audience to engage them and inform by message including. Hence the video series are considered as fulfilling unique unit of content criterium. The home page is well structured and it is not overcrowded by information in unstructured text. The main menu has logical succession and is located on the top of website, includes following sections *news, about, studying, research, alumni, business, staff & students and contact*. Under strip with categories of menu is searching box for quicker finding of information. Above box is quick link to site with information about schools and departments. On the notice-board that creates main part of website are situated hot topics and articles according to period of academic year, e.g. options of get scholarships, summer schol programmes for following summer etc. Below notice-board is small row with other accurate articles. By scrolling down the website is situated to several sections providing important information to visitors of website. These are divided into *Studying, International, Research & innovation, Edinburgh life, Alumni & donors and Quick links* sorted by the most searching information and sections. Moreover this logical structure according to sections enables effective segmentation of visitors on page to particular groups.

Through logical hierarchy of content and well organized structure provides clear purpose, that is inform and guide visitors of website to find quickly required information.

At the bottom of the home page are two sections, first is social media networks and video and audio segment. In the right foot part is situated logon field for students of university to quick approach to student's system.

The whole impression that provides website is very positive, because visitor who comes to this websites immediately knows where finds required information and where starts searching, thanks logical navigator created by content hierarchy. Regard simple and clear organization structure with using of suitable colors and size of text, which are readable and understandable thanks to clear style that was used. Also high quality pictures provide impression of good standard desinged website. The website enables good accessibility for visitors to its content thanks to appropriate title of home page and Meta data. Moreover the applying of SEO tool increasing position in search engines together with suitable names of URL of pages.

B) Université Claude Bernard Lyon 1 30.1.2016

On the top of home page of Lyon's univeristy is small rolling menu that involves five sections *faculties institute, resources & outils(tools), connect yourself* and two last sections focusing on information about university. The big gap of top menu is mixure of English and French language that could lead to misunderstanding of visitor if he is on English or French version of website and discourage him to go on website. This could lead to worse accessibility to website for visitors together with not entirely suitable meta data, where title complies with content but rest of meta date are missing.

On the right side under top menu is section field that provides choice between two options, even if visitor is foreign student or foreign researcher, what provides demographic segmentation of audience. Under this part is rolling scrollbar that enables to choose three langugages (English, Spanish and French) in which to be website displayed. Next is located search box for quicker searching of information. In the same plane on the right is located the main menu of home page that provides four sections considered for the most important to inform visitor in these sections *university, education, research and campus*.

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Under main menu is changing wallpaper with window with related article to shown picture and it allows option to click through four wallpapers and articles.

By scrolling down the home page, on the right side is section *connect* that provides quicker transition to social media of Lyon's university. At the end of social media part is video (Studying at Claude Bernard Lyon 1) displayed through YouTube channel, this was one of the reason of add Lyon's website to shortlist. Video provides a lot of useful information about university's activities, campus life and life in Lyon city in short overview, which says ten times more than pages of text. Therefore this unit is one of two unique parts why website has been chosen for analysis by author of the thesis. Next this section is wide segment of news with actual articles to inform visitors about hot news related to university activities.

Below these sections is located shifting strip that informs about studying facts at university, e.g. costs of study, costs of living in Lyon, number of students actually studying there, contribution to living, number of written publications per year etc. It is really good idea how to quickly and clearly provide visitors and applicants important information in figures. And also it was the second reason to select this website, because it is one of unique solution to avoid overwhelm of visitors by unstructured text.

At the bottom of home page is small strip with icons to social media for quick approach to them that leads to segmentation of visitors to individual channels. The foot of website is full of pictures from university's activities and student's life, which are good tools for visitor's imagination.

For summarizing Lyon's website it is one of well-organized handling without huge amount of unstructured content. However website provides unique and nice design of content by video and strip of facts and has logical navigation that leads visitors to not get lost on website. Beside the first website of Edinburgh's university that segments audience by clever structure and individual sections, the Lyon's website provides general information and is not clearly segmented to groups of visitors except language segmentation.

C) Glyndŵr University 30.1.2016

At the beginning of analysis of Glyndŵr's university home page the main reason of choice this website was unique unit of content that is live chat as one of communication channel of university. This tool provides quick and direct communication with target visitor and gives him answer to his questions without time spent by searching responds. To this section is visitor redirect after click on „call now“, that is situated in field on home page.

Besides previous universities websites the home page of Glyndŵr's university provides such a clear and quick segmentation of visitors according to sections in main rolling menu. Regard organizing of sections according to segments is purpose of website quickly provides information to each group of visitors. These sections involve *study with us*, *student life*, *international*, *business*, *community*, *research and about us* it yields logical navigation how visitors should have shift on page.

In the upper right corner are small icons of social media for quick transition to these channels, under them is searching box and option to choose between two languages. The first is English and second one is Cymraeg that is celtic language what stresses demographic segmentation of audience.

In the logical hierarchy of content follows wallpaper sections with attributed articles about actual news for interested readers. Under this section are situated three parts, *news & events* with navigator to read articles, than *map of UK islands* that provides displaying of Glyndŵr's campuses and last one is *courses finder box*. The courses finder box enables fast searching of courses thanks segmentation of courses to undergraduate and postgraduate group of students and searching courses according to alphabet list and by subject area. Hence this idea leads to avoid spend a lot of time by searching courses in unstructured information and also provides unique working-out of finding process.

At the bottom of home page are four sections with quick links displayed by titles that provide fast entry towards highlighted information of these sections.

The content organization of home page is simple and gives impression of nice and effective website of university that satisfies visitors and provide them answers to required questions. Design of content is

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catchy and thanks used colors that are in balance with logo of university, used font and size of text is appropriate for all categories of readers.

D) University of Groningen 30.1.2016

On the home page of university are information situated to logical sections according to segments that enables well structured navigation after entry to website by visitor. Regard current application period the content of Groningen's website is focused on providing information for prospective students to quickly find useful information.

Under the main menu of university on the left side are four open sections focusing on information for applicants, *Open days*, *Find a program*, *FAQ*, *Library*. The aim of this idea enables prospective students to look up required information without wasting of time with orientation on unknown website.

Below side menu is box with title *Why Groningen* that is also intended to answer to applicant's questions. Moreover the wallpaper of website has title that navigates visitors to find answers on questions about studying program. Hence the reason of author's choice this website for analysis is thematic content regard to current application period. This is good way how to hit target segments of comers on website and logically navigate them by organization structure of home page content to get right information intended to each group of audience.

The purpose of Groningen's university website is providing information by selection of visitors to segments and do not overwhelm them by unnecessary information. Also website is focusing on providing right information to right audience in particular period of academic year.

The main menu of website is structured to top six rolling sections with titles that express their content. In the upper right corner are three link titles that lead to swith attributed sections, *Contact*, *My University and Student Portal*. Next to them are language options to quick swith to English or Dutch version of website. Under this part is searching box for fast looking up of information in content. Below wallpaper board are sections that provides information to related title regularly, these are *News*, *Video*, *Focus and Working with us* with two sub-parts tag by pictures.

The bottom menu provides four sections (*Prospective students*, *Society/Business*, *Alumni*, *About us*) with the most popular information with titles to more specify content. Above the bottom menu on the right side is small strip with social media icons that enables following Groningen University through this channels.

Generally the home page of Groningen University is well-structured and situated to logical hierarchy of content that leads visitors to quickly find required information according to division into segments. Design applied on content is in balance with content itself. It represents clear structure, uniform style in whole text and attributed size of font regard to displayed information. The big advantage derives from simple and clear style by which is text written and enables readability and understandibility to all visitors regardless age or profession.

E) Aarhus University 1.2.2016

Considering that Aarhus university is focusing its activities on research and collaboration in fields of researches with companies, other universities, government bodies, scientists and contributes to development of science in the earth it is obvious from its propagation on website. Therefore working-out of website of Aarhus university is different from which can be regularly found. The main menu of website involves sections *about research*, *international collaboration and support of knowledge exchanges* and ordinary menu is located vertically at the side. Whole website is situated into vertical parts beside ordinary horizontal lines. Moreover after click on each part in main menu is displayed small sub-menu for every category. Due to idea to structure content on website into categories with sub-menus to avoid unstructured amount of text, visitors immediately become familiar with organization of content on website. This extraordinary and interesting organization of content on website was reason of add the Aarhus university to shortlist for web-based content analysis by author of the thesis.

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Under the top menu on the right side is located searching box field and next it is option to choose language. Below the wallpaper with highlighted hot topic are vertically oriented sections. In the middle of website is section news, on the both side panels are information providing to prospective students who entry to home page about programmes, application forms and date of open day. The idea of dynamic content and changing information on website according to period of academic year to provide the most actual information it increases website traffic by target audience. Because users get to information which they are looking up without time consuming searching on website. Additionally this part involves searching fields for finding available faculties and departments at Aarhus University. The last part of vertical oriented menu involves sections *research, events and e-book*.

At the bottom of home page are sections of top menu with lists of title included in related sub-menus and also detailed contact to university office. The icons on social media channels are situated in right corner of website above information about application period.

The clear impression of website is given also by size and color of used font and similar titles style and main text. Besides previous websites of universities analyzed above the Aarhus university website has purpose to engage students and people interested to science and support cooperation with exchange students, scientist and companies to contribute to development of science globally. In spite of big space dedicated to propagation of science and research on website is here also space to attract prospective students.

F) European University Cyprus 7.2.2016

The home page of EUC provides transparent overview of individual sections by topics and focuses that give it at first glance high-level processing. Afterwards anybody comes to home page from any reason, everybody finds here information and his own interests thanks wide focusing of topics, articles and providing of information to wide-focusing audience. Therefore the main purpose of home page is targeting to wide audience of visitors to provide information to anyone and engage several segments (students, partners, international organization, scientist etc.). The handling of home page content belongs to singular ones, because of principle of scrolling down to get to all sections that are situated in width by topics and visitor can move them by arrows. The main sections deployed vertically involves *Find right school for you, About EUC, Events, News, Admission events, Financial info, How to apply*. The last vertical section is *Explore the University and Surrounding* that provides mainly video series *Virtual tour* for imagination of area and spaces of EUC than *Building startups* that provides short spot by lecturer at Business Faculty for vision what students study in EUC and *EUC live viewing*.

At the bottom of home page are organizations and institutions that collaborate with EUC and section Quick links for effective and quick searching to get to information sought.

At the top of website on the right side is small menu for quick transit to section without scrolling down and searching box for finding specific information. Above this part is dark strip with quick links for students and teachers of EUC to get to students portal, webmail and students system quickly. Moreover in the upper right corner is scrolling box with language options that provides to choose from three languages.

Regarding high-level of handling of EUC website itself and organization of content on home page that navigates visitor by smart idea to individual sections without possibility to lose there, the author of thesis consider this website for the best one of whole shortlist. However the unique unit of content that was chosen by author is side scroll bar of social media that is moving with scrolling down of home page. This idea stresses focusing of EUC on interconnection through communication channels that visitor could imagine covering wide audience and building effective worldwide network anywhere. Moreover it enables effective way to build high accessibility to website for target audience with using all available channels and options, which individual segments are using.

G) Jagiellonian University in Kraków 7.2.2016

On the home page of university website are two extraordinary icons that visitor notices in first glance in upper right corner after entry on page. The first icon are three letters A of different sizes, this icon enables

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to choose size of font in which the site to be displayed. Besides all previous website mentioned above any of them involves this option and it makes Jagiellonian website unique. Moreover the idea of this solution should help visitors who have problems to read small text. The next icon of two squares represents option to select level of contrast in which the site to be displayed, what enables to highlight text of content in two color variations for better readability. In the same line are other two icons in the form of key that enables transition to student server system and second one is language box that provides to select from four languages.

Regard languages versions that are offered to visitors of website it represents other unique unit of content, because those are Russian, English and Chinese and also Polish. Here is obvious direct demographic segmentation of audience for whom university focuses and also it covers wide –focusing segments considering these languages are the most spoken in Euro-Asia continent.

The top menu of home page has horizontal structured with rolling arrow that leads to quick links of corresponding parts. Further the top main menu offers big advantage by movable function, because with scrolling down page the menu is going down. Therefore the visitor does not need to return on the top, if he wants to choose any section from strip. Under that is situated wallpaper with hot articles and topics that are switching themselves. Below is vertically structured menu with pictures and short text with option to read whole article and on the left side is section quick links for switch to particular topics.

At the bottom of website is horizontal strip of social media to communicate universities home page content through social channels to audience using them.

H) Martin Luther Universität Halle Wittenberg 9.2.2016

Education and research with a 500-year-old tradition: Martin Luther University Halle-Wittenberg (MLU) offers a wide range of academic subjects in the humanities, social sciences, natural sciences and medicine. The oldest and largest university in Saxony-Anhalt was created in 1817. As a member of the Central German University Alliance Halle-Jena-Leipzig, MLU cooperates closely with other universities, and with external research institutes and industries. This is visible at a local level on the Weinberg Campus, the second largest technology park in Eastern Germany.

At first sight the home page of MLU is not unusual by any catchy design or structure. However by scrolling little bit down on the right side is setting box field that enables to set up particular categories how should page displayed like fonts size, language, subscribe and enhance search. These categories are really useful and original, because during of looking up period of hundreds universities websites it was not found any home page with this idea. It leads to simplify searching and orientation on page content for visitors.

In spite of effective structure and orientation of content on home page it appears boring for users without any catchy idea to engage visitor by design. However the secret of content is in original idea of setting box field to simplify searching and orientation on page and purpose of website to give visitors added value in form of content/context itself.

I) University of Nicosia 14.2.2016

In spite of entry site of university is full of information and pictures it does not make an impression of overload page., because is well structured and information are clearly organized to logical sections. Each section has related name and involves quick links related to topic to ensure quicker searching.

At the top of home page are headers with rolling links, under that is searchin box for quicker looking up information and there is also section with language option. Below headers are pictures related to topics involved and on the side is form filling for requested information.

Under the big pictures are six sections Apply, Students, Parents, Alumni, Visitors, Faculty each of them includes quick links to highlighted information. The section parents is not usually involves on home page of universities, but it is important to stress it, because during the analysis of universities home pages author of the thesis found just few case where this section where presented. Although prospective students who are enrolling to university are adult it is also important to be informed their parents.

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Moreover this section enables to build networking with parents of universities students and provides them information about activities, changes, events etc. Considering the fact that parents are often donors and sponsors of university and also they finance study of their children.

Below this part of sections are small windows with pictures and related topics and links about various kind of information with actual issues, these windows have arrows that enable to move individual events, news and topics.

At the bottom is section focusing on social media channels, where are displayed headlines posted on social media channels and enables quick transit to them by click on topics. Under this part are located quick sections with contact information on departments, apply options and connect through social media.

J) **RWTH Aachen University 14.2.2016**

The home page of Aachen's university is clear and enables simple navigation and searching information, it is not overcrowded by numbers of sections and text that visitor should have impression where launch orientation on page. Each section of headers involves own „menu“with related sections and quick links these are shown after click on individual section. It provides quick orientation and support quick finding of required information. In each section in the upper right corner is option to close menu and back to entry site.

Under headers is big picture with related articles that are able to move and click for more information. Below pictures with articles is really interesting strip with scrolling box to choose target group that means option to select by visitor to which group he belongs to be moved to related information and do not spent time by searching what requires. This is smart way how to simply segmented audience to target groups and provides them useful information.

Below this part is clear section of news and coming events and articles sorted by dates with titles and option to read more.

At the bottom of the home page are four sections with quick links, this part involves also social media channels to quick transit to them. Moreover within quick links is one that engage author of the thesis especially, it is „Feedback“, after click on link is visitor redirect to formular where can fill contact information with direct request to gain information directly from contact Office. For better of selection of required information is here are where visitor can select subject of his request to be sent right person who will answer his question. This is very effective way how to build direct contact with interested groups and give them feeling of individual care and feedback.

Finally the Aachen's home page provides as many options and ways how to find out needed information and effectively searching them and also use various communication channels that covers all target groups to gain responds.

K) **Masaryk University 19.2.2016**

The home page of Masaryk university is clearly organize and navigates visitor, where should start, thanks logical label of sections. In the upper right corner is icon of big A letter, that has three different sizes to set appearance of font size that would be displayed for better of readability of content. Under this part are located small icons that replace text, these are option to print, contact, select language, edit content and index. Below is searching box for quicker finding of required information. Under box are buttons to quick switch to information provided to employees and web pages that represents content distinguished according to target groups to them is determined.

The top of page involves wallpaper with option to move actual published topics with related photos by arrows in the lower left corner. As first is always highlighted the most current topic, in this period it's deadline for application period.

The header involves three sections *Organizational structure*, *Official notice board* and *Quick links*. Under header is part with labels that represents „menu“with titles that provides quick switch toward related information and sections. This idea represents very good way how to avoid to display a lot of

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information on home page that lead to visitor loosing on page and do not know where should start the searching. On the side of this part are per click buttons that are linked with actual application period topic and refer to detailed information for prospective students about *Application process, ETCS, latest news about UNI and online magazine*.

At the footer of the home page is section of *Events, Press Releases and latest News* these are in que by dates, but shown is just part of article with option to click for more.

Inspite of clear and not too much text on home is absolutelly transparent and logical tagged, here on home page visitor finds all needed information to get further by links. The home page is just for one site thanks structure and logical labels and it is not required scrolling down and followingly back to the top.

L) Czech University of Life Science Prague 19.2.2016

The home page of university is using too small size of font without option to change that could cause problems with readability of text. The headers of website reference to links with labels *About CULS, Faculties and Components, Studies, Science and Research, International relations, Alumni and News*. Under header are three sections that provide quick links according to target groups *For incomers, For students, For public* this segmentation enables to logical swich to information searching by audience of visitors. Next the segments are icons that represent faculties of university and institute of university and provide quick switch to each faculty.

The top of home page covers tags of acronyms of faculties for quick switch to them and there are icons of language options and unversity portal. Under strip of acronyms are icons of social media as communication channels using by university.

On the head part of home page is picture of university within i tis searchin box for quicker finding of required information. Scrolling down by page are located to tagged parts *ETCS* that is courses catalogue and picture with title *Visit website* that navigates visitor to swich towards information about application process with related information.

Under that is located promotional video about university and life there and below is section of coming events. On the left side of page is section *News* that highlightes headlines sorted by date. Despite of website provides information by good idea as are icons of faculties or segmentation of audience by lables and related quick links there are present some sections more time like *ETCS* catalogue. It leads visitor to lose on page, because he does not know where should start and in which part he finds required information. Moreover the problem is also acronyms of faculties and departmenst located on the top of home page, which are in Czech language present within English version of website.

M) Brno University of Technology 20.2.2016

To stress fact that BUT is the oldest university in Brno it uses colours (red and white) of city within its website font and wallpaper. The main part of BUT's home page it is created by pictures with related topics that it enables per-clicked by arrows. The headers are located on the bottom of pictures by the most highlighted labels *E-applications, Alumni, Magazine, QS Ranking, ECTS Catalogue*.

The left side of middle part of page under the logo of BUT involves quick links with related sections that are vertically sorted. Below them are faculties and departments of university these are tagged for quick switch. In the middle of page are three sections with related links *News, Calendar of Events and Topics*. The left side of middle part involves section *Contact* and *Video Archive*, in section contact are available social media channels and under them is video archive of BUT's movies sorted by topics.

Searching box is located in upper right corner and near it is option to select language. Below searching box are quick links student's portal and university's system.

At the bottom of home page another navigation menu with different wallpaper like rest of home page. There are the most frequented sections *Contact, Social media, Faculties, University institutes, Regional research and development centres*.

The whole home page affects cleraly and simply navigates audience where starts searching, inspite of problem is any segmentation of audience that could make impression of lost on page.

N) University of Economics Prague 20.2.2016

The home page of VSE is structured vertically that could be considered as headers and also horizontally that represents labels of faculties, news and events.

The headers sections located on the left alongside of whole home page are *About VSE, Faculties, International Studies Centre, Students Activities & Services, Science & Research*. Each section involves quick links with logical title of tagged labels for quick and effective switch towards related information.

On the top of home page is blue strip with contact channels represented by social media (Facebook and LinkedIn) and label *Contact us* switches to contacts on persons and departments. Next in upper corner is option to choose language, under strip is searching box that enables also advanced searching for more specific criteria. In this part is located rolling box with quick links.

Below top of home page are sections with latest *Events* and *Deadlines*. Under this part is horizontally oriented strip with acronyms of individual faculties to quick switch to them. In the middle stream of website are actual topics and articles and below is contact information of university. On the left side of home page is section focused on *International programs* with tagged labels providing quick switch to detailed information. Below is part *News* with quick links to articles.

At the bottom is icon that represents Mensa and Cafeteria Menu of University.

Despite of logical organization of offered information and structure that effectively navigates visitor where launch searching, the used size of font is too small and causes worse readability of content within home page.

O) Technical University of Ostrava 21.2.2016

Besides previous websites of Czech universities, which all are oriented vertically and horizontally simultaneously in parts and sections, TUO has different structure.

On the right side is vertically structured menu with headers *About us, Faculties, International Cooperation, International students, Education, Alumni, Research, Contacts* and „InNET that is internal university's portal for students and employees.

Below headers are labels application and highlights that are interconnected by links to sections providing information about mentioned topics.

In the upper right corner as it is in the most cases of universities websites is located option to select language and quick link to InNET and icon of back to home page from any other site. Under them is search box field.

The middle and main part of home page that creates big part of website and is organized to squared section *Events* with related pictures and events with description. Next this part is located section *Dean's Blog* that is really unique item presence on home page compared to all analyzed European and Czech universities. Presentation of blog involves highlighted name of topics with date of post and enables switch to them by links.

Below this part is strip that represents section *News* with the latest reports by dates.

At the bottom of home page are quick links to *ETCS Catalogue* of courses, *Quality Management* that represents standards, which university has to fulfill, *Official desk*, *Map of websites* shows structure by which are all sections on websites oriented, it is hierarchy of structure and label *Suggestions* this link leads to contact form with direct option to contact office of TUO with any question.

In the footer in down corner are icons of social media to switch to them.

P) University of West Bohemia 21.2.2016

The headers on entry site are located vertically in strip under wallpaper picture of UWB and offering segmentation of audience to groups *Applicants, Students, Alumni, Media and Public*. On the side of opening image is short description of UWB.

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The top menu located in upper right corner involves sections *About, Study, Research, International office and Contact*. All labels enable to switch towards information published within them. Under this part of site is option to select language.

Below headers of segments is in the middle promotional video of UWB, next this part in vertical lists are quick links towards faculties. On the second side of video are oriented labels *How to apply* and *Study Programm*. These both are entry to information of related label's topics offering incoming and prospective students detailed information.

Whole home page offers clear and brief overview of useful information sorted by segments and topics, which are smartly interconnected by quick links. Effective handling of page provides navigation in structure for each visitor to avoid losing on page. By all means website belongs to one of the best working-out of content within the analyzed Czech universities websites.

Q) University of South Bohemia in České Budějovice 27.2.2016

According to headers at home page of university is able to segmented audience to groups to whom is offering related information *About University, Study at USB, Science and Research, International Relations* and last one is *Contact*. In the upper right corner is located searching box and label to switch to internal portal of university and option to choose language.

Under headers are pictures that move themselves and are added by facts, which provide information about students at university, study programmes etc.

Below are four windows with links to sections *About university, Events, News* each are high-oriented and involve picture and title of actual articles with description of content and option to read more. The last one involves icons to switch to *Library, Maps of Campus* and *Student's portal, Application form, Long-life study, University's magazine* and section *Science zoom* focuses to research and science activities of university. Moreover the University's magazine in online form is unique component that is worthy to stress.

On the footer of entry site is strip with icons to switch to each faculty, these are distinguished by motives and colours of each of them. The university has inspired by logo of university to design motives of each faculty that is integrated to them but different for each faculty. Thanks this singular graphic university performs as uniform entity for public. At the bottom of home page in down right corner are icons that enable switch to social media channels. On the opposite side are sections to switch towards information related to labels *Media, Carrier, Employees and Partners*.

R) Tomas Bata University in Zlin 27.2.2016

In first sight the TBU's home page is full of text and information, but each section and item of content has logical structure and relevant labels. Whole design of website is in colours of TBU that create impression of unique appearance.

The headers are in strip, which provide quick switch towards related information. On the side is vertically oriented list of labels segmented to groups of target audience (*Applicant, Student, Employee, The public, Business sphere*). This provides to quickly get to required information of visitors. Under strip are movable pictures.

On the top of home page are acronyms of languages versions of display and faculties that lead to quick switch to them and on left side is label to university's internal system.

Below is situated searching box field with option to searching within websites and google. Under searching box is quick link to *Phone book* that is searching formulary according to categories to quickly get to information.

Under headers and picture is informative window that offering tagged text parts to switch to related topics *Online application, Courses, Magazine*. One of them is unique handling of TBU called microsite UTB this provides to switch to unique working-out of choosing faculty according to interests and personality's features for applicants. The design and idea of handling is really amazing and resourceful to engage prospective students and help them to choose study programme by answering to offered questions.

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Next on the side are labels, which provide quick switch to ETCS catalogue of courses, Cambridge (language courses), DS label (accreditation), ECHE (Erasmus).

Down is part *News* that is structured by tagged highlighted links chronologically sorted. On the side is part *Upcoming Events* also sorted by latest date. Below is marker *Virtual tour*, *Download Application for mobile devices for prospective students* and *Follow us* involves icons of social media channels.

At the bottom of entry site are three sections *Contact* information, *Faculties* with quick links and the most using *Quick links*. Moreover at the footer is link to website declaration accessibility that involves information about supported formats, scripts, markup language etc.

S) Mendel University in Brno 27.2.2016

At the top of home page of Mendel University in upper right corner are located links *Intranet* to quick switch to information portal of university and *UIS* to quick switch to university's portal. Next is icon to chose language. Below is searching box field for quick finding within content by insert term. Below are located bottom *Web pages* and *Persons at MENDEL.U*.

The main upper part of home page covers pictures of university in past and present that are moving itself. Below picture are labels interconnected by links to switch to each faculty. Each faculty has own logo derives from university logo to avoid confusing.

In the middle part of entry site is section *News*, which are published in small windows with related picture and title. Each article is framed by color of related faculty and they are sorted by dates.

In the left side of middle part is header *Introduction, About university, Public notice board, Study, Science & Research, International Relations, Media and the public, Contact* each link leads to site with related information. By click on any of them to be displayed sub-links involve in main section.

Below headers is window focuses on upcoming application period with useful links to information for prospective students. And last window on this side is *Important links* with sub-links lead to the most finding information by visitors of website.

In the down middle part of entry site is section *Other activities* with links to omitted information, this section has no logical sense to be present here and makes confusing of visitor.

On the down left side is calendar of current month that enables showing past, present and upcoming events take place at University.

At the bottom of page is strip where are three labels *Mendelu, Follow us* with icon to Facebook channels and *Newsletter* with option to subscribe news. In the strip is also up arrow that enables to go up site.

T) University of Pardubice 27.2.2016

The background of home page of university is covered by pictures. In the upper right corner are links to Student's and Employee's intranet system, next is icon represents option to choose language. Under is searching box field that is also interconnected with searching on google not just within internal content.

The headers represents sections *University, Faculties & other parts, Study, Research & development, Cooperation, Service, Contact* with quick links to related information by sections.

Below are three labels of *Applicants, Media & Public, and Specialist Community* represents main segments of audience to whom website targets content.

Under are windows represents sections *News, Events*, last window shows movable content by arrows, which involves *e-application forms, e-newsportal, photogallery and panoramic view*. In each section are articles sorted by date with highlighted title.

Down is section *University of Pardubice* that involves sub-sections of *faculties, other departments and quick links*. Here are also situated icons of social media channels, sitemap and icon links to care about disabled students.