

## Competitors analysis

The purpose of this analysis is to identify the key differences with competitor's online presence and identify opportunities to improve Belco Alliance website. We focused on two main competitors—Erasmus+ and CIEE.

**Erasmus+ - [Home - Erasmus+](#)** - offers a broad portfolio including student mobility, joint degree programs, and capacity-building initiatives across Europe and beyond.

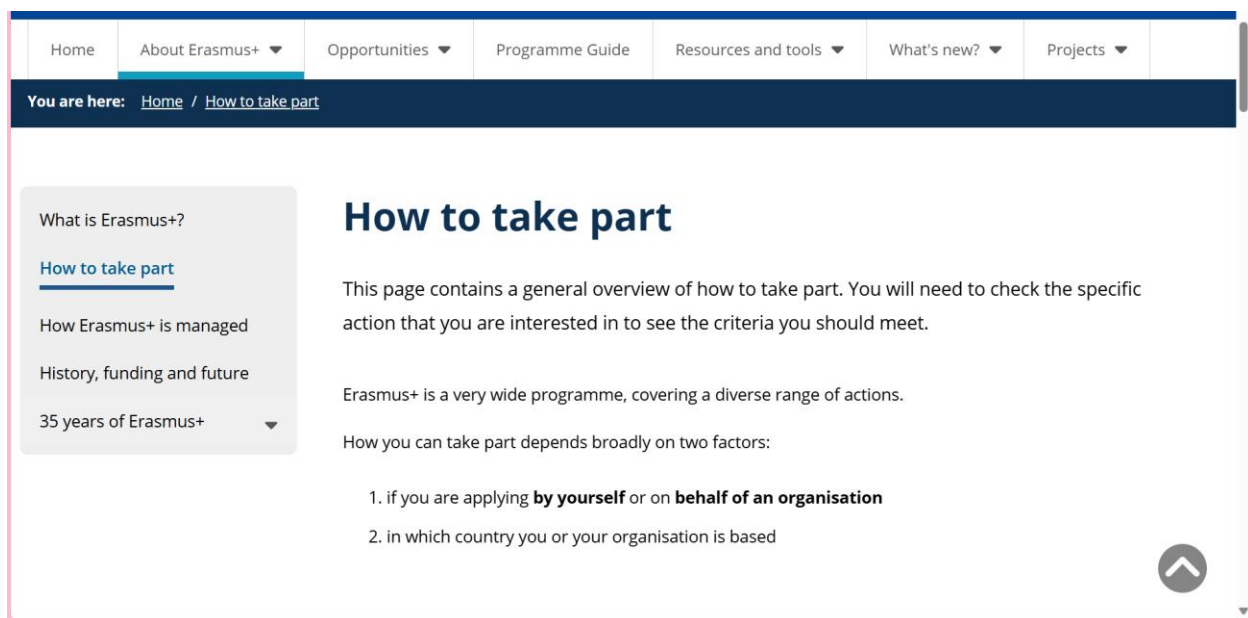
### Key Differences:

- **Interactive Tools:**

Erasmus+ offers more interactive features that make exploring their programs engaging and user-friendly.

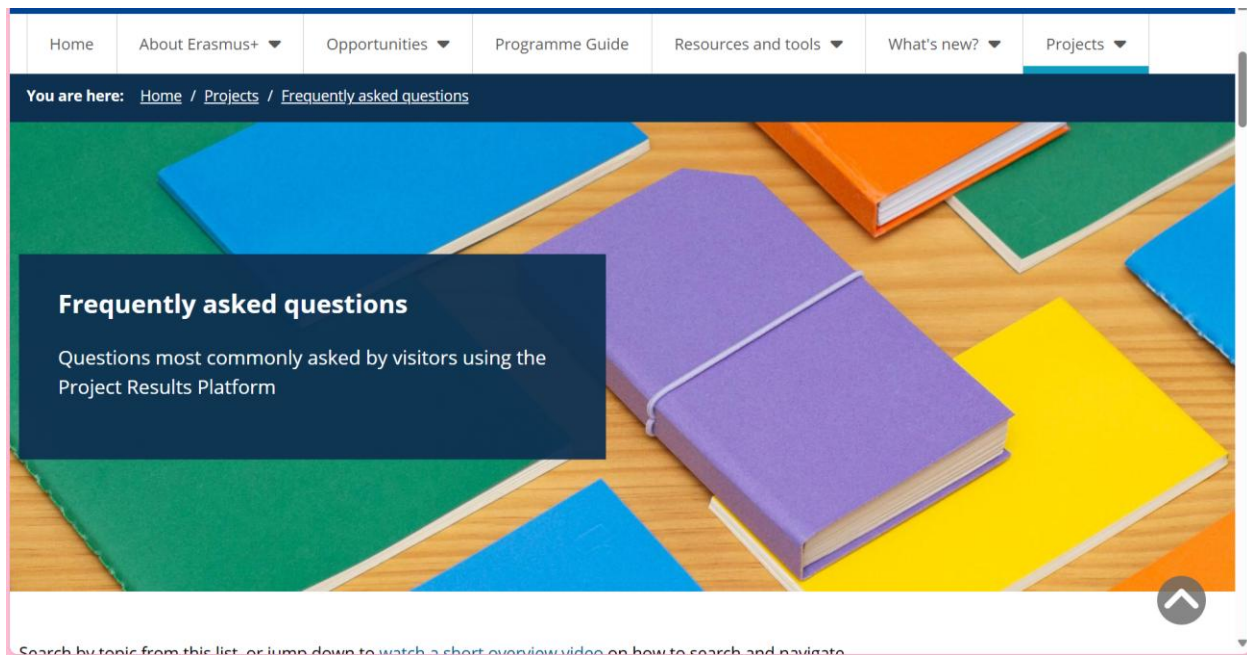
- **Joining Guidelines:**

Their website provides clear, step-by-step instructions on how to join their programs, which simplifies the application process.



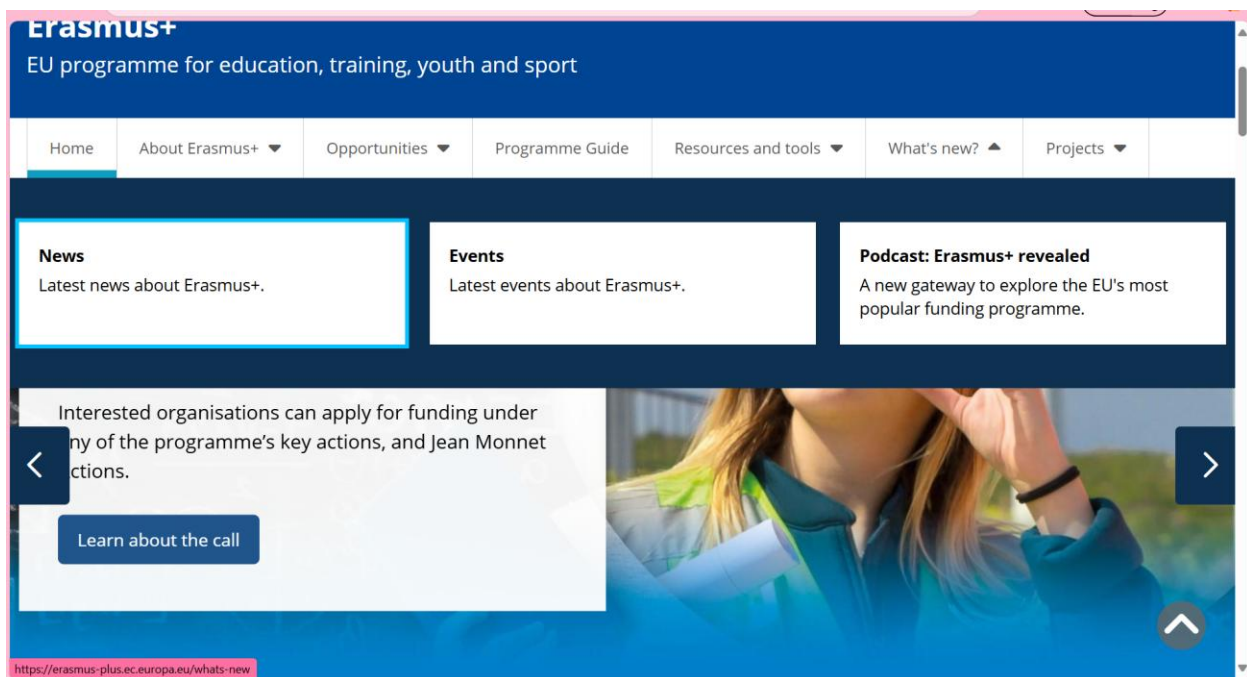
- **User Support:**

Erasmus+ has a helpful FAQ section , so users can easily find answers to their questions



- **Updates:**

They have a dedicated news and events page, which help the users to stay updated with the latest information.

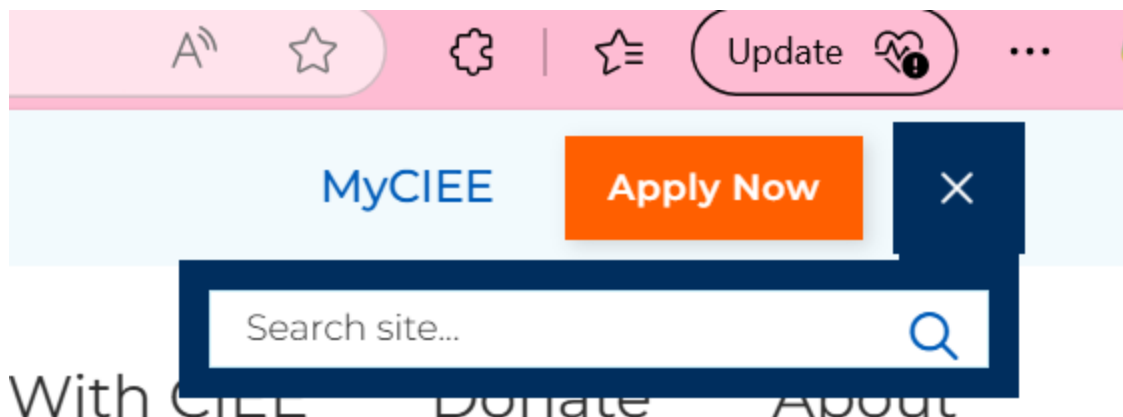


**CIEE- [CIEE](#)**-An international organization offering study abroad, cultural exchange, and professional development programs that help create global learning communities.

#### **Key Differences:**

- **Search Functionality:**

CIEE features a search bar, which helps users quickly find information about programs and opportunities, enhancing the overall user experience.



- **Interactive Tools & Guidance:**

CIEE's website features interactive tools that help users explore their programs. They provide clear, step-by-step instructions on how to join, making the application process straightforward.

- **User Support & Updates:**

Their site includes a detailed FAQ section, as well as a dedicated news and events page to keep users informed about the latest opportunities and updates.

- **login:**

The website provides a login for easier access to their website


NetflixAAnimatedЕрешетRoll CallCompetitiCIEE - SeCIEEMy Account

https://my.ciee.org/login

Update

Find a program

Help

 MY ACCOUNT

I AM A RETURNING USER

Log In

I AM A NEW USER

Sign up to work on applications for CIEE programs and receive e-mail updates.

> Create a College Study Abroad account

> Create a First Year Abroad account

> Create a Gap Year Abroad account

> Create a High School Semester Abroad account

> Create a High School Summer Abroad account

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