

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.

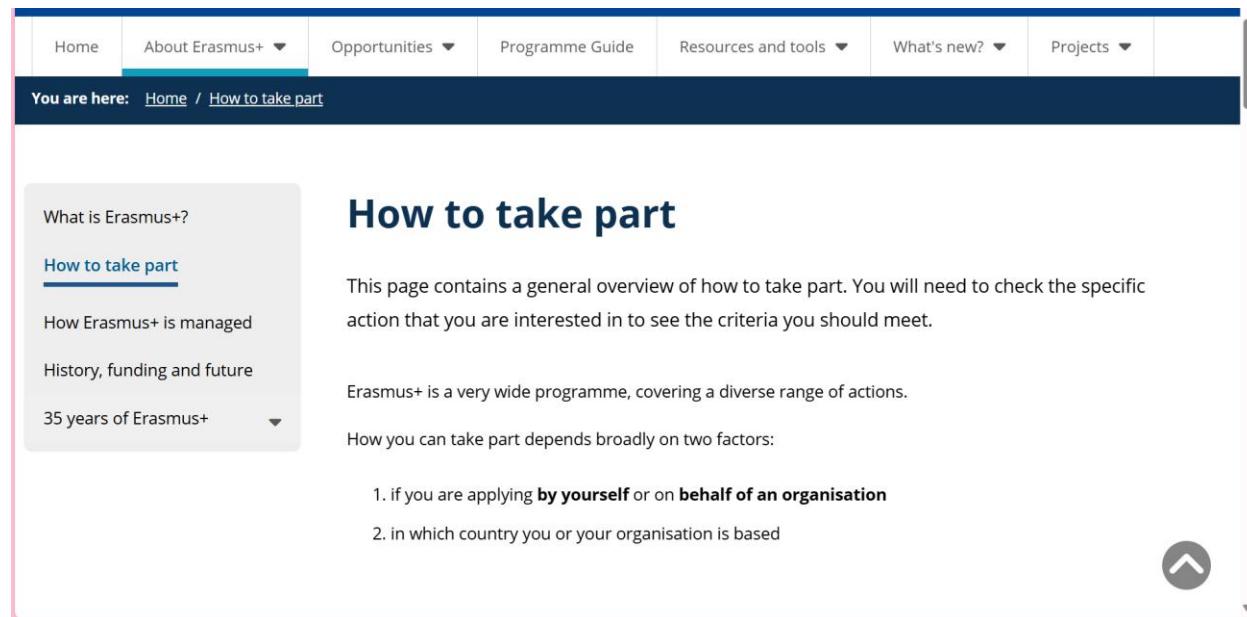
Key Differences:

- **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.



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What is Erasmus+?

How to take part

This page contains a general overview of how to take part. You will need to check the specific action that you are interested in to see the criteria you should meet.

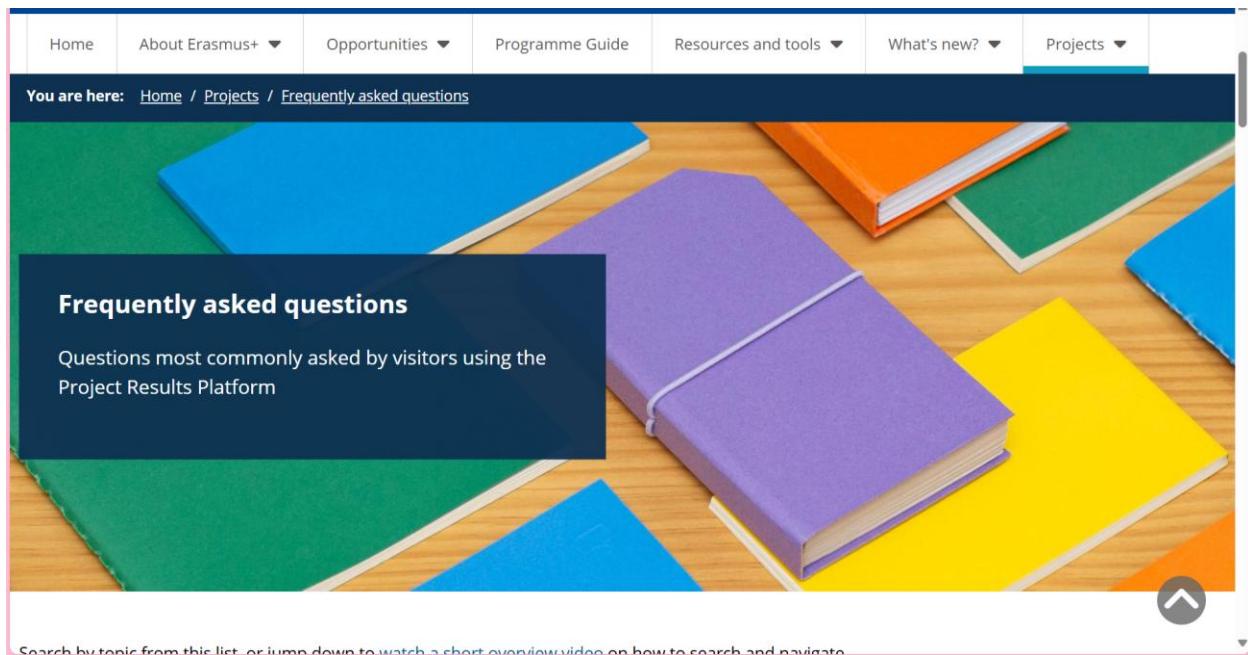
Erasmus+ is a very wide programme, covering a diverse range of actions.

How you can take part depends broadly on two factors:

1. if you are applying **by yourself** or on **behalf of an organisation**
2. in which country you or your organisation is based

- **User Support:**

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



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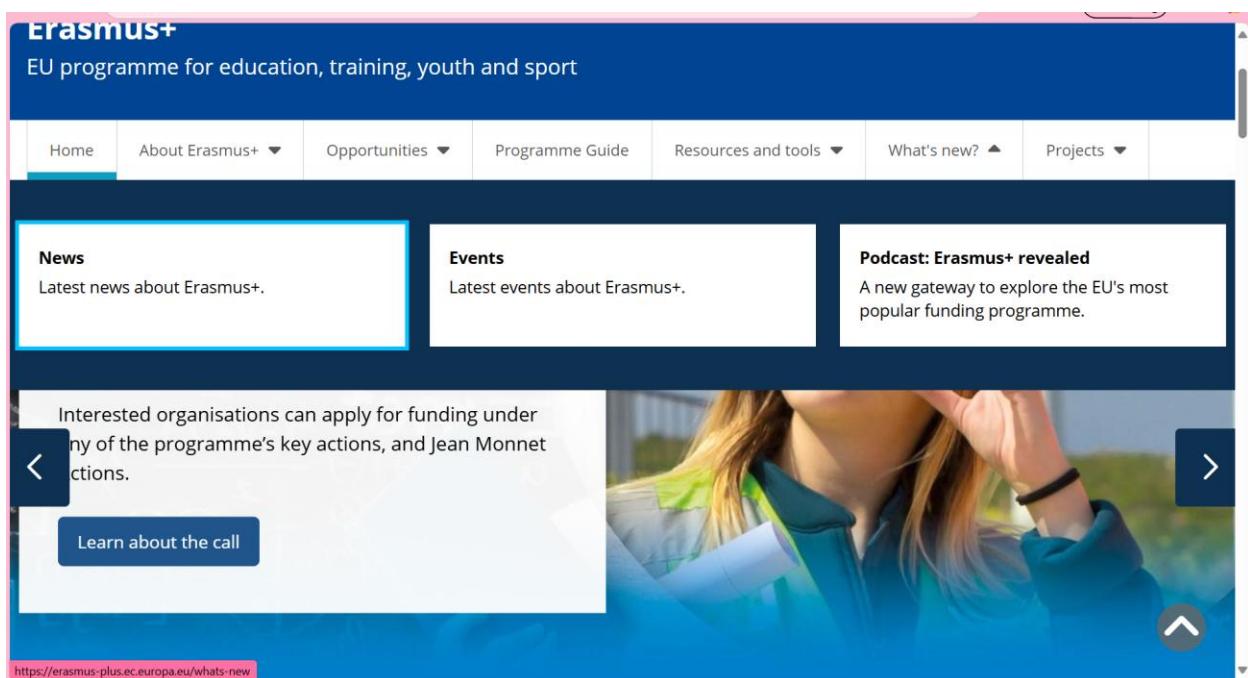
Frequently asked questions

Questions most commonly asked by visitors using the Project Results Platform

Search by topic from this list, or jump down to watch a short overview video on how to search and navigate.

- **Updates:**

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



Erasmus+

EU programme for education, training, youth and sport

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News
Latest news about Erasmus+.

Events
Latest events about Erasmus+.

Podcast: Erasmus+ revealed
A new gateway to explore the EU's most popular funding programme.

Interested organisations can apply for funding under many of the programme's key actions, and Jean Monnet actions.

Learn about the call

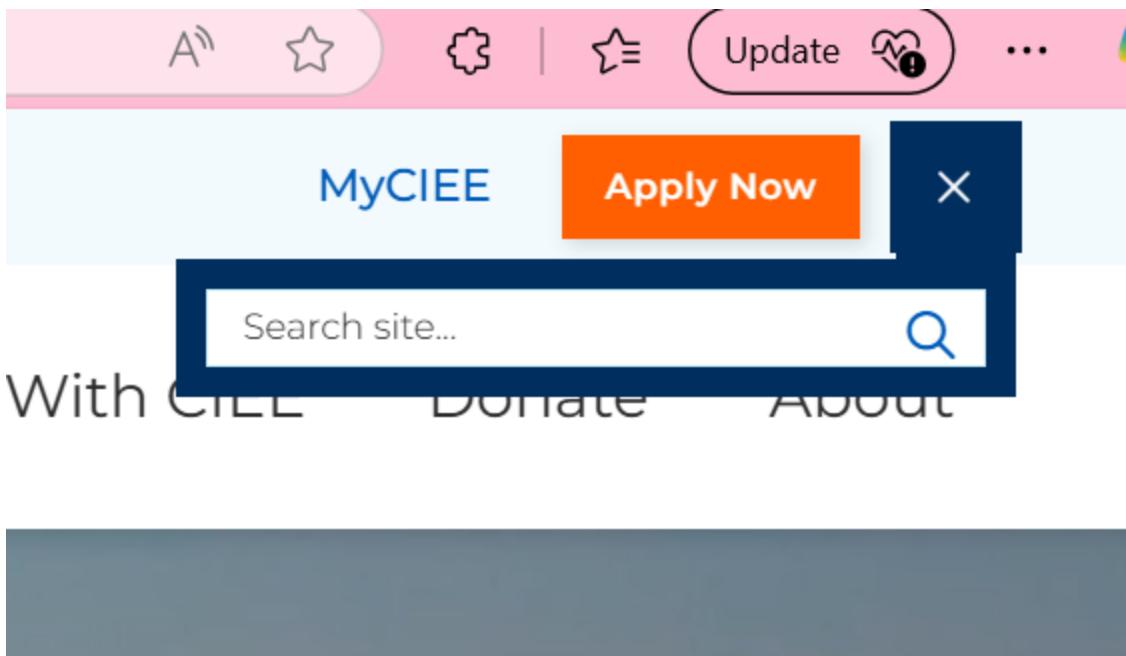
https://erasmus-plus.ec.europa.eu/whats-new

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

<https://my.ciee.org/login>

cniee.org Find a program ▾ Help ▾

cniee 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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