**Website Analysis**

**Purpose of the Website:**  
The Helping Hands website was created to raise awareness about rescued animals across South Africa. It provides visitors with information about the organization’s mission, vision, and history, while also promoting adoption, volunteering, and donation opportunities. The main aim of the website is to educate the public on responsible pet ownership and highlight the success stories of rescued animals.

**Problem Statement:**  
Before the website, the organization struggled to reach potential adopters, volunteers, and donors efficiently. Information about rescued animals and volunteer opportunities was scattered or not easily find in the online platforms. This website addresses these challenges by providing a centralized and user-friendly platform that engages the community and facilitates active participation.

**Target Audience:**  
The primary audience includes animal lovers, potential volunteers, and families looking to adopt pets. The secondary audience includes donors, sponsors, and the public interested in animals wellbeing. The website is designed to be accessible to all age groups, with clear navigation and engaging visuals to encourage participation and support.

**Importance of the Website:**  
The website plays a critical role in connecting the organization with the community; by providing online access to adoption forms, volunteer opportunities, and donation options, it facilitates active engagement and support. The site also serves as an educational tool, raising awareness about the challenges faced by abandoned animals and the importance of treating animals with love and care. Overall, the website strengthens the organization’s outreach, builds trust with its audience, and helps improve the lives of rescued animals.

**Measurable Goals:**

* Increase volunteer sign-ups by 20% within six months of the website launch.
* Reach at least 1,000 monthly visitors within the first year.
* Facilitate at least 50 successful adoptions through the website annually.