**Website Analysis**

**Purpose of the Website:**  
The Helping Hands website is created to raise awareness about rescued animals in the whole of South Africa. It provides visitors with information about the organization’s mission, vision, as well as the history of the organisation, 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.

**Target Audience:**  
The main target audience includes individuals who loves animals, potential volunteers, and families looking to adopt pets. Secondary audiences may include donors, sponsors, and the public interested in animal welfare. The organisation aim is to be accessible to all age groups, with clear navigation and engaging visuals to encourage participation and support.

**Importance of the Website:**  
This 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 different abandoned animals and the importance of animal being kind to our animals and treating our animals with love and care. Overall, the website strengthens the organization’s outreach, builds trust with its audience, and helps improve the lives of our rescued animals.