

Hands on Orlando		
http://www.handsonorlando.com/		
Objective and Keywords		
Group 2		
Charles Evelyn	Melissa Gaston	
Jason Harris	Zac Harris	
	Page Objective and Keywords/Meta Information	Link to page
BASIC INFORMATION		
Home Page <title>Hands on Orlando</title>	Primary focus is the CtA Volunteer sign up, and basic overview of information; Keywords: Volunteer Orlando, Hands on Orlando, Community, Volunteering, Central Florida Volunteer	http://www.handsonorlando.com/
Sub Page <title>Become a Member</title>	Primary focus is an overview of the membership terms; Keywords: Volunteer membership, Free membership, sign up, register, age, teams, waiver	http://www.handsonorlando.com/membership
Sub Page <title>Family Volunteering</title>	Primary focus is an overview of the family volunteering opportunities; Keywords: Family Volunteer, Hands On families, Private teams, Projects, Liability	http://www.handsonorlando.com/familyvolunteering
Sub Page <title>Group Involvement</title>	Primary focus is an overview of the group volunteering opportunities; Keywords: Group Involvement, Group Volunteering, Group, Team, done in a day	http://www.handsonorlando.com/groupinvolvement
Sub Page <title>Volunteer Projects</title>	Primary focus is an overview of the projects available for volunteers; Keywords: Projects, Calendar, Opportunities, Volunteering, Locations	http://www.handsonorlando.com/projects
Form Page <title>Volunteer Sign Up</title>	Primary focus is the sign up form; Keywords: Sign up, free membership, basic information, username, password, log in, join now	http://www.handsonorlando.com/register
INDUSTRY INFORMATION		
Industry terms/Buzzwords	Volunteering, Volunteer Opportunities, Volunteer Programs, volunteer match, Summer Volunteer Programs, Volunteer Work	
Services/Information offered	Volunteering Programs, Group Volunteering, Family Team Volunteering, Opportunities to Volunteer	
USER-ORIENTED INFORMATION		
Sample Searches	Volunteering, Orlando Volunteer, Community Service, Hands On, Groups and Teams, Company Team Building, Corporate Volunteer Opportunities	
Sub-page Searches	Sign Up Form, Membership, Family Teams, Corporate Teams, Employer Volunteer Programs, Sponsorship, Volunteer Leaders, non-profit, organizations, Volunteering	
Key Phrases	Hands on Orlando, Volunteering Projects, Community Partnerships, Family Volunteer Opportunities, Group and Team Volunteering, Corporate Volunteer Opportunities, Company Team Building	

Hands on Orlando

<http://www.handsonorlando.com/>

Content Analysis

Group 2

Charles Evelyn

Melissa Gaston

Jason Harris

Zac Harris

URL/Global Link	Title	Headline	Images
http://www.handsonorlando.com/	Hands On Orlando	Be the change	woman_hammering.jpg
http://www.handsonorlando.com/membership	Hands On Orlando Become a member	Become a member	woman_painting.gif
http://www.handsonorlando.com/familyvolunteering	Hands On Orlando Family Volunteering	Family Volunteering	family_painting.jpg, girl_painting.jpg
http://www.handsonorlando.com/groupinvolvement	Hands On Orlando Group Involvement	Group Involvement	group.gif
http://www.handsonorlando.com/projects	Hands On Orlando Volunteer Projects	Volunteer Projects	woman_packing-a-box.gif
http://www.handsonorlando.com/calendar	Hands On Orlando Volunteer Calendar	Volunteer Calendar	
http://www.handsonorlando.com/awards	Hands On Orlando Awards	President's Volunteer Service Award	bronze_pvsa.gif, silver_pvsa.gif, gold_pvsa.gif, blue_pvsa.gif
http://www.handsonorlando.com/about	Hands On Orlando About	About Us	
http://www.handsonorlando.com/contact	Hands On Orlando Contact Us	Contact Us	

Keywords	Potential Treatment/Content				
olunteer opportunities in orlando fl, volunteer opportunities, volunteering in orlando, volunteer opportunities in orlando, about volunteering, community service ideas, volunteer organizations in rlando, fl	Remove the symbol from the title, Condense the links and place coinsiding links to the respective pages				
ow to become a volunteer, become a volunteer, family volunteering, need volunteers, be a volunteer, i want to volunteer, ow to volunteer in orlando, fl,	Remove the symbol from the title, Condense the links and place coinsiding links to the respective pages				
amily volunteering, volunteering with family in orlando, fl, ommunity service for kids	Remove the symbol from the title, Condense the links and place coinsiding links to the respective pages				
ow to volunteer as a group, volunteering as a group in orlando, eam volunteering events, team volunteering involvement	Remove the symbol from the title, Condense the links and place coinsiding links to the respective pages				
ommunity service ideas, volunteering opporunities in orlando, fl	Remove the symbol from the title, Condense the links and place coinsiding links to the respective pages				
olunteer events in orlando, fl, team volunteering events	Remove the symbol from the title, Condense the links and place coinsiding links to the respective pages				
olunteering awards	Remove the symbol from the title, Condense the links and place coinsiding links to the respective pages				
olunteer organizations in orlando, fl, about volunteering	Remove the symbol from the title, Condense the links and place coiciding links to the respective pages				
ow to volunteer in orlando, fl, volunteer organizations in orlando, , volunteering opportunities in orlando, i want to volunteer in rlando, fl	Remove the symbol from the title, Condense the links and place coiciding links to the respective pages				

http://www.handsonorlando.com/companies	Hands On Orlando Companies	Corporate Engagement	usa.jpg, company_gathering.gif, guy_painting.jpg	o h
http://www.handsonorlando.com/csr	Hands On Orlando Corporate Social Responsibility	Corporate Social Responsibility and Team Work Building	painting_swing.jpg	te
http://www.handsonorlando.com/evp	Hands On Orlando Employer Volunteer Program	Employer Volunteer Program	guys_hauling-logs.gif	v v v
http://www.handsonorlando.com/sponsorships	Hands On Orlando Sponsorships	Sponsorships	outdoor_work-tools.gif	h b o
http://www.handsonorlando.com/testimonials	Hands On Orlando Company Testimonials	Company Testimonials	best_buy-volunteers.gif	c c c
http://www.handsonorlando.com/donate	Hands On Orlando Donate	Donate		c
http://www.handsonorlando.com/faq	Hands On Orlando Faq	Frequently Asked Questions		F
http://www.handsonorlando.com/lead	Hands On Orlando Be A Leader	Be A Leader	woman_leading.gif	le

rganizations volunteering, benefits of organization volunteering, how organizations can volunteer	Remove the symbol from the title, Condense the links and place coinciding links to the respective pages				
eam building, corporate social responsibility	Remove the symbol from the title, Condense the links and place coinciding links to the respective pages				
olunteer activities, company volunteer activities, volunteer ideas, olunteer opportunities, company volunteer opportunities, company olunteer strategies	Remove the symbol from the title, Condense the links and place coinciding links to the respective pages				
ow to become a volunteer sponsor, sponsoring volunteer projects, enefits of sponsoring, corporate volunteer sponsorship pportunities	Remove the symbol from the title, Condense the links and place coinciding links to the respective pages				
ompany testimonies, corporate testimonies, coporate testimonials, ompany testimonials, testimonies, company volunteer experience, orporate volunteer experience	Remove the symbol from the title, Condense the links and place coinciding links to the respective pages				
haritable donations, corporate donations, company donations	Remove the symbol from the title, Condense the links and place coinciding links to the respective pages, needs some photos of previous volunteers.				
AQ, frequently asked questions	Remove the symbol from the title, Condense the links and place coinciding links to the respective pages, add in a jpg or gif of a question mark				
adership, leading volunteers	Remove the symbol from the title, Condense the links and place coinciding links to the respective pages				

Traffic Ranking	Age	Gender	Education Level	Ethnicity	Income Level
8,620,483	18-24	Female	Some College	Caucasion	30,000 - 60,000