CPYC -Content Strategy guide

Our final list of recommendations is a practical guideline arranged by our team to help your site be successful with the creation of relative content, social media integration and search engine optimization (SEO).

Base on our understanding of what your customers feel and need, each one of our recommendations has been evaluated and researched with the goal to continue and increase donor engagement, and most importantly maintain your online presence.

Below is the broken down list:

1. Content Strategy
   1. Keep it updated with quality and relevant information from your site
   2. Break down content in chunks
2. Social Media Integration
   1. Maintain frequent posting
   2. Use hashtags
   3. Promote with pictures and stories what you offer
3. SEO
   1. Use SEO tools to fix critical issues
   2. Site speed

CONTENT STRATEGY

One of the top frustrating issues for donors is an unclear content. A content strategy is a storytelling designed to create engagement, authenticity, and shareability. The main idea of an effective content strategy is to engage your audiences you are trying to reach. You cannot plot a strategy if you do not know the direction of where you want your brand to grow. Setting specific goals for your content strategy will allow you to distinguish your overall business goals from your content goals. Telling the story in a way that aligns with your audience’s needs and your business goals, it is a strong motivation and push toward change rather than just about a new design created.

a. Keep your site updated with quality and relevant information.

A regularly updated content should provide an assessment of your actual content as well as an insight into your competitor’s content. Think about your target audience, provide experiences and answers to questions and needs, as well as, use call to action phrases to engage your customers to act. The need to engage thru relevance builds an emotional connection to your audience and improves your Search Engine Optimization essential for the success of your company.

b. Break down content in chunks

Breaking large pieces of content in smaller blocks is the right approach. From the user’s experience standpoint, it is easy to read, it can flow into different mobile presentations, and in general, be use in flexible ways.

SOCIAL MEDIA INTEGRATION

In almost every aspect of your brand success, social media integration is the most effective way to engage your potential donors. It does not matter the aesthetics of your content, your content will not market itself. Social media is the place where your organization build trust , promote and establish your brand’s reputation.

We have incorporated updated icons and widgets to three major social media outlets: Facebook, Instagram and Twitter . These icons are more visible and user friendly to provide your visitors the opportunity to share your content easily, and increase awareness of your brand.

a. Maintain frequent posting

Frequent and consistent posting on multiple social media pages, attract visitors to your website increasing exposure of your brand. Social media and your website should work seamless together to increase the probability of your content being share, therefore web traffic.

b. Use hashtags

Frequent postings are helpful for your brand exposure, but are not enough. Create conversations that engage your audience is the difficult part. Hashtag is a way to communicate and amplify your online audience. Tagging your content appropriately makes it easier for your audience to buzz on events, promotions, and activities in general. A hashtag with your content is a promise, it needs to be relevant and deliver expectations. Failure to fulfill as promise, a hashtag can hurt your content marketing strategy and be misinterpreted as spam. Using relevant keywords hashtags to incorporate these after a photo description are important steps to gain and keep your followers and maintain your social media presence.

c. Promote with pictures and stories what you offer

A picture might be worth a thousand words, but a mix of text and compelling images can tell the story in short. Images used in social media are more likely to provoke emotional reactions, driving potential donors, and increase followers and overall social media presence. It is proven to work that visuals help tell better stories more efficiently and people are more inclined to finish reading what you have written.

SEO

SEO is the way search engines such as Google see websites. All search engines have primary search results where things such as pages, videos, and images are ranked based on what the search engine considers is the most relevant to users. When potential donors browse California Police Youth Charities, we want CPYC.com to be the first result. Our improved website has already a basic SEO functionality, but this is an ongoing improvement. Some of improvements have already been mentioned, such as the importance of regular posting about your website and the essence of related content in general. Google looks for new content, so provided a way to generate that content which is both engaging to users and beneficial to the website; is something that should be taken seriously. Below is a list of more of our top recommendations for boosting your SEO.

a. Use SEO tools to fix critical issues

SEO tools are one way to ensure that your site is being recognized by search engines, your page URLs do not have any invalid characters, the Robots.txt file and XML site map are in place, and your title and tags are unique and not with a duplicated content.

There are several website checker tools to audit your SEO, some are free and some are paid. To name a few are: [Google’s Webmaster](https://www.google.com/webmasters/tools), a novice and friendly tool that explain the fundamentals of Google search, [SEO Report Card](http://app.upcity.com/free-tools/seo-report-card) by UpCity that let you analyze your website against competitors and lastly,  [Found SEO Audit tool](https://www.found.co.uk/seo-tool/), a tool very easy to use to identify and solve SEO errors on a website.

b. Site speed

Loading speed is a major factor in search rank. It is the time it takes a page to fully display the content on a specific page. From the user experience standpoint

* According to [the Aberdeen Group](http://www.aberdeen.com/research/5136/ra-performance-web-application/content.aspx), only a one-second delay in page-load time leads a drop in pageviews(11 percent), conversions (7 percent), and customer satisfaction (16 percent).
* According to [Econsultancy research](https://econsultancy.com/blog/10936-site-speed-case-studies-tips-and-tools-for-improving-your-conversion-rate), approximately 47 percent of visitors only expect to wait no longer than two seconds for a web page to load. Consequently, an 88 percent of people who had a bad experience due to page load times are less likely to come back to your site, and more than a third will tell their friend about the bad experience.
* [According to KISSmetrics](https://blog.kissmetrics.com/loading-time/?wide=1), 18 percent of mobile users will abandon a website if it does not load in less than five seconds. If it takes more than 10 seconds to load, 30 percent will abandon the site.

These are few facts to show you how important page with a longer loading time can impact negatively, not only your conversion rate, but also affecting your brand.

Some of the many ways to increase your page speed are include:

* Compressing and cropping the sizes of images by making sure images are not larger enough than they need.
* compressing files by reducing the size of your CSS, HTML, and JavaScript files larger than 150 bytes. Some software applications like Gzip can be helpful for this task.
* Enable browser caching to avoid to reload the entire page. Browser cache can easily storage information such as stylesheets, images, JavaScript files, and so forth. In addition, setting up an expiration day for a year to the time the information to be cache is a SEO best practice.

References

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