

Coral Reef Alliance



Slideshow at first glance - quick and visual introduction to the organization, aesthetically pleasing as well

Incorporating a guick slideshow as the first thing that the "audience" sees allows provides quick context into the organization and what they do. It also adds visually as the bright colors are eye catching and add to the website aesthetically. It creates a happy feeling within the viewer, with photos of animals and nature.

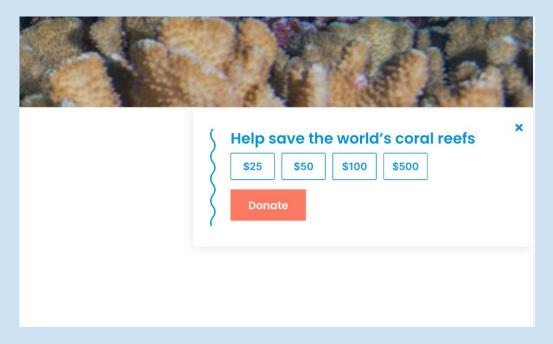






Donation option in the corner - allows for the process of donating to be faster and "easier" to access

Implementing this kind of system allows for the donation screen to catch the audience's more. Since it's a part of the home screen, but isn't glaringly obvious, it still catches one's attention without distracting from the title screen as a whole.



Statistics - shows the impact of coral reefs, convinces the viewer

Statistics are always very useful to show impact and the extent of an issue. Using statistics is a really good method of compelling the viewer/audience to support their cause.

25%
of all marine life depends
on coral reefs

500M

people depend on coral reefs for food, income, and coastal protection

\$375B

in services comes from coral reefs each year

Tagged articles - accessible resources

They included and tagged articles regarding their topic. This not only provides the viewer with accessible resources, but it also reveals the amount of knowledge the organization has on their topic/cause, which adds credibility. It also shows the passion of the organization, and how dedicated they are.



Major Water Quality Issues Plaguing Coral Reefs Today

Can you imagine being constantly forced to drink, swim, and bathe in dirty, polluted water? It's a harsh reality for many humans, yet ironically, our actions subject coral reefs to the same grim conditions. Water quality threats are a major culprit in coral decline. Among the various contaminants, untreated wastewater or sewage



Why Clean Water is Vital for the Future of Our Oceans

As we navigate the challenges of the 21st century, the health of our oceans remains a critical concern. Oceans cover more than 70% of our planet's surface and are integral to life on Earth. However, the future of these vast, lifesustaining waters are increasingly threatened. Ensuring our oceans are clean is not just an environmental issue... Continue Reading →



Coral Restoration Alone Likely Won't Be Enough to Save Coral Reefs, That's Why We Focus on Reducing

Marine Threats

Why don't we focus on coral restoration? It's a question we at CORAL have been asked time and time again. We address overfishing, minimize water pollution, support local communities, and lead cutting-edge research on coral adaptation to climate change, but we don't generally work on down to the fact that... Continue Reading →



Inside CORAL's Action-**Packed Staff Summit**

Recently, the CORAL team gathered in the vibrant coastal paradise of Cozumel, Mexico, for an unforgettable staff summit. This event brought together staff members, board members, and key partners from around the globe to collaborate learn, and set the course for the future of coral reef conservation. Our primary goals were to foster relationships among... Continue Reading →



5 Ways To Dive Into #EarthDay with COR/

Welcome, ocean enthusiasts and en champions! Happy Earth Day! Throu Earth Month, we've been diving into about how each of us is intricately c the ocean and our precious coral reair we breathe to the food we eat, th touches every aspect of our lives, re





What we can learn...



I think that for us, we could also add more photos in the start page. We have a good amount of photos, but I think more could make the homepage even more eye catching! I really like their slideshow, and I think that could be really visually appealing as well as very effective in showing what it is we do at HOPEKCC. We could maybe (if we have it) add some statistics of maybe how many kids have been enrolled, and how many coaches we have, how many programs we have, etc! I think our website is really good as it is, but I think this would be really great to implement if we chose to do so!