

Digital Marketing Audit

Boys and Girls Club of North San Mateo County



Prepared by Team Yosemite:

Flavia De Souza

Kyle Kao

Vijay Aakash Nemakal

Reetika Srivastava

Hannah Wang

Contents

1. Overview	3
2. Digital Marketing Strategies	5
2.1 Website	5
2.2 Search Engine Optimization (SEO)	6
2.3 Social Media	8
2.4 Email Marketing	10
3. Conclusion	12
4. References	13

1. Overview

Boys and Girls Club is a non-profit organization that provides children and teenagers with after-school programs, summer camps, and other activities aimed at promoting positive development. The organization's primary goals are to help children and teenagers to reach their full potential, to create a safe and positive environment for them to grow and learn, and to support their families in their efforts to raise healthy and successful children.

This project aims to create a digital marketing campaign proposal for the Boys and Girls Club of San Mateo County aligned with their primary goals. In terms of marketing, we can highlight:

1. Increase their visibility through name recognition and access for target community members;
2. Giving easy access to resources and programs by enabling families to enroll their youth;
3. Getting more support from volunteers and community members;
4. Attract donors from corporations and recurring donations from families.

In order to achieve those goals, the team conducted a deep analysis of Boys and Girls Club's main communication channels to evaluate points of improvement:

- **Website:** a website is a crucial resource for non-profit organizations. Boys and Girls Club mentioned the necessity to address a website remodeling with easy navigation for parents to enroll their children, increase visibility through local news coverage, and easy access for donation.
- **Search Engine Optimization (SEO):** in order to attract more organic traffic and improve its reach and impact in its target audience, Boys and Girls Club can implement several strategies to improve its SEO since the website has room to enhance search engine visibility and rankings.

- **Social Media:** to improve Boys and Girls Club's social media presence, there is a need to post more frequently and consistently by providing more insights about their activities and events and invest in quality content and consistent branding.
- **Email Marketing:** The Boys and Girls Club can use email marketing to raise awareness about community events and opportunities and keep donors engaged, but there is room for improvement in their email sign-up process.

In the next sections, the team addresses the implementation of several strategies to offer Boys and Girls of San Mateo Club practical solutions to improve their online presence and increase engagement from the community, volunteers, and donors.

2. Digital Marketing Strategies

2.1 Website

Website is the main channel for digital marketing. A website is a crucial resource for companies looking to thrive online. It offers a platform for creating a presence online, developing a brand identity, generating leads and donations, giving customer support, and providing insightful data on consumer behavior. A good website can attract people engaging and stay on the page.

First of all, Boys and Girls Club is a non-profit organization, which means creating a presence online via websites will be essential for a non-profit organization under a limited budget. People can easily access the information of the organization. A qualified website should create strong brand identity, provide useful information and content for individuals to gain interest in, and easily demonstrate what they are doing for the community to the public. What's more, generating leads and donations will be the second feature for the Boys and Girls club. Funding and volunteer opportunities can make efforts effectively.

Observing Boys and Girls club's website(<https://theclubs.org/>). We can clearly see that the website URL is catchy for the public to remember, and the menu bar clearly identifies the structure of the website with slideshow on the website that can draw user's attention to the effort of Boys and Girl Club. Last, the website is Responsive web design (RWD), so users on every kind of device can easily browse through the website.

However, we found some issues in the content of the website that may diminish the interests for users to browse the website. These issues are easily manageable. First, the photo inside the website should be compressed from .png . jpeg into next-gen format, such as webp. Additionally, quite a few of internal links are broken, which cause users confusion and may jump out of the website causing low conversion rate. At the same time, permanent redirects can also be confusing to users. Last, Cumulative Layout Shift needs improvement. CLS is about measuring unexpected shifts. Scrolling should not cause content to move around if a page is built optimally, and similarly hovering over a product image to get a zoomed-in version for example should also not cause the other content to jump about. But there are of course exceptions and those sites need to consider how to react to this.

Strengths	Potential Improvements
<ul style="list-style-type: none"> • Catchy website URL • Clear menu bar & Slideshows • Responsive web design (RWD) 	<ul style="list-style-type: none"> • Enhance loading speed by resizing image into smaller size format, such as .webp • Fix broken internal links and adding attributes on outgoing external links • Cumulative Layout Shift improvement

2.2 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is the practice of optimizing a website to improve its visibility and rankings in search engine results pages (SERPs) for relevant keywords. After conducting research on certain SEO attributes on SEMrush, here are the findings:

Keyword Research:

Keyword research is very critical in SEO as it involves identifying the terms and phrases that people are searching for in relation to the products, services, or topics that a website covers.

Organic Search Keywords: According to SEMrush, the website currently ranks for 289 organic search keywords. Some of the top-ranking keywords include "the clubs", "clubs for youth", "teen clubs near me", "youth club near me", "volunteer opportunities for teens", and "boys and girls club parent portal".

Organic Search Traffic: SEMrush estimates that the website receives approximately 501 organic search visits per month. This represents a relatively low amount of traffic, which can be improved through a list of targeted keyword optimization and other SEO strategies.

Keyword Difficulty: SEMrush assigns a difficulty score to each keyword based on how difficult it is to rank for in search engine results pages. The difficulty score ranges from 0 (easy) to 100 (very difficult). Some of the keywords with the highest difficulty scores for the website include "youth programs near me" (75), and "volunteer opportunities for youth" (71).

Competitor Analysis: SEMrush also provides insights into competitors in the website's industry and the keywords and phrases that they are ranking for. This information can be useful for identifying new keyword opportunities and improving the website's visibility and rankings organically.

By targeting high-value keywords with a lower difficulty score and implementing effective SEO strategies, the website can improve its visibility and attract more organic traffic.

Organic rankings:

Rankings Overview: According to SEMrush, the website currently ranks for 269 organic search keywords and has an estimated monthly organic traffic of 701. The website's overall visibility score is 3.9, which is relatively low.

Top Organic Keywords: Some of the top organic keywords that the website ranks for include "the clubs", "clubs for youth", "teen clubs near me", "youth club near me", "volunteer opportunities for teens", and "after school programs near me".

Keyword Position Distribution: SEMrush provides a breakdown of the website's keyword position distribution, showing how many keywords are ranking in the top 3, top 10, top 20, etc. Currently, the website has 3 keywords ranking in the top 4, 8 keywords ranking in the top 10, and 28 keywords ranking in the top 20.

Competitor Analysis: SEMrush provides information on competitors in the website's industry and the keywords and phrases that they are ranking for. This information can be useful for identifying new keyword opportunities and improving the website's visibility and rankings.

SERP Features: SEMrush shows the types of SERP (search engine results page) features that the website is appearing for, such as featured snippets, local packs, and knowledge graphs. This can help to identify new opportunities for optimizing the website's content and improving its visibility in search engine results pages.

Off-page SEO

Backlinks: Backlinks are links from one website to a page on another website, websites with higher backlinks have high organic search rankings. The website has 750 backlinks which is low and may suggest that there are room for improvements in terms of off-page SEO.

Referring Domains: They are basically the websites from which the target website or page has one or more backlinks. Website theclubs.org has only 222 referring domains. Having a diverse nature of referring domains helps to improve website authenticity and search page ranking.

Anchor Text: Anchor text is usually the visible, clickable text of the link. According to SEMrush the most common used anchor text is “the clubs.org” which leaves a lot of room for potential targeting of relevant keyword in anchor text

Strengths	Potential Improvements
<ul style="list-style-type: none">• Website has a good number of long-tail keywords indicating the focus on niche keywords• The backlink come from a diverse domain which means the website is authentic	<ul style="list-style-type: none">• Website overall visibility is very low, there is a room to enhance search engine visibility and rankings• The website's content could be further optimized to target relevant keywords, potentially improving its search engine rankings• Anchor text is mainly focussed on brand name which means if we target brand related keywords there is a high scope of better reach

2.3 Social Media

Firstly, the frequency of posts on their social media is not consistent. There are long gaps between posts, which can cause disengagement among the audience. To fix this issue, the Boys and Girls Club should post more frequently and at consistent times, with weekends in mind.

Secondly, the organization should focus on providing more insights into their activities and events. Their current social media posts do not accurately depict what the club is all about, which can lead to confusion and a lack of interest. To fix this issue, they should post more details about their activities, events, and programs.

Thirdly, the Boys and Girls Club should consider converting their social media account to a business or creator account. This will make their account look more professional and engaging, and provide them with access to valuable analytics through the insights hub.

Furthermore, the quality of their posts needs improvement. Low-quality pictures and videos can make their social media presence look unprofessional and disengage the audience. They should focus on producing high-quality posts that align with their color code to give their social media a more professional and polished look.

Finally, the Boys and Girls Club should consider paying for a paid verification on their social media accounts. This will instill trust within the audience and show that their account is original and verified, which can lead to a more engaged and active audience.

In conclusion, the Boys and Girls Club's social media presence could use some improvements in terms of frequency, presence, content, and account management. By implementing these changes, they can engage their audience better and provide valuable insights into their activities, events, and programs.

Strengths	Potential Improvements
<ul style="list-style-type: none"> • The social media consists of posts mostly about the children's activities which gives out a glimpse about the activities happening at the club. • Consists of a link in order to make donations to the club. 	<ul style="list-style-type: none"> • The Boys and Girls Club's social media presence is inconsistent, which can lead to disengagement among the audience. • Their current social media posts do not accurately depict their activities and events, which can lead to confusion and a lack of interest. • The quality of their social media posts is low, which can make their organization appear unprofessional and disengage the audience. • They may not be using their social media accounts as effectively as they could be, for example by not converting to a business or creator account and not using consistent branding or color themes.

2.4 Email Marketing

Emails can be used to bring in awareness about community opportunities and events and is a great way for donors to remain connected with where their money is going. For this audit, we signed up for the Boys and Girls Club email list in an attempt to gain a community member's perspective of the Club's email communications. Unfortunately, due to the short scope of this project, we did not receive any emails other than the initial sign up confirmation. Thus, we will focus this section on the sign-up process as well as some general ideas for how the Club can leverage email marketing.

The first observation about the email list was that it was very hard to find out how to sign up. We were looking specifically for the email list for the purpose of this audit and were eventually able to find it under Get Involved > Join Our Mailing List!. Making the email list easier to find would target more potentially interested community members for email marketing campaigns that could convert into donors, volunteers, or enrollments. Perhaps a pop-up or a footer on the website's home page could be used to drive increased sign-ups for the email list.

The signup form itself is very clear and effective, the fact that registrants are only required to provide a name and email address makes it very approachable for fresh audiences. However, the form has greater potential for generating excitement about the newsletter and driving registration. Replacing the current subheader *"We're so excited that you're joining the Boys and Girls Clubs of North San Mateo County mailing list! Please complete the information below and click Sign Up."* could provide further specificity and create interest in signing up. For example, *"Join our newsletter to be the first to hear about community events, opportunities, and how we are investing in San Mateo's youth."*

One final note on the sign-up form is the unclear Email List segmentation. I was presented with the following options: *2022-23 ASP IBL clubhouse, 2022-23 ASP Yosemite Clubhouse, Bingo Patrons, Club Donors and Supporters, General Interest, Volunteers*. From the perspective of a community member interested in learning more about the organization, we found this list overwhelming. Putting General Interest at the top of the list, or removing this segmentation entirely from the form could help make it more clear. If information on the clubhouses, patrons, donors, and volunteers is available elsewhere, the best option may be to remove this question entirely. That way, this form could just be for General Interest, and more specialized groups could be added to their respective lists on the back-end.

Lastly, upon signing up, we found the initial confirmation emails to be a really nice touch. We thought that asking registrants to confirm interest was very courteous and

demonstrated a commitment to providing quality email content without spam. It also helps to ensure that leads are high quality, people that are truly interested and not those who signed up unwillingly. We wish that an email from the Club arrived sooner after registration, but again, time constraints on the project likely prevented us from seeing more of the email marketing campaigns.

Strengths	Potential Improvements
<ul style="list-style-type: none">• Form does not request too much personal info, is very approachable• The sign up confirmation email was a nice touch to ensure that people who sign up are interested	<ul style="list-style-type: none">• Make registration form easier to find to attract a larger following• Create a subheader on the registration form that manages expectations and generates excitement• Remove or re-order the Email List options to make General Interest registrations more seamless• Send the first email newsletter sooner after signup

Other aspects

Compelling CTA's

The website has some strong call-to-action in a few sections, but there is room for a lot of improvement. To explain that with an example: on the landing page (home page), the 'Become a member' CTA is evidently displayed which is a great way to draw users' attention and encourage them to take action. The 'Join Now' and 'Learn More' CTAs in the navigation menu are very easy to locate and thus makes it simple for the user to perform action or learn more about the mission of the club.

There are many areas where the website could be improved in terms of Call-to-action. On the 'About us' page, there aren't any CTAs that can engross users to know more about the organization or take any form of action. Overall, if the website ensures the CTAs are prominent and clear they can improve its conversion rates and in result users might take intended actions.

3. Conclusion

The Boys and Girls Club of San Mateo County's digital marketing campaign proposal is a comprehensive plan to improve their online presence and engagement from the community, volunteers, and donors. The proposal evaluated the **website, social media, search engine optimization, and email marketing**, which provides practical solutions to achieve the organization's primary goals of promoting positive development in children and teenagers and supporting their families.

The proposal emphasizes the importance of utilizing several communication channels in digital marketing and its potential impact on a non-profit organization's success. With the implementation of this proposal, the Boys and Girls Club of San Mateo County can enhance their outreach efforts and continue to positively impact the lives of youth in their community.

4. References

Semrush Report. *Domain Overview (Desktop) theclubs.org*. Semrush Report. Retrieved March 7, 2023. <https://drive.google.com/file/d/1usqSCrd1yv5FRY1pYjZLtN0siZ9qJ4fB/view?usp=sharing>

Semrush Report. *Organic Research: Positions (Desktop) theclubs.org*. Semrush Report. Retrieved March 7, 2023. https://drive.google.com/file/d/1eeOJZX_0gAHhISbqMBv9lwNBqTD4edzW/view?usp=sharing