

Research/Competitive Analysis

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1. **Top goals for the website, as determined by the research:** The top goal for this website is for information to be easily found. Because the top goals for Franklin County Family & Community Services (FCFCS) are to increase donations, volunteers and participants, and to do a better job informing the community, it is extremely important for users of the website to have very clear pathways to the information they are looking for.
2. **List of the content that is needed for the website:** Based on the top goals FCFCS provided for their website as well as an analysis of competitors' websites, we know the important content that needs to be present on the website includes information on events, services, volunteering/donating, the organization's mission, career positions and key contacts within the organization.
3. **List of the types of templates/layouts that you may need, based on this content:** We will need a home page with a simple layout, a feature photo and clear navigation and search bars. Our contact page should give contact information as well as have an email form so users can contact the organization directly from the website. A calendar page should feature a calendar of events and volunteer opportunities. A donate/volunteer page should give clear instructions for how community members can donate money or time. Finally, an about page should have clearly separated chunks of information, including mission, values, services offered, etc.
4. **List a short analysis of the most common themes you notice from competitive websites:**
 - Common navigation: All of the competitors' websites have navigation bars that clearly show where information can be found on the website.
 - Photos: Many of the competitors' website pages involve several photos of families, children and other community members.
 - Language: The competitors' websites use language that centers around service. They talk about serving your community and how your community can serve you. The language has a warm and inviting tone.
 - United Way: The website that has the best and most-clear layout is United Way. Their website has large, clear headings, bright colors and has information sectioned off nicely. United Way has the most unique website of the competitors.