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**Lala Foundation USA creative Brief and SEO plan**

The project is about creating a website for a Venezuelan as well as American non-governmental charity called **Lala Foundation USA**. The charity is already trying to do a pretty noble job that appeals to their audience, which lifts the pressure off the website's structural design to lure in the visitors. Also, the charity already has an existing website, which means it won't be necessary to recreate most of the content for the new website. The project's weaknesses include tight budgetary constraints, some of the content in the existing website is out of date, limitation to the type of content that can be published on the site due to the large audience it has to appeal to, and lack of an experienced content specialist in the developing team.

Some of the opportunities for the project include the fact that other similar charities in the region have poorly designed websites, and most of these other charities have websites that are not responsive across different platforms. Also, the internet provides a fertile ground for information gathering on lead generation and potential target audience. Some of the threats associated with the project include the fact that analytics from the previous website shows a trend of declining traffic, and also the previous site had increasingly poor search engine rankings for crucial keywords and phrases associated with the charity. Additionally, there's also the possibility of privacy laws in the country changing in the future, which would necessitate restricting the website's entire lead generation infrastructure.

The project's main drivers include elegant and responsive designs, and what we are trying to achieve is creating a website that appeals to the beneficiaries of the charity, encourages visitors to donate, and a website that grows in popularity with the search engines. The target audience includes both potential beneficiaries and sponsors, who would all be drawn to the website by the good work the charity is doing helping the people of Venezuela. There are other charities doing similar work in Venezuela, but most of their websites’ designs are pedestrian, which translates to fewer donations. Some of these sites, however, rank very well with search engines on crucial keywords that might be needed for this project. The communication on the site will be polite, respectful, and encouraging, and the message will be divided between that addressing the beneficiaries and that addressing the potential donors. The website's visuals will be simple yet elegant, but not so much that it looks commercial.

**The SEO and online marketing plan** include basic website optimization using relevant keywords in the website's content, keywords such as ‘Helping Venezuela’, ‘sponsor a child’, volunteer, donate, and community support. This means that the current content will be evaluated to determine whether it is good enough to be optimized for SEO or should be replaced. The website will also be advertised using Google AdWords in order to build website authority. Relevant keywords will be used for this paid advertising, especially important keywords that the previous website had been lagging behind. Both organic and commercial website optimization will be evaluated and measured for effectiveness regularly to ensure that the available limited resources are used optimally.

**5 portfolios/websites that are inspirations:**

* <https://help.rescue.org/donate/help-venezuelans-now?ms=gs_ppc_venezuela_es_180829&initialms=gs_ppc_venezuela_es_180829&gclid=EAIaIQobChMIgP_cuKr94QIVQlcMCh3b4w6KEAAYASAAEgIeV_D_BwE>
* <https://venezuelaaidlive.com>
* <https://www.samaritanspurse.org/our-ministry/venezuelans-in-crisis/?utm_source=Ggl&utm_medium=cpc&utm_campaign=m_YGVC-N19V&utm_content=VenezuelaColombia-LP&gclid=EAIaIQobChMIoOnY_ar94QIVjlYNCh24uAaPEAAYASAAEgJNFfD_BwE>
* <https://www.cuatroporvenezuela.org>
* <https://www.projecthope.org/venezuelan-crisis-what-you-need-to-know/09/2018/>