

Building an Online Presence for DoceSenti2

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Summary

During this summer project, I successfully enhanced the online presence of *Gabinete Pedagógico Doce Senti2* by building a new, user-friendly website that reflected the brand's identity. The website has improved content and a new user interface (UI) making it easier for customers to navigate. The existing Facebook page was revitalized with updated content, and a consistent posting schedule. This led to increased follower engagement and improved overall page performance. Furthermore, I created a new Instagram account for Docesenti2. This platform quickly attracted a growing number of followers, enhancing the brand's reach to a broader audience. I managed both the Facebook and Instagram accounts, ensuring regular updates and interactions with followers. Additionally, I kept the blog on the website active by posting relevant and engaging content, driving traffic and improving the site's SEO performance.

Introduction

Background of the business

Gabinete Pedagógico Doce Senti2 is an educational and therapeutic centre located in Gran Canaria, Spain. The centre provides support for children and adolescents, focusing on emotional, social, and academic development. They count with a multidisciplinary team that includes psychologists, educators, speech therapists, and other specialists who work together to address the unique needs of everyone. The business was established in 2013, that same year the business had minimal social presence with only having a Facebook page until they launched their first website in 2022.

Objectives of the Project

The primary goal of this summer project was to enhance *Gabinete Pedagógico Doce Senti2* online presence by achieving the following objectives:

1. **Website Development:** Build a comprehensive and user-friendly website to showcase products, provide information, and facilitate customer-business communication.
2. **Social Media Enhancement:** Improve and manage the existing Facebook page and create a new Instagram account to reach a broader audience and engage with customers more effectively.
3. **SEO Optimization:** Implement SEO strategies to increase the new website's visibility on search engines, thereby attracting more traffic and potential customers.
4. **Cohesive company image:** Achieving an overall clear image and profile for the company across all platforms.

Project Planning and Setup

The project began with a thorough assessment I conducted of *Doce Senti2* online platforms (Website and Facebook page). The assessment highlighted several key areas that required attention:

- The business's website was outdated and lacked the new services the company was offering.
- The website was very hard to navigate.
- Website also contained a lot of duplicated information and contact forms.

- The existing Facebook page was outdated, with irregular posts and low engagement.
- The content posted on either platform was not cohesive.
- The business did not have an Instagram account, missing out on an opportunity to engage with a wider audience in a more interactive manner.

Based on this assessment, I established the following primary goals for the project:

1. Develop and launch a modern, user-friendly website with up-to-date information and a cohesive image throughout.
2. Revitalize the Facebook page and create a consistent posting schedule.
3. Launch an Instagram account with a targeted content strategy.
4. Re-launch the online blog and share updates across all platforms to reach a wider audience and increase online traffic.

Tools and Platforms Used

To achieve these goals, I selected a range of tools and platforms:

- **Website Development:** I chose *Ionos* as the hosting provider for its reliability and ease of use. I considered it to be the best choice as the domain was registered through the same platform and I was, able to use their website building tools to develop the site.
- **Social Media Management:** I used Facebook's built-in analytics and scheduling tools to manage posts and track engagement. For Instagram, I used Canva for content creation and Meta Business Suite for scheduling and analytics.
- **SEO Tools:** To improve the website's SEO, I used Google Search Console to track the website visibility and SEMrush for keyword research, tracking, and optimizing on-page elements like meta tag.

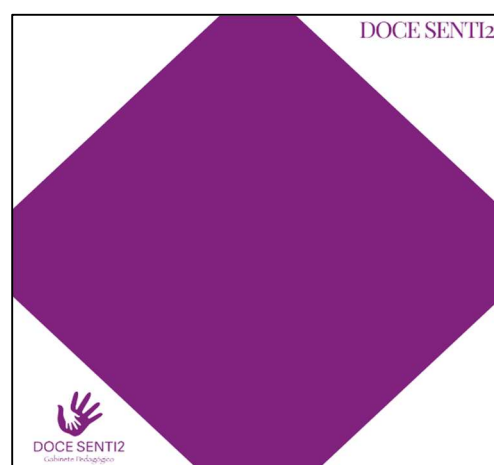
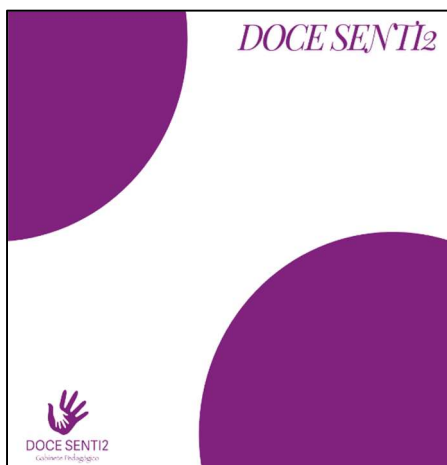
Challenges Faced and How They Were Overcome

I came across several challenges during the development of the project:

Consistency:

Ensuring a cohesive and consistent design across the website and social media platforms was critical but challenging. To overcome this, I created a brand style guide that included colour schemes and post templates to be used forth.

Company Colour: #80227e





Content Creation:

Creating regular, high-quality content for both Facebook and Instagram was time-consuming. To streamline the process, I developed a content calendar that aligned with key business events and promotions, allowing for more efficient content creation and scheduling.

Technical Issues:

During the website setup, there were some technical issues related to domain configuration. These were resolved through Ionos's customer support and by consulting online resources.

Timeline and Milestones

The project was divided into several phases:

1. Phase 1: Research

- Conducted an initial assessment of the business's online presence.
- Set project goals and objectives.

2. Phase 2: Planning

- Planned the original timeline.
- Selected tools and platforms.

3. Phase 3: Website Development

- Registered the domain and set up hosting.
- Chose WordPress theme and building tools for the website.
- Designed and built the website.

4. Phase 4: Social Media Management

- Updated the Facebook page with new content and created a consistent posting schedule.
- Launched the new Instagram account and started posting regularly.

5. Phase 5: SEO Implementation and Final Touches

- Keyword research and optimized the website.
- Reviewed and finalized all elements, ensuring consistency across platforms.

Website Development



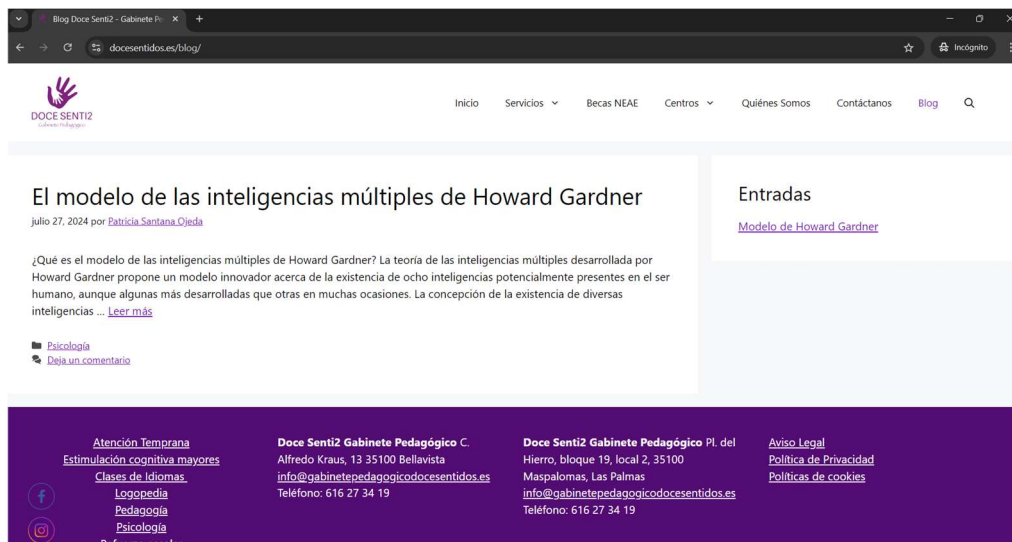
Home page of Doce Senti2 website

The new, cleaner, simpler logo allows for better quality images and a more modern and recognizable look. The website's colour scheme was reduced to strictly one accent colour (dark purple) as it allows for a less busy image.



Home page of Doce Senti2 website – Services Section

All services are now visible on the website and are updated. Prices and sessions are now easier to find as they are divided individually by service and type of session within its designated page.



Blog page of Doce Senti2 website

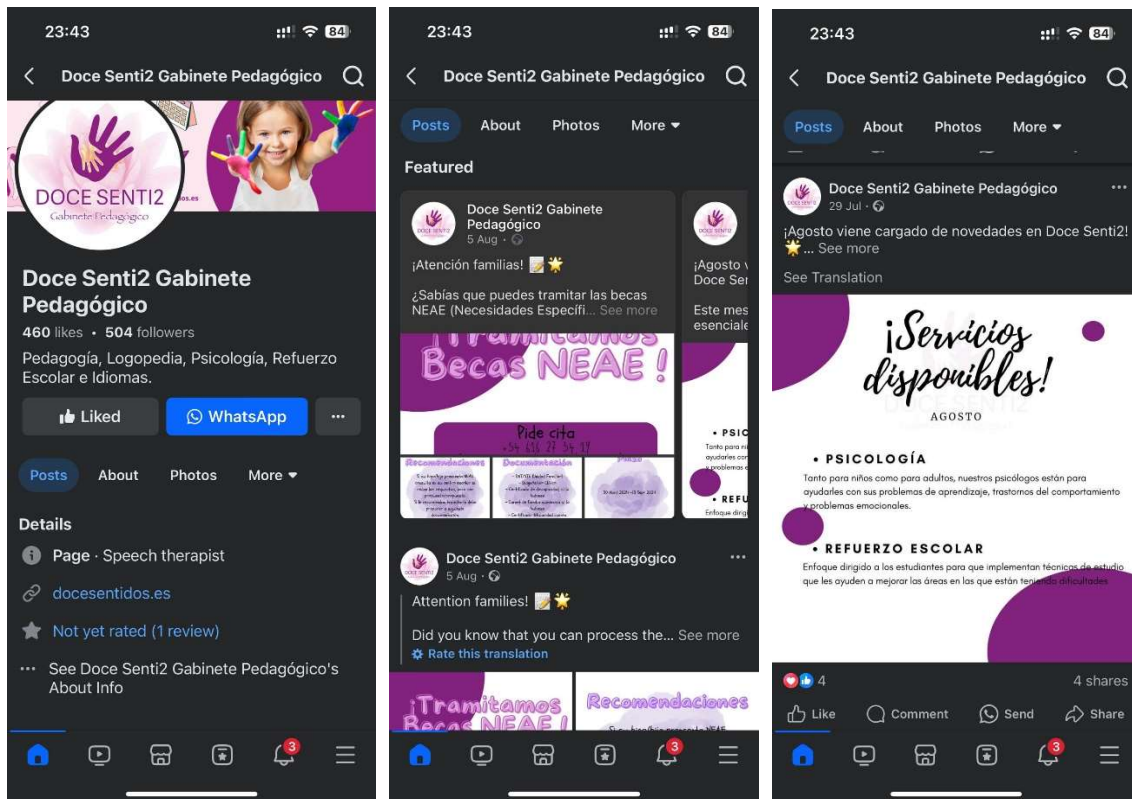
The blog page is updated at least once a month with a new article of interest. Its publication is announced on all social media platforms to increase visibility and online traffic.

Contact page of Doce Senti2 website

The “Contact” page was a huge improvement as for the first time in the businesses history, they have one unique space online where customers can contact the business about any queries or concerns, they may have.

Social Media Management

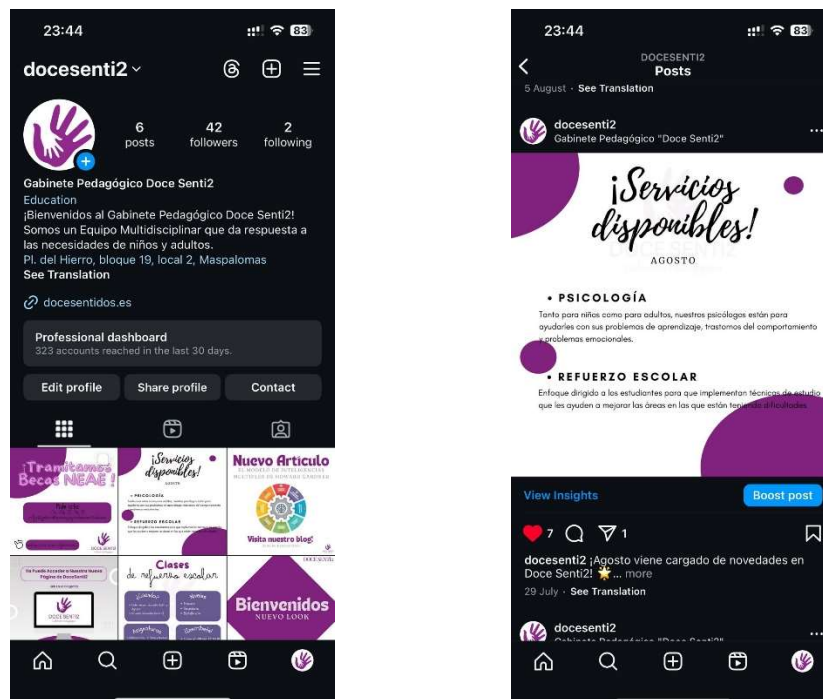
Facebook



Facebook page for Doce Senti2

The Facebook page was given a rebranding and now assimilates the Instagram page better, giving a cohesive image across platforms. The engagement on Facebook has also improved as more content is being posted.

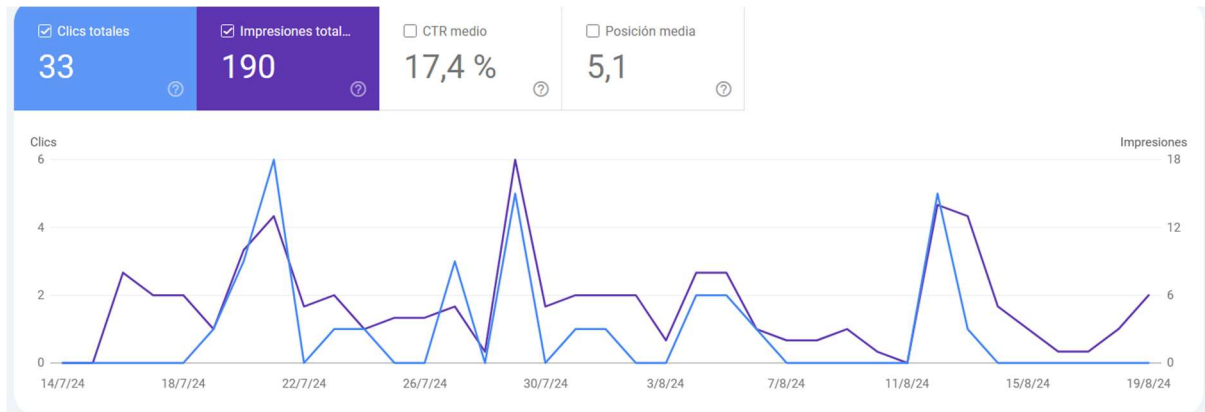
Instagram



Instagram page for Doce Senti2

People share the posts increasing visibility and like posts encouraging the algorithm to boost the post and page. More visibility will in turn hopefully soon mean more onboarding of clients.

SEO Implementation



Blue shows number of clicks, Purple shows total impressions

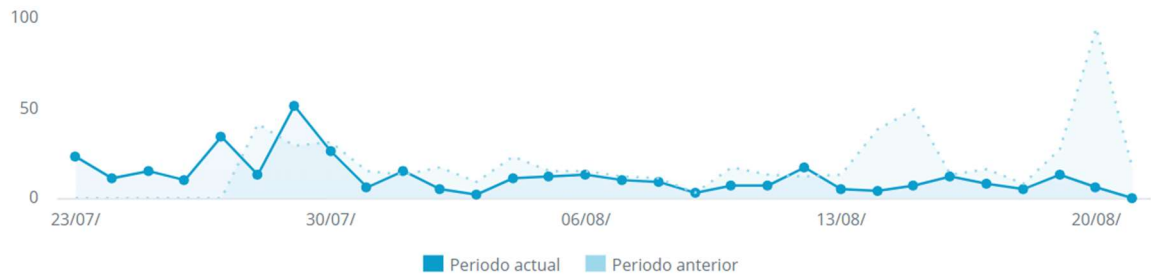
Impressions fluctuate day to day but a trend can be noticed as when more content is posted on other social media, the more impressions we see. Most impressions result in a click, ergo, they lead to website interactions.

Consultas principales	↓ Clicks	Impresiones
doce sentidos	2	5
senti2	0	5
logopeda	0	3
speech	0	3
doce	0	3
psicologo	0	2
psicologos maspalomas	0	2
centro de pedagogia	0	1

Clicks and impressions of main online searches

As of August 2024, all clicks through online searches are a result of the company's name as a search, however we are hopeful that in the future other impressions regarding services and location lead to more clicks as Doce Senti2 becomes the educational centre of choice in its industry.

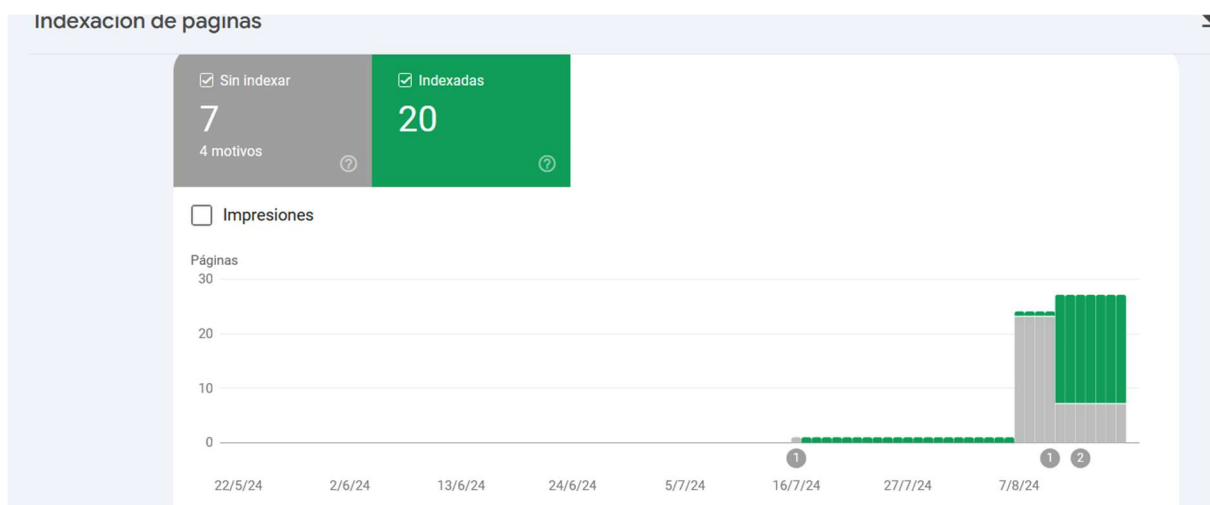
Visitantes



Number of visits

The month of August has been slower in visits than the month of July, this is probably due to lack of content posting but August is a month in which the company closes nearly in its entirety. We are hopeful in seeing a new increase as the September month begins and services start up again for the 2024-2025 academic year.

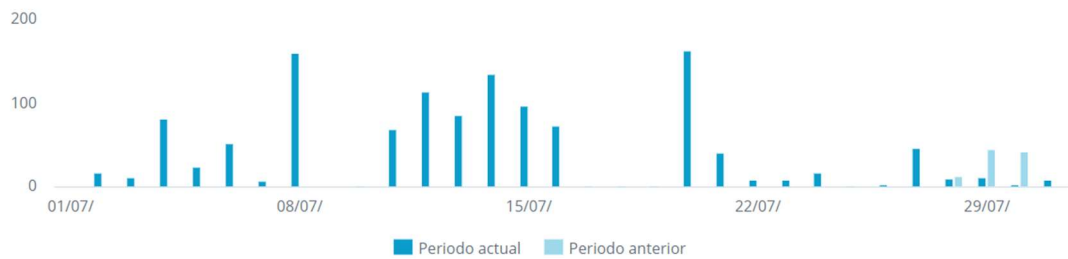
Indexacion de paginas



Indexing of pages

We see a clear increase in the indexing of pages within the site which reflects the continuous improvement of the SEO and online presence.

Duración de cada sesión (en segundos)



Mostrar detalles

Duration of Site Visits

All in all, site visits duration has improved on average, as mentioned before August is considered the slowest month but we expect peaks again starting early September. The longer people stay on the site the hire the chances of onboarding them as a client.

Conclusion

I successfully managed to create a new optimised website which attracted really good initial traction as I managed it. Customers interacted with the website for longer periods of time proving engagement. The SEO proved to be successful as, as time went on, more pages got indexed and appeared on more diverse searches.

The Instagram account gained over 40 new followers, whilst the Facebook proved to help onboard new customers. The cohesiveness of all online platforms has allowed the business to have an image that represents them throughout their online presence making it more recognizable and look professional and trustworthy.

During this personal project, I was able to act as a Project Manager organising the roadmap of the project and its objectives. I became the developer as I created and programmed the new website using Ionos building tools and HTML and CSS. I became as a tester as I tested aspects of the website such as the form functionality and its online presence. And afterwards, was able to become the Data analyst as I studied the statistics and analytics of all the work that had taken place during the month before, and determined what was working, what wasn't, what needed fixing and what needed extra support of development.

It was a great opportunity to get a taster of a lot of different aspects of the tech industry.

Appendix

Website Link: <https://docesentidos.es/>

Instagram Link: <https://www.instagram.com/docesenti2/?hl=es>

Facebook Link: <https://www.facebook.com/gabinetepedagogicodocesenti2/>

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August 2024