

# TAMPA BAY WATCH

SEO FINAL REPORT



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# TABLE OF CONTENTS

## INDEX

INTRO + OVERVIEW	<b>3</b>
ORGANIZATION MISSION	<b>4</b>
MISSION GOALS	<b>4</b>
TARGET PUBLICS	<b>5 - 7</b>
COMPETITION	<b>8 - 13</b>
SWOT	<b>14</b>
MARKETING STRATEGY	<b>15 - 19</b>
GOOGLE ANALYTICS	<b>20 - 22</b>
ORGANIC SEO	<b>23 - 29</b>
SOCIAL MEDIA	<b>30 - 34</b>
NON-ORGANIC SEO	<b>35 - 37</b>
EXPECTED RESULTS	<b>38 - 39</b>
APPENDIX	<b>40</b>



## SITUATION

INTRO + OVERVIEW  
TARGET PUBLICS  
COMPETITION  
DIFFERENTIATION  
SWOT

## MARKETING

CURRENT ACTIVITIES  
MARKETING GOALS

## ANALYTICS

GOOGLE ANALYTICS  
ORGANIC SEO  
SOCIAL MEDIA  
NON-ORGANIC SEO  
EXPECTED RESULTS

## APPENDIX

## INTRODUCTION

### TAMPA BAY WATCH

**TAMPA BAY WATCH** (TBW) is a non-profit organization located in the Tampa Bay area. They are committed to their organizational mission to restore and protect the bay through various clean-up events and educational programs.

TBW has a reach that includes school aged kids on field trips, STEM professionals looking to volunteer and network, local businesses interested in sponsorships to boost their “green” reputation, high school and college aged students looking for volunteer hours and couples looking for a picturesque wedding location.

Their organizational reputation is sterling, their social media footprint is large, and they have a unique position in the environmentalism market in Tampa Bay.

This report will explore the details of TBW’s online presence, their site analytics and identify how they can capitalize on their online marketing strengths and mitigate their weaknesses - to capitalize on their high mobile traffic and attract more users from Hillsborough county.

## COMPANY INFORMATION

### ORGANIZATION OVERVIEW

**TAMPA BAY** is the largest estuary in the state of Florida, encompassing 400 square miles of open water and 2,300 square miles of highly developed watershed that supports industry, agriculture, and a diverse population in excess of 2.4 million people. Estuaries like Tampa Bay are among the most diverse and productive ecosystems in the world. More than 70% of all fish, shellfish, and crustaceans spend some part of their lives in the protected waters of estuaries like Tampa Bay. Residents from the Manatee River to Clearwater Harbor and from Hillsborough Bay to the Gulf of Mexico depend on Tampa Bay for commercial and recreational activities.

Tampa Bay Watch is a non-profit organization dedicated to preserving the delicate ecological balance that exists in Tampa Bay. Established in 1993, Tampa Bay Watch performs a wide area of habitat restoration and protection activities throughout the year, with the aid of thousands of volunteers to help restore the bay from environmental problems. Some of the activities that volunteers partake in are salt marsh plantings, storm drain markings, oyster bar creation, coastal cleanups, and wildlife protection each year.

Along with the restoration projects, Tampa Bay Watch has a Marine & Education Center. The center acts as the home base for Tampa Bay Watch and their efforts, with staff offices, community center, marine education center, and a lighthouse all at the facility.



## ORGANIZATION MISSION

**EST.**

1993

**MEMBERS**

16,500  
newsletter  
subscribers

Tampa Bay Watch is dedicated to the protection and restoration of the Tampa Bay estuary through scientific and educational programs.

## MISSION GOALS

### EVENTS

Salt marsh plantings, storm drain markings, oyster bar creation, coastal cleanups, and wildlife protection.

The goals of Tampa Bay Watch are to restore and protect the bay's habitat through stewardship and community awareness, which provide effective long term improvements to the bay, and empower the community with the knowledge to counteract environmental problems.

*“Learning how to achieve and maintain a healthy environment is a legacy that will touch our children and their children for years to come.”*

# TARGET PUBLICS

PINELLAS + HILLSBOROUGH

The primary target publics are individuals living in Pinellas and Hillsborough counties.

The organization has a larger presence in Pinellas county than Hillsborough, but the client has identified that reaching out to Hillsborough residents is a goal for them.

The age range of target public is wide - from school-aged children that benefit from their educational programs (and their parents), to volunteers of all ages, ranging from retirees, college students and families. There are also businesses and professionals who may be interested in partnering for events.

## TARGET SCENARIOS:

- + Professionals who want to volunteer
- + Retirees looking to volunteer
- + Businesses looking to appear more “green”
- + Families looking for something educational to do with the kids
- + Students who need volunteer hours (with an interest in STEM)



## SECONDARY PUBLICS

RECREATION + EXPOSURE

The organization's headquarters is located in a picturesque location. It's a popular spot for weddings, which appears in a vast number of online searches for TBW.

While the target public interested in weddings may not align with the company's primary mission of conservation efforts, appealing to young couples offers a secondary boost to the brand's overall online visibility, especially in places like Instagram (which the client has identified as an area where they want to expand).



## TARGET INSIGHTS

### DEMOGRAPHICS

The spread of ages outlined below show a strong presence of young professionals, followed by seasoned professionals. Students and seniors combined make up a sizable audience as well.

The younger skew of the age of working professionals (25-44) may indicate several factors are important to that group, including weddings, early career professional development and a proclivity to an active lifestyle.

The group with the highest bounce rate (45-54) also may indicate that this group does not like to browse through many pages of content. (Edwards)

AGE DEMOGRAPHICS CAN INFORM US OF USER INSIGHTS TO MAXIMIZE KEYWORD CAMPAIGN ROI.

	Age ?	Acquisition			Behavior		
		Users ? <span style="color: #ccc;">▼</span>	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		495 % of Total: 46.57% (1,063)	412 % of Total: 47.09% (875)	607 % of Total: 46.19% (1,314)	8.40% Avg for View: 9.06% (-7.23%)	4.59 Avg for View: 4.35 (5.51%)	00:01:44 Avg for View: 00:01:50 (-5.69%)
<input checked="" type="checkbox"/>	1. 25-34	131 (26.46%)	106 (25.73%)	169 (27.84%)	7.69%	4.65	00:01:31
<input checked="" type="checkbox"/>	2. 35-44	121 (24.44%)	100 (24.27%)	155 (25.54%)	7.74%	4.21	00:01:39
<input checked="" type="checkbox"/>	3. 45-54	85 (17.17%)	75 (18.20%)	99 (16.31%)	11.11%	4.81	00:01:32
<input checked="" type="checkbox"/>	4. 18-24	70 (14.14%)	57 (13.83%)	82 (13.51%)	8.54%	4.73	00:01:46
<input checked="" type="checkbox"/>	5. 55-64	65 (13.13%)	56 (13.59%)	78 (12.85%)	8.97%	4.79	00:02:20
<input checked="" type="checkbox"/>	6. 65+	23 (4.65%)	18 (4.37%)	24 (3.95%)	4.17%	4.62	00:02:17

## SEO + ANALYTICS

### USER INTERESTS

The taste profile for an aggregate of TBW visitors shows a wide variety of interests - from cooking enthusiasts, shopaholics, families, travel buffs, news junkies, investment types, book readers, business networkers, art and theater goers and athletes.

This cocktail of affinities suggests that TBW's audience is informed, active, empowered and community-oriented.

Any keyword campaigns for TBW should consider these audiences and what will appeal to their desires to learn more/click through to the site.

Some key indicators of what is important to this audience includes: average session duration (note spot 10 has the highest duration) and the bounce rate).

	Affinity Category (reach) ?	Acquisition			Behavior		
		Users ? <span style="color: #ccc;">▼</span>	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		<b>545</b> % of Total: 51.27% (1,063)	<b>453</b> % of Total: 51.77% (875)	<b>662</b> % of Total: 50.38% (1,314)	<b>7.37%</b> Avg for View: 9.06% (-18.63%)	<b>4.67</b> Avg for View: 4.35 (7.32%)	<b>00:01:44</b> Avg for View: 00:01:50 (-5.66%)
□	1. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	<b>339</b> (3.85%)	<b>279</b> (3.76%)	<b>399</b> (3.69%)	<b>6.02%</b>	<b>4.81</b>	<b>00:01:43</b>
□	2. Shoppers/Value Shoppers	<b>308</b> (3.50%)	<b>262</b> (3.53%)	<b>372</b> (3.44%)	<b>6.99%</b>	<b>4.74</b>	<b>00:01:36</b>
□	3. Travel/Travel Buffs	<b>258</b> (2.93%)	<b>214</b> (2.89%)	<b>312</b> (2.89%)	<b>5.77%</b>	<b>4.73</b>	<b>00:01:39</b>
□	4. News & Politics/News Junkies/Entertainment & Celebrity News Junkies	<b>255</b> (2.90%)	<b>216</b> (2.91%)	<b>315</b> (2.91%)	<b>10.48%</b>	<b>4.53</b>	<b>00:01:27</b>
□	5. Lifestyles & Hobbies/Family-Focused	<b>248</b> (2.82%)	<b>203</b> (2.74%)	<b>308</b> (2.85%)	<b>6.49%</b>	<b>4.67</b>	<b>00:01:31</b>
□	6. Banking & Finance/Avid Investors	<b>244</b> (2.77%)	<b>202</b> (2.72%)	<b>292</b> (2.70%)	<b>5.48%</b>	<b>4.89</b>	<b>00:01:53</b>
□	7. Media & Entertainment/Book Lovers	<b>243</b> (2.76%)	<b>195</b> (2.63%)	<b>289</b> (2.67%)	<b>3.11%</b>	<b>4.98</b>	<b>00:01:40</b>
□	8. Lifestyles & Hobbies/Business Professionals	<b>240</b> (2.73%)	<b>199</b> (2.68%)	<b>290</b> (2.68%)	<b>6.90%</b>	<b>4.48</b>	<b>00:01:28</b>
□	9. Lifestyles & Hobbies/Art & Theater Aficionados	<b>228</b> (2.59%)	<b>181</b> (2.44%)	<b>279</b> (2.58%)	<b>5.38%</b>	<b>4.43</b>	<b>00:01:21</b>
□	10. Sports & Fitness/Health & Fitness Buffs	<b>225</b> (2.56%)	<b>186</b> (2.51%)	<b>282</b> (2.61%)	<b>5.32%</b>	<b>4.97</b>	<b>00:02:00</b>

# COMPETITION

THE FOLLOWING ORGANIZATIONS HAVE SIMILAR GOALS AND SHARE THE SAME GEOGRAPHIC AREA / TARGET MARKETS.



Keep  
Tampa Bay  
Beautiful

**TO BORROW FOR WEBSITE:**

Simple site focus

**TO AVOID**

Maybe too simple

## KEEP PINELLAS BEAUTIFUL

Keep America Beautiful affiliate. A cleanup and conservation group, focused on cleanup events, community engagement and education programs. Openly offers community service hours and has a simple, user-friendly site. Competes for the same share of potential user interest in volunteering, restoration efforts and youth programs.

**TO BORROW FOR WEBSITE:**

Modern design

Trustworthiness

Data prominently displayed

**TO AVOID**

Complexity

## KEEP TAMPA BAY BEAUTIFUL

Keep America Beautiful affiliate, also a cleanup/conservation group. Their site is modern and has a few features that may be useful for TBW. The site flows cleanly but still has tons of detail. There are prominent pictures of events/restoration efforts, but user-inclined content is pushed the hardest. “Donate - Sponsor - Volunteer” are the largest buttons on screen and the rest of the site works to build credibility for these concepts. Member data is shown (15,797 members) along with other stats tracking their conservation efforts. This builds user trust and should inspire them to be more active if they were on the fence.

# COMPETITION CONT.

THE FOLLOWING ORGANIZATIONS HAVE SIMILAR GOALS AND SHARE THE SAME GEOGRAPHIC AREA / TARGET MARKETS.



CLEARWATER MARINE AQUARIUM™



## TO BORROW FOR WEBSITE:

Copy + images let users feel like an active hero/participant

Use of video

## CLEARWATER MARINE AQUARIUM

NPO focused on “rescue, rehab and release” of Clearwater marine animals. The aquarium itself is an attraction, but the group also hosts events and commands a large amount of online attention for the children’s educational market in Pinellas county. It is also a popular company because of the Dolphin Tale films. There are less volunteer opportunities here than the other organizations.

## TO BORROW FOR WEBSITE:

Social media presence

Data prominently displayed

## TO AVOID

Complexity

## FLORIDA AQUARIUM

A popular tourist destination, featuring marine life from all around the state of Florida. Children groups (summer camps, private schools, field trips) often visit this place as their first exposure to environmentalism. Also hosts educational events. Few volunteer opportunities. Active on Twitter and uses Google Ads in coordination with Groupon for tickets.

# COMPETITION CONT.

THE FOLLOWING  
ORGANIZATION  
HAS SIMILAR  
GOALS AND  
SHARES  
THE SAME  
GEOGRAPHIC  
AREA / TARGET  
MARKETS.



## TO BORROW

Clearly identifiable  
news updates

## TO AVOID

Old, unresponsive  
site

Outdated social  
media

## TAMPA BAY ESTUARY PROGRAM

TBEP is an intergovernmental organization. Similarly focused as TBW, where TBEP wants to “restore and protect Tampa Bay” - but their mission goal is to implement a “scientifically sound, community-based management plan”. Their plan is impressive, but hard to access on the site and may be too complicated for most users. Their plan seems to focus on working professionals, but their site doesn’t appeal to any specific audience.

# COMPETITION CONT.

Domain	Competition Level	Common Keywords	SE Keywords	SE Traffic	SE Traffic Price (USD)	Paid Keywords
tampabaywed.com	Low	7	975	136	147	0
mommyspottampa.com	Medium	7	3.3k	322	357	0
tampabaywater.org	Medium	15	3.4k	4.2k	8.1k	1
tbep.org	Medium	20	3.7k	2.1k	1.0k	0
tampabay.org	Medium	15	299	679	486	0
volunteersuncoast.org	Medium	5	1.2k	272	364	0
tampasummercamps.org	Medium	4	89	129	374	0
lowryparkzoo.org	Medium	19	1.1k	213	115	2
metromin.org	Medium	8	3.8k	10.0k	7.1k	59
familiesonthego.org	Medium	3	463	37	8	0

## TO AVOID

Simple keywords that will have lots of tough competition.

## ORGANIC COMPETITORS

Some of the top competition for TBW in the organic search market includes: Tampabaywed.com, mommypsottampa, tampabaywater, tbep.org, tampabay.org and more.

These sites share common keywords and compete with TBW for organic (not paid) search market real estate. To pick well performing keywords it would be wise to avoid shared and common keywords. (Rakt)

IT MAY BE BENEFICIAL TO LINK SOME OF THESE COMPANIES TO TBW FOR HIGHER SEO EXPOSURE.

FOR INSTANCE, TPEB SHARES 20 COMMON KEYWORDS. IF TBW USED A BACKLINK TO TPEB THE GAP OF COMPETITION MAY DECREASE. (RAKT)



## DIFFERENTIATION

### WHAT MAKES TBW STAND OUT?

Tampa Bay Watch is exceptional compared to its competition for a few reasons. From a market position, they are committed to some novel ideas.

Their restoration efforts focus on oysters, salt marshes, marine debris, seagrass and scallop searches (to name a few). These categories spawn their own subcategories, programs, groups and events. There really is no one focus for TBW.

They also want to perpetuate a culture of education and have two dedicated programs for school-aged kids: Estuary Edventures and Bay Grasses in Classes. Estuary Edventures is an onsite program where kids visit the Marine Education Center as part of a field trip.

They also have the benefit of a picturesque location, which features a visitor-friendly lighthouse and makes for a highly-recommended venue for weddings and events. Their

weddings are highly rated by sites like WeddingWire (5/5 stars) and TBW does not undercut this side of their organization. Careful attention has been paid to maximizing this audience and upcoming weddings are readily advertised on their site.

Becoming a member of TBW is also wrought with benefits for those who choose to join. Members get a membership card, bumper sticker, weekly email updates and a quarterly newsletter. They also enjoy 10% off TBW merchandise, as well as discounts from local business partners.

There are also corporate sponsorships, where businesses can join and receive benefits such as a TBW Corporate Membership Seal that they can use on company promo materials to display their commitment to environmentalism. Sponsors also get their logo on the site and mentions in the weekly, quarterly and annual newsletters. There are over 3 dozen sponsors on the site right now.

### STRENGTHS

Clear message + mission

Strong user base

Partners in community

### WEAKNESS

Other restoration organizations

Not an “attraction” like an aquarium or museum

## DIFFERENTIATION CONT.

### ONLINE REVIEWS (FACEBOOK + GOOGLE)

**Reviews**

**4.9 ★★★★★** 79 Reviews

Tell people what you think

★★★★★

**Bob Carr**  
★★★★★ · February 15, 2018  
TBW is a fantastic grass roots organization that has made a significant impact on the water quality in the Tampa Bay estuary and the quality of life in the Tampa Bay area. They sponsor lots of volunteer activities that are fun and educational for the whole family. I strongly encourage anyone who loves Tampa Bay to get involved with Tampa Bay Watch!

**Laurie Vodnoy-Wright**  
★★★★★ · November 13, 2017  
Tampa Bay Watch is simply the sweetest secret in the Bay Area for your wedding. Love performing there. So unique, romantic, small, elegant and a place to call home. Bravo Tampa Bay Watch !!

**Dave Howard**  
★★★★★ · February 12, 2018  
TBW does wonderful things for our Bay. Always enjoy volunteering for them!

**Rosie Rice**  
★★★★★ · April 30, 2016  
We had our wedding here on April 2. It was magical. The original plan was the ceremony on the lawn and the reception in the upstairs hall. Mother nature did not cooperate. It rained all day. Therefore, both the ceremony and the reception at the same place. It was absolutely magical. I highly recommend this venue for any event as well as education on our beautiful gulf and bay

**Michelle Stein**  
★★★★★ · October 1, 2016  
I volunteered with them twice, once doing the oyster domes at the location at ft. desoto. Today I did my second round of volunteering, bringing out my organization from USF. The staff is amazing, and super friendly. It is great knowing how much can be accomplished in a short amount of time.

**Tampa Bay Watch**  
3000 Pinellas Bayway S, Tierra Verde, FL

**Write a review**

**Sort by: Most helpful ▾**

**Darla Freeman**  
1 review  
★★★★★ 3 months ago  
Just had our wedding here on 11/24/17 and the views were amazing. Our site supervisor Jon was very helpful and hands on from the beginning to the end. The pros were great location, ability to use your own vendors, chairs, tables and linens included, complimentary valet with over 100 guests and if available some pre set up. Cons were the valet misplaced some guest keys and some pre cleaning was needed before setting up. Overall and enjoyable and memorable start to our union.  


**James Sperry**  
Local Guide · 4 reviews · 17 photos  
★★★★★ 2 months ago  
What a great place! Beautiful aquatics and a beautiful property right on the water! Great place for weddings and other occasions!  


**Crystal Pierce**  
Local Guide · 12 reviews · 22 photos  
★★★★★ a week ago  
Awesome space. Great and friendly staff.  


**Jonathan Russell**  
7 reviews  
★★★★★ 3 months ago  
Here I was able to learn all about the Tampa ecosystem in the estuary it was very enlightening.  


**Larry Binder**  
5 reviews · 1 photo  
★★★★★ a year ago  
A wonderful resource for the entire Bay area. Clean water in the Bay makes living here as good as it gets.  
Please help by volunteering at some TBW events.

# GENERAL ORGANIZATION

## SWOT ANALYSIS

### STRENGTHS

- STRONG COMMUNITY TIES/PRESENCE
- PICTURESQUE LOCATION, POPULAR FOR WEDDINGS AND EVENTS
- LARGE MEMBER BASE AND NUMBER OF LOCAL BUSINESS PARTNERS
- EVENTS ARE HAPPENING ALMOST EVERY WEEK AND ARE PLANNED WELL IN ADVANCE
- STRONG WORKING PROFESSIONAL AUDIENCE, WHICH INCLUDES A NETWORK OF BUSINESSNESS AND FAMILIES.
- 16,500 NEWSLETTER SUBSCRIBERS

### WEAKNESSES

- MORE THAN A FEW COMPETITORS IN THE MARKET FOR PUBLIC INTEREST IN ENVIRONMENTAL EFFORTS
- LARGE AMOUNT OF SEARCH ENGINE COMPETITION FOR KEYWORD PRICES WITH "TAMPA BAY" IN THE TITLE
- COMPETITORS HAVE ATTRACTIONS (E.G. AQUARIUMS)
- LOW TO NONEXISTENT MARKETING BUDGET

### OPPORTUNITIES

- EXPAND USER BASE TO ULTIMATELY ACHIEVE EXCELLENT MISSION GOAL RESULTS
- ATTRACT THE INTEREST OF HIGH-PROFILE BUSINESSES AND VOLUNTEERS INTERESTED IN ENVIRONMENTALISM
- PARTNER WITH OTHER LOCAL ORGANIZATIONS OR BUSINESSES FOR BACKLINK EXPOSURE

### THREATS

- GETTING HILLSBOROUGH RESIDENTS TO TRAVEL TO PINELLAS COUNTY (IT'S A SIGNIFICANT TRAVEL DISTANCE)
- MOTIVATED COMPETITORS USING ADWORDS TO SELL TICKETS TO ATTRACTIONS AND DRIVING UP THE PRICE OF KEYWORDS

# MARKETING STRATEGIES



## CURRENT ACTIVITIES

### PART ONE: NEWSLETTER

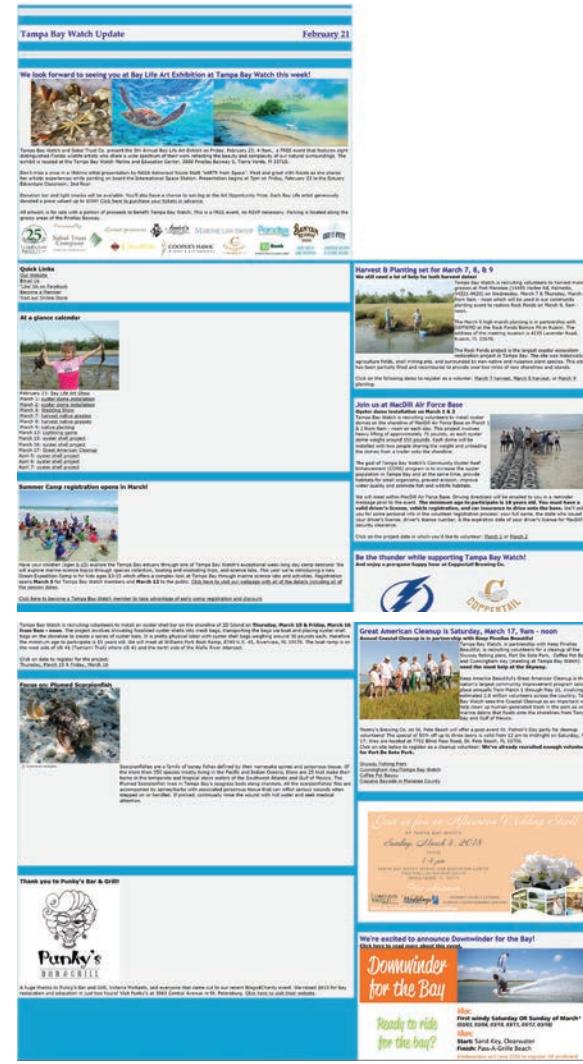
Tampa Bay Watch has a limited budget for marketing, so they take advantage of online marketing tactics, event marketing, and business partnerships to get the word out about their programs and organization.

The core of their online strategy is executed **primarily via a weekly email newsletter**, where they inform their subscribers of upcoming projects and events. They have grown this list to **16,500 subscribers**, which is significantly higher than any other online presence (compared to Facebook or Twitter followers at 7.6k and 4.8k respectively).

This newsletter contains a great deal, even an overwhelming amount, of information about current events, upcoming projects, and various announcements. Their newsletter is basically a second website, especially with how it is structured and the great amount of information it contains.

### Some strategies to optimize the newsletter include:

- Reduce the content in each newsletter (one main feature, two secondary features is an optimal amount according to MarketingSherpa). *There are about 12 features in the most recent TBW newsletter.*
- Add a website styled navigation to the top of the newsletter to increase click-to-open ratios. (MarketingSherpa)
- Test different email subject lines for maximum ROI ("Tampa Bay Watch Update 2-21-18" can be livened up to entice higher user click-trough rates. (Triance-Haldane)



The TBW newsletter is jam-packed with meaningful content that is relevant to users and reaches a wide audience, but the newsletter could be updated to optimize user engagement, and flow to site links (MarketingSherpa)

# NEWSLETTER CLOSE-UP

**Tampa Bay Watch Update**

**February 21**

We look forward to seeing you at Bay Life Art Exhibition at Tampa Bay Watch this week!

Tampa Bay Watch and Sabal Trust Co. present the 5th Annual Bay Life Art Exhibit on Friday, February 23, 4-9pm, a FREE event that features eight distinguished Florida wildlife artists who share a wide spectrum of their work reflecting the beauty and complexity of our natural surroundings. The exhibit is located at the Tampa Bay Watch Marine and Education Center, 3000 Pinellas Bayway S, Tierra Verde, FL 33715.

Don't miss a once in a lifetime artist presentation by NASA Astronaut Nicole Stott "eARTh from Space". Meet and greet with Nicole as she shares her artistic experiences while painting on board the International Space Station. Presentation begins at 7pm on Friday, February 23 in the Estuary Adventure Classroom, 2nd floor.

Donation bar and light snacks will be available. You'll also have a chance to win big at the Art Opportunity Prize. Each Bay Life artist generously donated a piece valued up to \$500! [Click here to purchase your tickets in advance.](#)

All artwork is for sale with a portion of proceeds to benefit Tampa Bay Watch. This is a FREE event, no RSVP necessary. Parking is located along the grassy areas of the Pinellas Bayway.

**Presented by:** **Sabal Trust Company**

**Quick Links:**  
[Our Website](#)  
[Email Us](#)  
['Like' Us on Facebook](#)  
[Become a Member](#)  
[Visit our Online Store](#)

**At a glance calendar**

February 23: Bay Life Art Show  
 March 1: oyster dome installation  
 March 2: oyster dome installation  
 March 4: Wedding Show  
 March 7: harvest native grasses  
 March 8: harvest native grasses  
 March 9: native planting

Notice the formatting error created from the space between the top section (left) and the content (below). The quick links are also quite small. there is simply too much content for a user to navigate through, which may result in a high user bounce rate. (Edwards)

**Harvest & Planting set for March 7, 8, & 9**  
**We still need a lot of help for both harvest dates!**

Tampa Bay Watch is recruiting volunteers to harvest marsh grasses at Port Manatee (14495 Harlee Rd, Palmetto, 34221-9620) on Wednesday, March 7 & Thursday, March 8 from 9am - noon which will be used in our community planting event to restore Rock Ponds on March 9, 9am - noon.

The March 9 high marsh planting is in partnership with SWFWMD at the Rock Ponds Borrow Pit in Ruskin. The address of the meeting location is 4235 Lavender Road, Ruskin, FL 33570.

The Rock Ponds project is the largest coastal ecosystem restoration project in Tampa Bay. The site was historically agriculture fields, shell mining pits, and surrounded by non-native and nuisance plant species. This site has been partially filled and recontoured to provide over two miles of new shorelines and islands.

Click on the following dates to register as a volunteer: [March 7 harvest](#), [March 8 harvest](#), or [March 9 planting](#).

**Join us at MacDill Air Force Base**  
**Oyster dome installation on March 1 & 2**

Tampa Bay Watch is recruiting volunteers to install oyster domes on the shoreline of MacDill Air Force Base on March 1 & 2 from 9am - noon on each day. This project involves

## SOCIAL MEDIA

**LinkedIn**  
574 followers

**Facebook**  
7,730 likes  
7,628 followers

**Twitter**  
4,870 followers

**Instagram**  
1,148 followers

**Website**  
1.2k users / week

TAMPA BAY  
WATCH ALSO  
HAS A  
FACEBOOK  
PAGE  
DEDICATED TO  
BOOKING  
WEDDINGS.

## CURRENT ACTIVITIES

### PART TWO: SOCIAL MEDIA

Tampa Bay Watch also attends events around the community to promote their organization's projects and events. The events include boat shows, corporate fairs, and university fairs. Another form of community outreach they use is through local publications that print advertising for them for free and print the occasional press release.

Otherwise, they use social media via Facebook, Twitter, and Instagram for marketing purposes. Although the numbers for these accounts are well-established, there are some strategies that could better tap into the available audience.

#### Social media goals (Campbell):

Create content unique for each social media platform. Post less cross-platform content (e.g. Facebook auto-posting to Twitter) and work to each platform's strengths.

Create a social media strategy / campaign

Use mixed media to an advantage (photos and video can be worth a thousand words - or likes and shares)

### SOCIAL MEDIA CAMPAIGN EXAMPLE FACEBOOK COVER PHOTO MOCK-UPS



A rotating marketing campaign can be measured for effectiveness. (Campbell)

# CAMPAIGN GOALS

## A STRATEGY FOR EXPOSURE

TBW's current marketing strategies have yielded a high number of newsletter subscribers. Almost 70% of the site's sessions come from directly searching for TBW or from directly clicking on a link to TBW from another source (like the newsletter). Organic searches for TBW account for around 20% of the site's traffic (this is non-paid SEO, where the page rank is determined by its popularity among other factors).

Referrals (or backlinks) attribute for a small number of page views, with social media offering few click throughs and paid searches ranking at the bottom with zero.

By establishing a marketing strategy that uses a paid search campaign, makes adjustments to the social media strategy, and re-imagines the website and newsletter - the bounce rates will lower and the page views can only rise (since many of the parameters are at zero). This will boost mobile traffic as well as traffic from Hillsborough county.

	Default Channel Grouping	Acquisition			Behavior		
		Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
		9.19% *1,314 vs 1,447	1.88% *66.59% vs 67.86%	10.90% *875 vs 982	77.27% *4.35 vs 2.45	4.08% *00:01:50 vs 00:01:54	85.23% *9.06% vs 61.30%
<input type="checkbox"/>	1. Direct	70.34% *603 vs 354	4.81% *68.99% vs 65.82%	78.54% *416 vs 233	47.37% *3.62 vs 2.46	-28.69% *00:01:26 vs 00:02:01	-79.15% *12.60% vs 60.45%
<input type="checkbox"/>	2. Organic Search	-20.15% *642 vs 804	-9.38% *64.02% vs 70.65%	-27.64% *411 vs 568	109.17% *5.14 vs 2.46	21.85% *00:02:19 vs 00:01:54	-90.37% *5.92% vs 61.44%
<input type="checkbox"/>	3. Referral	-66.41% *43 vs 128	32.30% *74.42% vs 56.25%	-55.56% *32 vs 72	31.23% *3.81 vs 2.91	-62.83% *00:00:54 vs 00:02:27	-95.87% *2.33% vs 56.25%
<input type="checkbox"/>	4. Social	-82.31% *26 vs 147	-0.91% *65.38% vs 65.99%	-82.47% *17 vs 97	26.47% *2.62 vs 2.07	-78.63% *00:00:18 vs 00:01:22	-76.69% *15.38% vs 65.99%
<input type="checkbox"/>	5. (Other)	-100.00% *0 vs 171	-100.00% *0.00% vs 67.84%	-100.00% *0 vs 116	-100.00% *0.00 vs 1.99	-100.00% *00:00:00 vs 00:01:19	-100.00% *0.00% vs 67.84%
<input type="checkbox"/>	6. Display	-100.00% *0 vs 290	-100.00% *0.00% vs 60.34%	-100.00% *0 vs 175	-100.00% *0.00 vs 1.48	-100.00% *00:00:00 vs 00:00:38	-100.00% *0.00% vs 77.24%
<input type="checkbox"/>	7. Email	-100.00% *0 vs 105	-100.00% *0.00% vs 48.57%	-100.00% *0 vs 51	-100.00% *0.00 vs 2.67	-100.00% *00:00:00 vs 00:02:13	-100.00% *0.00% vs 52.38%
<input type="checkbox"/>	8. Paid Search	-100.00% *0 vs 344	-100.00% *0.00% vs 78.29%	-100.00% *0 vs 299	-100.00% *0.00 vs 2.38	-100.00% *00:00:00 vs 00:01:16	-100.00% *0.00% vs 62.50%

# GOOGLE ANALYTICS

## SEO + ANALYTICS

### IDENTIFYING + CAPITALIZING ON USER DATA (KPI #1)

TBW has not engaged in any AdWord campaigns but they are aware of Google analytics tools and have an account set up already. The site has some impressive statistics, boasting around 1.2k users per week, 4 pages per user session and a low bounce rate of 10%. This data also says that users spend around 2 minutes on the site per session. 75% of users per week are new, with around 25% of users having visited the site previously.

Measuring the analytics of user operation systems, the site's traffic is 38% from Windows computers and 35% from iOS users. Mac users make up around 14%, while Android comes in around 12%. This suggests that more traffic comes to the site via mobile sources (around 47%) than from desktop. This is a significant statistic considering the site is not mobile-first and not optimized to make the most of HTML5. Making the site adjustments recommended in this proposal will capitalize on the vast chunk of traffic already coming in from mobile devices. (The average screen resolution of users on the site is 375 x 667, or the average size of an iPhone 6 screen)

Operating System	Users	% Users
1. Windows	455	37.57%
2. iOS	423	34.93%
3. Macintosh	162	13.38%
4. Android	146	12.06%
5. Chrome OS	16	1.32%
6. Linux	7	0.58%
7. (not set)	2	0.17%

RACHEL ARNDT  
IS OUR CONTACT  
AND SHE IS THE  
COM. DIRECTOR  
FOR TBW.

SHE IS  
RESPONSIBLE  
FOR THE ORG'S  
SEO +  
ANALYTICS.

## SEO + ANALYTICS

### LOCATION ANALYSIS (KPI #2)

TBW is located in Pinellas County, which includes the major cities Clearwater and St. Petersburg. St. Pete is the largest city of origin for users, which accounts for almost 26% of the web traffic to the site, while Tampa (located in Hillsborough County) accounts for around 17% of the traffic. Areas like Houston, Texas, Ashburn, Virginia and Orlando, Florida follow the top two cities with Clearwater coming in sixth. AdWord campaigns can boost the traffic from target areas like Tampa and Clearwater.

City	Users	% Users
1. St. Petersburg	324	 25.82%
2. Tampa	208	 16.57%
3. Houston	43	 3.43%
4. Ashburn	43	 3.43%
5. Orlando	38	 3.03%
6. Clearwater	29	 2.31%
7. Largo	27	 2.15%
8. Pinellas Park	19	 1.51%
9. Brandon	18	 1.43%
10. Seminole	18	 1.43%

[view full report](#)

The client has identified a few areas where they would like to see a boost in traffic:

**Hillsborough County residents (Tampa)**

**Instagram followers / users (Mobile)**

## SEO + ANALYTICS

### SEM PROPOSAL

Developing a plan to reach these two targets should involve a multifaceted approach of mobile-centered ads (Instagram is a mobile-based app) and long-tailed keywords focused on Hillsborough County residents (e.g. “Hillsborough County volunteer hours”).

Long-tail keywords will have less traffic but higher conversion rates. They place exactly what users are looking for right in front of them, and when so many users are using their phones to find locations placing them exactly where they are looking to go will pay dividends. (Rakt)

Driving mobile users to the site will boost the overall traffic in TBW’s mobile space (including Instagram) since it is such a significant chunk of the user share, while focusing specifically on Tampa-area users will boost the traffic from the target areas in that county.

# ORGANIC SEO

# ORGANIC SEO

## TBW ORGANIC KEYWORD ANALYSIS

Organic search results for TBW are strong, with most users knowing exactly what they are looking for - "Tampa Bay Watch".

The top 3 organic results for TBW.org are:

- 1) tampa bay watch
- 2) oyster dome
- 3) tampa bay

The rest of the results vary between some form of "Tampa Bay Watch" - but many users are clicking on different links to different pages on the TBW site based on the same search. Some users searching for "tampa bay watch" end up on the volunteer page, some end up on the weddings or camps pages. By implementing an SEO strategy we can better control where users end up (called a landing page) and put exactly what they are looking for right in front of them.

	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	SERP	Last Update
<input type="checkbox"/>	tampa bay watch	1 (1)	1,300	66.19	0.91	<a href="http://www.tampabaywatch.org/">www.tampabaywatch.org/</a>	29.79	32.60	0.06	31,000,000			25 Mar 2018
<input type="checkbox"/>	oyster dome	4 (4)	4,400	70.41	0.00	<a href="http://www.tampabaywatch.org/oyster-dome.html">www.tampabaywatch.org/oyster-dome.html</a>	15.01	0.00	0.01	594,000			1 hr ago
<input type="checkbox"/>	tampa bay	17 (97)	74,000	72.74	0.85	<a href="http://www.tampabaywatch.org/">www.tampabaywatch.org/</a>	14.43	14.72	0.01	4,800,000			3 hr ago
<input type="checkbox"/>	tampa bay watch	2	1,300	66.19	0.91	<a href="http://www.tampabaywatch.org/tampa-bay-watch.html">www.tampabaywatch.org/tampa-bay-watch.html</a>	8.23	8.87	0.06	31,000,000			25 Mar 2018
<input type="checkbox"/>	tampa bay watch	3	1,300	66.19	0.91	<a href="http://www.tampabaywatch.org/tampa-bay-watch.html">www.tampabaywatch.org/tampa-bay-watch.html</a>	5.70	6.21	0.06	31,000,000			25 Mar 2018
<input type="checkbox"/>	tampa bay watch	4	1,300	66.19	0.91	<a href="http://www.tampabaywatch.org/tampa-bay-watch.html">www.tampabaywatch.org/tampa-bay-watch.html</a>	4.43	4.80	0.06	31,000,000			25 Mar 2018
<input type="checkbox"/>	tampa bay watch wedding	1 (1)	170	74.04	2.62	<a href="http://www.tampabaywatch.org/tampa-bay-watch-wedding.html">www.tampabaywatch.org/tampa-bay-watch-wedding.html</a>	3.85	12.25	0.12	2,610,000			24 Mar 2018
<input type="checkbox"/>	tampa bay watch	6	1,300	66.19	0.91	<a href="http://www.tampabaywatch.org/tampa-bay-watch.html">www.tampabaywatch.org/tampa-bay-watch.html</a>	3.16	3.46	0.06	31,000,000			25 Mar 2018
<input type="checkbox"/>	tampa bay watch	5	1,300	66.19	0.91	<a href="http://www.tampabaywatch.org/tampa-bay-watch.html">www.tampabaywatch.org/tampa-bay-watch.html</a>	3.16	3.46	0.06	31,000,000			25 Mar 2018
<input type="checkbox"/>	tampabaywatch.org	1 (1)	70	68.09	0.32	<a href="http://www.tampabaywatch.org/">www.tampabaywatch.org/</a>	2.73	0.99	0.04	9,000			4 days ago

# LANDING PAGES

A.K.A. WHERE MOST USERS END UP AFTER CLICKING ON A LINK TO TBW

A SIGNIFICANT NUMBER OF USERS ARE LANDING ON A 401 ERROR PAGE - PERHAPS THERE IS A BROKEN LINK ON THE NEWSLETTER OR ELSEWHERE.



## REFERRING DOMAINS

A.K.A. TOP PAGES WHERE TRAFFIC COMES FROM

DS ⓘ	TS ⓘ	Root Domain ⓘ
7	9	bluecommunity.info ↗
21	32	83degreesmedia.com ↗
38	45	wtsp.com ↗
38	44	websitetoolbox.com ↗
26	35	pbfingers.com ↗
18	30	igymarinias.com ↗
8	11	kandkphotography.com ↗
48	55	usf.edu ↗
1	0	rozalindjester.com ↗
24	33	mysdhc.org ↗

TBW IS STRONG  
ON COMMUNITY  
PORTALS, LOCAL  
NEWS STATIONS  
AND THE LOCAL  
UNIVERSITY.

## POTENTIAL PARTNERS

LINKING THESE COMPANIES MAY BOOST ORGANIC SEO

### TAMPA BAY WEDDINGS

Instead of bidding on competing spots on search engine results, TBW may be better served by partnering with Tampa Bay Weddings in an organic, shared marketing campaign. It can be as simple as a social media cross-branding effort (especially on Instagram).

TBW has a strong appeal of a “Wedding by the Water” which plays well into the target users interests of both sites. Perhaps a blog article on Tampa Bay Weddings about bayside weddings would provide a boost during a campaign.



BACKLINKS FROM THIS SITE WOULD BOOST THE VISIBILITY OF TBW'S SEO WEDDING FOOTPRINT AND KEYWORDS.

### THE MOMMY SPOT

A large number of TBW users are in the age group to have families. A number of keywords that are popular among TBW users also align with MommySpot users, such as “family activities” and “volunteering”.

Focusing on the group/family bond that can be fostered during TBW events, an online partnership with The Mommy Spot can shine a light on TBW’s conservation mission while also boosting the visibility among The Mommy Spot’s target audiences.



PARTNERING WITH MOMMYSOTP CAN BOOST THE VISIBILITY OF TBW'S CONSERVATION EVENTS.

## WEBSITE CRITIQUE

According to Tampa Bay Watch, the current website design has been in use for the last four years.

It uses older HTML markup (non-semantic) and mostly <div> tags to build the site. This makes it harder for Google's bots to read the site to figure out what is important to users who may be searching for content on the site. (Barnard)

The [HTML Outliner tool](#) reads the site as having only two tags, both titled "Untitled Section" - there are many sections but they are not able to be detected currently.

Semantic markup and fixing the site's hierarchy (h1-h6) will also help screen readers (which is an accessibility concern for those with disabilities).

The site has a mobile version but redesigning with mobile-first practices and designing last would be an optimal situation for introducing mobile users to the site. (Schennink) Since our campaign will focus on mobile users, having a mobile-optimized site is essential.

### TO IMPLEMENT

HTML5 semantics and structure

Mobile-first design

Simplify the focus

Use data points to boost user trust (Harley)

Mixed media (videos)

Inspire users

Readily display benefits of membership

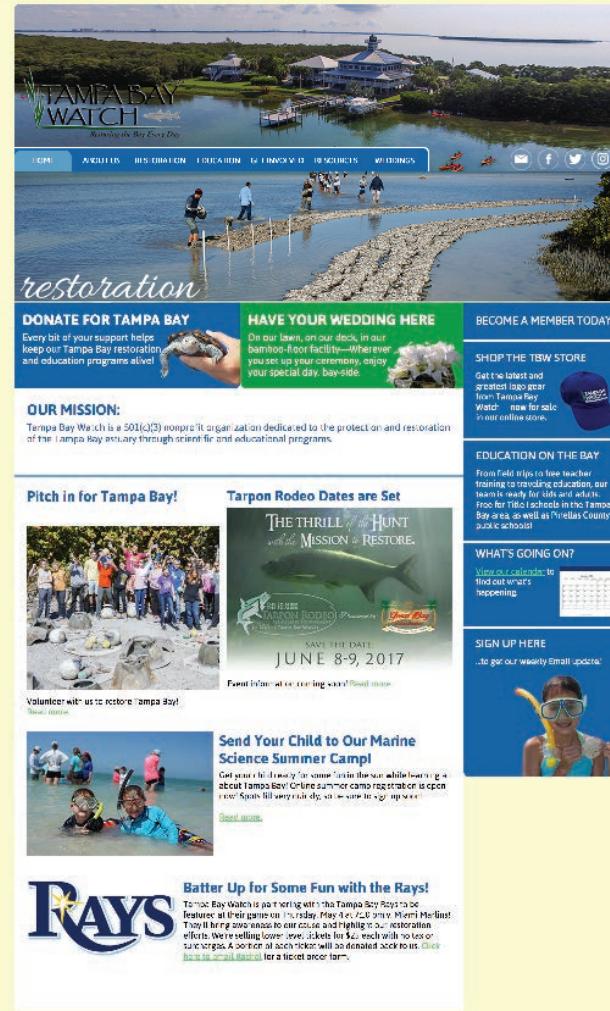
### TO KEEP

Captivating images in the slideshow

Color scheme / style

Variety of pages

### DESKTOP VERSION



THE ORGANIZATION WEBSITE IS NOT RESPONSIVE BUT IT DOES HAVE A MOBILE VERSION.

SEMANTIC STRUCTURE WILL MAKE IT EASIER FOR GOOGLE, AS WELL AS USERS, TO FIND EXACTLY WHAT THEY WANT TO.

TO INCREASE CONVERSIONS, CONSIDER MAKING A SIMPLIFIED LANDING PAGE WITH QUICK ACCESS TO SITE SECTIONS.

### MOBILE SITE



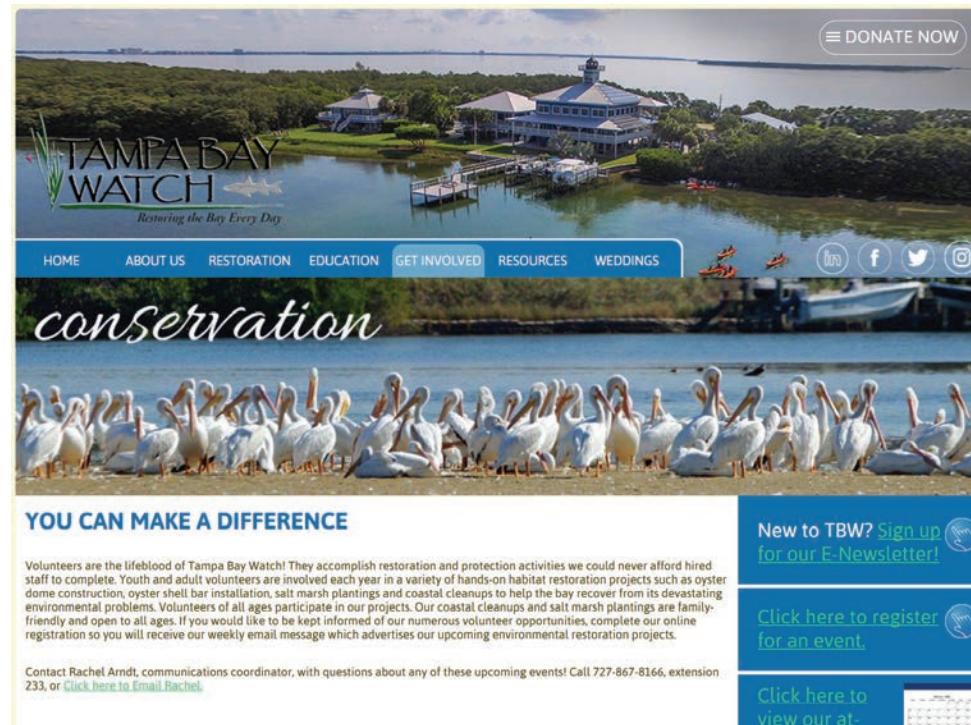
## HEADLINE + PARAGRAPH

### MOCK-UPS

**CONSISTENT  
HEADLINE COPY OF  
“YOU CAN MAKE A  
DIFFERENCE” TO  
MAKE USERS FEEL  
EMPOWERED.**

**REWRITING  
THE COPY FOR  
THE WEDDING  
SECTION TO  
EMPHASIZE IT'S  
ON THE BEACHES  
OF TAMPA BAY.**

**BY USING A  
CLEAR CALL TO  
ACTION IN THE  
HEADLINES,  
ONCE THE SEO  
CAMPAIGN  
INCLUDES THE  
SAME KEYWORDS  
IT WILL BOOST  
VISIBILITY EVEN  
FURTHER.**



# SOCIAL MEDIA CAMPAIGN

# FOUR STEP CAMPAIGN

## SOCIAL MEDIA PLAN

The social media campaign for Tampa Bay Watch will focus on their 25th Anniversary and the various events and opportunities associated with this celebration.

### CREATE

#### Graphics and Assets

- Social media header graphics
- Social media post graphics optimized for each platform (Twitter, Instagram, and Facebook)
- Website graphics
- Print materials for use at information booths, posters, and other print needs

#### Video Content

- Promotional videos of the opportunity

#### Copy for social posts

- #TBW25
- Language to encourage engagement and traffic to website/ call to action

#### Contest Information

- Rules and requirements
- Specific timeline
- Giveaway platform (ie Gleam.io)

#### Timeline

- Start Date of campaign
- Start date of contest
- Length of campaign (throughout 2018)

### COMPEL

This campaign is meant to compel people to attend events that are being put on by Tampa Bay Watch during their 25th anniversary, to donate, or follow TBW on their various platforms.

By sharing stories throughout the 25 years of how they have successfully helped the bay, thanking the volunteers and donators of the year with a special thank yous, and rewarding those through for their service throughout the years, this campaign will touch on people's sympathies and also the opportunity to be thanked for what they do. And the contest will compel newsletter signups and social media following.

### COMMOTION

Through the use of #TBW25, Tampa Bay Watch can create commotion for all of their events and opportunities for the year by increasing awareness and excitement for their 25th anniversary. The hashtag in use with the graphics and video content will be the starting point of the timeline for this strategy. Further commotion can be down with public thank yous on their socials for people who donate and volunteer during the 25th anniversary year.

The contest will also cause commotion. This contest is for people who sign up for the newsletter to win a prize from Tampa Bay Watch, at their discretion. Extra entries can be awarded to those who follow all of the different social accounts.

### CONSISTENCY

- Have all graphics and assets follow a specific style guide that matches the orgs branding
- Following a consistent schedule for posting and promotion based on the original timeline
- Consistent tone in copy and messaging

## EXAMPLE

### Sample Tweet

We're kicking off our 25th Anniversary with a special contest! By signing up for our newsletter you will a special prize opportunity! Extra entries are earned for following all of our social accounts too. Learn more at [tampabaywatch.org/25contest](http://tampabaywatch.org/25contest) #TBW25

 Tampa Bay Watch  
Today at 19:33 · [@](#) ...

25 years of this beautiful sunset thanks to the help of all of our donors and volunteers. Come join our 25th anniversary celebration as we restore the bay together.

We're kicking off our 25th Anniversary with a special contest! By signing up for our newsletter you will a special prize opportunity! Extra entries are earned for following all of our social accounts too. Learn more at [tampabaywatch.org/25contest](http://tampabaywatch.org/25contest) #TBW25



Like Comment Share

3.675

 Write something... 

## EXAMPLE

Sample Facebook Page

**Tampa Bay Watch**

**Contact Us**

**Conservationist Group • Tampa, FL**  
4.7 ★★★★☆

306 people like this  
Alex Marin and 3 other friends

9 people have been here  
Alex Marin

Invite friends to like this page

4.7 of 5 stars 3 reviews  
View reviews

**ABOUT**

3000 Pinellas Bayway S, Tierra Verde, FL 33715  
813-555-0515  
Ask for Tampa Bay Wash hours  
<http://www.tampabaywatch.org/>

Share your opinion about Tampa Bay Watch!

You rated this place  
Write your review

## EXAMPLE

Sample Facebook Page



**Thanks for resorting our coastline, volunteers!**  
Thanks to our volunteers, we have created over 349 feet of reef along the shoreline of McKay bay.

TAMPA BAY WATCH

Like Comment Share

Write a comment...

**Tampa Bay Watch** 7 August at 12:24 ·

Spring is here, love is in the air. We have slots open for late summer.



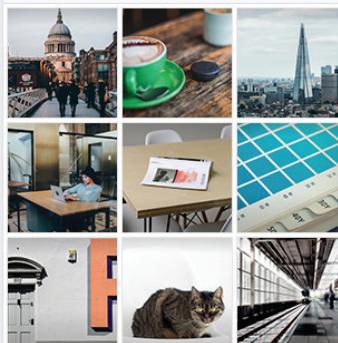
**Book your wedding now!**  
Reserve your dream wedding today, with slots for 2017 still available.

TAMPA BAY WATCH

Like Comment Share

Write a comment...

PHOTOS



REVIIEWS

4.7 ★ 4.7 of 5 stars  
3 reviews

Alex Marin 5★ 27 July 2015 ·

Like Comment

Tom Hardy 5★ 13 December 2014 ·

Like Comment

Michael Fassbender 5★ 27 July 2015 ·

Like Comment

LIKED BY THIS PAGE

**Wordtracker** Like

**Rabbit & Hare** Like

**Tribesports** Like

# NON-ORGANIC SEO

## ADWORDS CAMPAIGN

### SAMPLES AND EFFECTIVENESS

User traffic can be driven to TBW with a measured investment in a Google AdWords campaign.

The client will be able to target specific locations - down to the zip code - to advertise to users. These ads will be displayed across the Google Ad Network, which includes mobile devices. This will enable TBW to target Hillsborough county residents as well as increase their mobile presence.

TBW currently averages about 1,200 user visits per week. With our proposed ad campaign, TBW can potentially boost their user base by over 40% in a short time. This can be useful when promoting oyster dome events, wedding seasons or summer camps when these items are at their peak seasons.

Now, these users may not become repeat users, in fact the campaign will have to be measured across time for keyword performance and user retention. AdWord campaign are an iterative process. But the measures outlined about bounce rates, SEO optimization and a landing page will also aid in boosting the site's repeat user base.

By using a CPC bidding strategy to begin, TBW can establish its place among other bidders for the same keywords. If TBW can command the most traffic for a keyword they can control the bidding process and then a CPM strategy may be more appropriate. (Wilcox)

### TARGET LOCATIONS

#### CLIENT-IDENTIFIED TARGET AREAS

Tampa-St. Petersburg (Sarasota) FL, Florida, United States; Hillsborough County, Florida, United States; Pinellas County, Florida, United States; Orange County, Florida, United States

### DAILY POTENTIAL

#### CLICKS + IMPRESSIONS

Daily potential reach  
Search Network only

69+ clicks  
1K+ impressions

WE RECOMMEND A CPC BIDDING STRATEGY (WILCOX)

### ESTIMATED DAILY COST

\$15 (\$105 FOR A 7-DAY CAMPAIGN)

### POTENTIAL USER GROWTH

483 NEW USERS PER WEEK DURING A CAMPAIGN.

(AVG. 1.2K VISITORS WITHOUT ADWORDS.)

## SAMPLE ADS

KEYWORDS + COPY

USING  
KEYWORDS  
(BELOW) WITH  
TARGET MARKET  
CONCEPTS, PLUS  
SOCIAL MEDIA  
BRANDING,  
MAKES AN  
ENTICING AD.

ADS CAN LINK  
DIRECTLY  
TO TBW'S  
INSTAGRAM  
ACCOUNT.

An anniversary to remember - Tampa Bay Watch Weddings

(201) 555-0123

**Ad** [www.tampabaywatch.org](http://www.tampabaywatch.org)

Memories last forever. Join us in celebrating our 25th Anniversary.

Get your tickets to paradise - Dinner and Drinks on Tampa Bay

(201) 555-0123

**Ad** [www.tampabaywatch.org](http://www.tampabaywatch.org)

Proceeds will benefit the restoration and education missions of Tampa Bay Watch.

Love the Bay? - Join the Tampa Bay Watch

(201) 555-0123

**Ad** [www.tampabaywatch.org](http://www.tampabaywatch.org)

Learn how to help. You can make a difference.  
Volunteer with Tampa Bay Watch

## KEYWORDS

CLICKS + IMPRESSIONS

KEYWORDS RANK  
HIGH IN THE  
SEARCH INDEX  
WHILE ALSO  
CORRELATING  
WITH USER  
INTERESTS AND  
TBW'S CURRENT  
ORGANIC SEO  
KEYWORDS.

KEYWORDS FIT  
NICELY INTO  
DAILY BUDGET.



# EXPECTED RESULTS

# RESULTS + RECAP

## ANALYSIS

### ORGANIC EFFORTS

- **BOOST OVERALL COMPANY SEARCH ENGINE EXPOSURE**
- **UTILIZE THE STRENGTHS OF DIFFERENT SOCIAL MEDIA PLATFORMS TO BOOST VISIBILITY**
- **PARTNER WITH SIMILAR ORGANIZATIONS (MOMMYSOTP, TAMPA BAY WEDDINGS)**
- **FIX AND IMPLEMENT LANDING PAGES**
- **WEBSITE FIXES**  
From the simple: changing to HTML5 semantic tags, implementing Adword copy into the site... To the involved: website redesign to a modern, responsive site.

### INORGANIC EFFORTS

- **QUICKLY BOOST USER TRAFFIC DURING EVENTS, PEAK SEASONS (SUMMER CAMP, WEDDINGS) BY ALMOST 40%.**
- **TARGET SPECIFIC USERS**  
From mobile users to users in specific geographic locations, to users with certain preferences, AdWords can put TBW content in front of an interested audience.
- **BUILD A DOMINANT POSITION IN KEYWORD RANKINGS FOR BETTER PRICES IN THE FUTURE**
- **IMPLEMENT ITERATIVE KEYWORD CAMPAIGNS BASED ON FEEDBACK AND DATA FROM THIS CAMPAIGN.**

### IMPLEMENTATION

- **TEST DRIVE AN ADWORDS CAMPAIGN - IT'S EASY AND INTUITIVE. (YOU CAN FIND OUT SO MUCH WITHOUT SPENDING A DIME.)**
- **MEDIA SPECIALISTS (INTERNS) MAY BE NECESSARY FOR SOME ASPECTS (SUCH AS SOCIAL MEDIA EXPERTS OR WEB MARKETERS)**
- **CREATE LANDING PAGES (BARNARD)**
- **TO CULTIVATE A MOBILE-FOCUSED AUDIENCE, LINK ADWORDS TO SOCIAL MEDIA SITES LIKE INSTAGRAM.**

### SUGGESTIONS

- **FIND THE BROKEN LINK ON THE NEWSLETTER OR BACKLINK (AND REPLACE WITH A WORKING LINK)**
- **CONSIDER REVISING THE NEWSLETTER WITH A MORE USER-FRIENDLY TEMPLATE. AFFORDABLE OUTSOURCING LIKE CONSTANT CONTACT MAY BE VIABLE, OR HAVING A MEDIA SPECIALIST CREATE A TEMPLATE MAY BE MORE COST EFFECTIVE LONG TERM.**
- **UPDATING THE SITE WITH THE LATEST MODERN STANDARDS WILL BOOST VISIBILITY IN SEARCH ENGINES AND LOOK GOOD FOR THE COMPANY PROFILE - BUT IT IS AN EXPENSIVE ENDEAVOR.**

# APPENDIX

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## TAMPA BAY WATCH

Tampa Bay Watch (TBW) is a non-profit organization located in the Tampa Bay area. They are committed to their organizational mission to restore and protect the bay through various clean-up events and educational programs.

### AUTHORS

Ryan Black  
Michelle Stallings

### DATA & PHOTOS BY

Tampa Bay Watch  
Rachel Arndt  
*TBW Communications Director*

TBW - Facebook  
TBW - Twitter  
TBW - Instagram  
Google Analytics

### ORGANIZATION ADDRESS

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