# **SeaAngels.org - Strategy Guide**

This strategy guide outlines the methods and courses of action we recommend be implemented into the Sea Angels website in order to assist you in achieving your goals. A charity focusing on the education and awareness of the detriments of litter requires a website that prioritizes this mission as the driving force behind the strategy in its construction. Our recommendations for the website are outlined as follows:

1. **Reorganization of Information Architecture**
2. **Redesign of Visual Brand Identity**
   1. **Logo Redesign**
   2. **Redesign of Brand Assets**
3. **Implementation of Responsive Framework**
   1. **Utilization of Bootstrap**
4. **SEO Optimization/Analytics**
   1. **Integration of Google Analytics**
5. **Further Social Media Integration**

1. **Reorganization of Information Architecture**

The present state of the organization of the information architecture on the Sea Angels website does not efficiently direct users towards the necessary information they should be immediately exposed to. We reconstructed the navigation of the website so that it prioritizes the key methods in which the Sea Angels achieve their goals. The primary methods of achieving their goal of encouraging environmental conservation among the local community lies in their Beach Clean ups and Educational Resources. Therefore, the first link in the navigation after the home button is a schedule displaying the date and location of the Beach Clean ups for that month. After the schedule link, an education link leads users to a page that provides educational information on the detriments of litter in the environment. The current education link in the navigation features too many drop down items for the user to make sense of. Our updated education tab summarizes this information to one page in order to highlight key points and therefore prevent the viewer from being overwhelmed with content. The following navigation link, “ About Us”, aims to provide the user with a more thorough look the Sea Angels and how they go about achieving their goals. Then finally, a contact page links the user to a page displaying a simple contact form the user can utilize in order to get in touch with the Sea Angels. Overall, this reorganization of information removes a lot of unnecessary pages and links and provides the user with an overall smoother and much more informative user experience which serves to increase the chances of motivating the user to get involved.

**B. Redesign of Visual Brand Identity**

The Sea Angel’s site currently utilizes outdated and unprofessional design techniques. Pixelated images, borderline archaic font choices and outdated text animations lower the website’s credibility and caliber of professionalism. The layout of the website, a cluttered grid exhibiting flashy and unflattering text succeeds in overwhelming reader with information and fails in keeping the website clear and focused.

A modernized brand identity with corresponding web elements will keep the business afloat in terms of modern web standards. Redesigned brand identity assets include:

**Logo/Logotype**: Incorporating a custom wave design into the logo also made for a sleeker design which improved upon the reflected dolphin icon the logo originally had. Redesigning the logo with elements that are arranged with more fluidity and harmony do much to improve the appearance of the brand and allows marketing and promotional materials such as business cards and t-shirts to appear much more aesthetically pleasing.

**Color scheme**: Specific colors were purposefully chosen in order to set the tone for a beach theme. Blue was chosen as the accent color both because of its innate association with the ocean/cleanliness and the fact that it is not too intense on the eyes which provides for a reading platform that is favorable to the user. Yellow was chosen as the accent color as it works in conjunction with blue to evoke the tone of sand/the beach in order to further push the tone of the seaside. Keeping the colors and the font choice casual was done purposefully in order to appeal to a young, active audience, which is the main demographic of the Sea Angels.

**Fonts:** Swapping an outdated script font for a clean, yet casual bold sans serif font improves the legibility of the company name and modernizes the brand.

These new assets will maintain a consistent brand identity, with elements designed in relation with the brand and one another.

**C. Implementation of Responsive Framework**

Utilizing a framework such as bootstrap in order to make the SeaAngels website responsive will further aid in modernizing the website and making it more accessible to mobile users. According to smartinsights.com, over 20% of Google searches are performed on a mobile device. With mobile internet use skyrocketing, failure to accommodate your website to mobile users is cause for a potential loss of business. The Sea Angels website needs to be able to adjust to various degrees of screen dimensions or, according to smartinsights, there is a is a 61% chance users will abandon SeaAngels for another website. Incorporating bootstrap will also play a huge part in Search Engine Optimization. Google is now ranking websites that are responsive higher in search results on mobile devices. A lack of strong mobile presence reduces the chance of success against competitors in terms of SEO rankings.

**D. SEO Optimization/Analytics**

Optimizing a website for Search Engines is critical for any modern website. We recommend utilizing several techniques in order to make the SeaAngels website more SEO friendly.

These techniques are:

1- **Increasing keyword density within the content.**

Keywords such as “beach”, “ocean”, “SeaAngels”, and “litter” should be consciously placed within the headings, paragraphs and body content of the site in order to maximize potential of being reached by search engine crawlers and increase rankings.

2- **Removing unnecessary/duplicate content.**

One of the main detriments to the original Sea Angels website was the overwhelming amount of information and links provided by the site. The act of eliminating unnecessary content proves necessary not only in the effort to keep users focused, but to keep search engine crawlers focused as well. Merging webpages and the removal of non-critical information makes it easier for search engines to sort though content, effectively improving rankings for the website.

**3- Setting up SEO Monitoring**

We created an account for the Sea Angels on google analytics in order to monitor, measure and collect metrics related to the site. The information provided by this google analytics account will serve as a measure of the effectiveness of the marketing techniques utilized by Sea Angels. These metrics will also serve as data with which future business related decisions can be based off of.

**E. Further Social Media Integration**

Social Media can be leveraged to serve as a very important tool in the success of a business. While the Sea Angels have already realized the potential of Social Media as a marketing tool, certain measures can be applied in order to take their social media presence to the next level.

Moving the social media icons from the footer of the page to the navigation increases the exposure of the social media accounts utilized by the Sea Angels. The facebook and instagram pages are actively used and therefore serve as an excellent way to keep followers updated and to increase the Sea Angels reach. Considering Sea Angels is a charity, demonstrating a more personable, transparent view of the company can serve to provide a better sense of trust among the potential volunteer and the organization. A general lack of transparency among charity organizations has generated a mistrust amongst them and the general public, therefore it is important to make an effort to avoid this stereotype. Generating content on these social media accounts that serves to profile the individual key members of the Sea Angels organization is an effective way to deter this stereotype. Who are the people behind this business? Where are they from? What do they do? Giving the user insight into the dynamics and personality of the key players will encourage and motivate them to participate in the efforts of the organization. The posts can consist of general information profiling individual members and their relationship to Sea Angels. Information such as their name, occupation, hometown, role in the organization, and perhaps some trivia about them in order to add personality to the profile.

We believe in the importance of the mission of the Sea Angels and worked hard in order to conceive these strategies. The proper implementation of these suggestions can serve to motivate the public to get involved and allow them to recognize the organization’s complete offering.