CONTENT STRATEGY PLAN

Prepared by: Lindsay Bundrick, Maria Ktoan, Conswalia Green, & Treasa Johnson

Instructor: Dr. Getto

Executive Summary

Dear Mr. Peralta & Mrs. Miller,

Our recommendation report contains three reports: a content strategy plan, content audit, and SEO audit of your website amexcan.org. Each report was done on a different aspect of your website.

Content Strategy:

The content strategy plan placed importance on your social media presence along with how to use the most of social media. The recommendation is to add social media post to your calendar as a daily task. We included a schedule that would be helpful to follow.

Content Audit:

The content audit looked at your website and how it was functioning compared to other websites with the same goal or audiences. Our recommendation is to improve: Visuals design, Page layout, Color scheme, Images and their quality, font, size, and colors and Mobile compatibility. We provide recommendations on how to improve and updated the above.

SEO Audit:

The SEO audit looked at keywords and how often your website showed up in search for the information given on your website. Our recommendation is to add keywords to your website that one might search on Google. This will help bring traffic to your website.

We have compiled our recommendations for you in this report. Please feel free to contact Dr. Getto should you have any questions or concerns.

Thank you,

Sincerely,

Team 3

Lindsay Bundrick-Project Leader

Maria Ktoan- Editor

Conswalia Green- Content Specialist/Research

Treasa Johnson- Research/Content Specialist

Table of Content

Content Strategy Plan

Prepared by:

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Content Strategy Plan

Introduction

Our comprehensive content strategy plan addresses your specific organizational goals and assists you in reaching your target audience. We have listened attentively to your concerns and devised a content strategy plan for you. In the development of our plan for AMEXCAN, we completed a thorough examination of communication channels (Facebook, Twitter, and Instagram) you have used in the past. We also compared your communication channels with three similar organizations in North Carolina. In addition, we reviewed and provided recommendations for your mobile design. This will ensure our Content Strategy Plan provides your organization with the most effective and efficient strategies for meeting your organizational goals. Our services will make your digital communication just as competitive as similar organizations in your local area and state.

This plan also provides details about the discoveries of our research under the goals, audience, and formula (evaluation of digital communication) headings. Under the "Recommendation" heading, we provide our suggestions for the headings noted above and include a To Do checklist to help you maintain and manage your website and social media. This checklist takes into consideration the time you have to commit to communication tasks on a daily, weekly, monthly, and quarterly basis.

Goals

In February, we discussed three goals for AMEXCAN's website:

- Provide a strategy for uploading pictures
- Make the site more accessible to an English-speaking audience
- Develop a plan to assist us with updating our website with a small staff of two people

These three goals are part of the foundation for our content strategy plan for AMEXCAN. They provide us with valuable information about your organizational needs and the support you will need.

- I will post photos to Facebook twice a week until I see an increase of 2 followers per week.

- I will alternate the responsibilities of uploading photos to Facebook on a weekly basis until a balanced work schedule is established for our small staff.
- I will add a photo of a featured volunteer to Facebook each week until I see 3 volunteers join our organization every month.

- I will create and distribute posters and flyers that target the English speaking community until I see 5 English speaking members join AMEXCAN every month.

Audience

Our subsequent phone conversations in March revealed a need to modify your social media presence to meet the needs of a broad range of constituents that span from young to old, educated to uneducated, and layman to expert. Your partnerships with local colleges/universities and other agencies and organizations increase the diversity of your audience. In addition, the *Promotoras y Promotores program* (Social Justice Meeting), your biggest initiative, puts activism and community involvement at the center of your organization which is in alignment with your mission. We understand that your vision is for everyone to work together to build and support a healthy community. Your organization strives to educate and mobilize community members to be leaders in their own communities. Our recommendations for your organization will help you reach your goals and fulfill your mission.

Young Professionals

- **Adult Professionals**
- **Looking to improve communication**
- **Looking to partner with AMEXCAN to help improve communications**
- **Latino Community**

College Graduates

- **Improving communications**
- **Looking for an opportunity**
- **Latino Community**

Adults

- **Latino Community**
- **Looking opportunities to better themselves**
- **Communication**

Non-College Graduates

- **Latino Community**

- **Opportunity to improve one self**
- **Communication opener**

Formulas (Evaluation of Digital Communication)

We completed a study of communication channels that you have used in the past. This was done in order to determine the most effective communication channel for your organization. In addition, this communication study involved an examination of three organizations that provide similar services in North Carolina. This comparative examination of three similar organizations helped us determine the most effective communication channel for comparable organizations in your service area. The findings of this study are shown in the chart below.

Social Media Presence			
	Facebook Followers	**Twitter Followers**	**Instagram Followers**
AMEXCAN	2131	744	0
El Pueblo, Inc.	3074	1663	414
Latin American Coalition	5615	1615	562
Diamante	1081	360	0

Figure 1: Social Media Presence of the 4

We have also provided a graph (see Figure 1) that shows the number of Facebook, Twitter, and Instagram users for El Pueblo, Inc., Latin American Coalition, Diamante, and Amexcan. This data shows the social media preferences of users affiliated with your organization and other similar organizations in your area and state. The graph of this data is provided below in Figure 2.
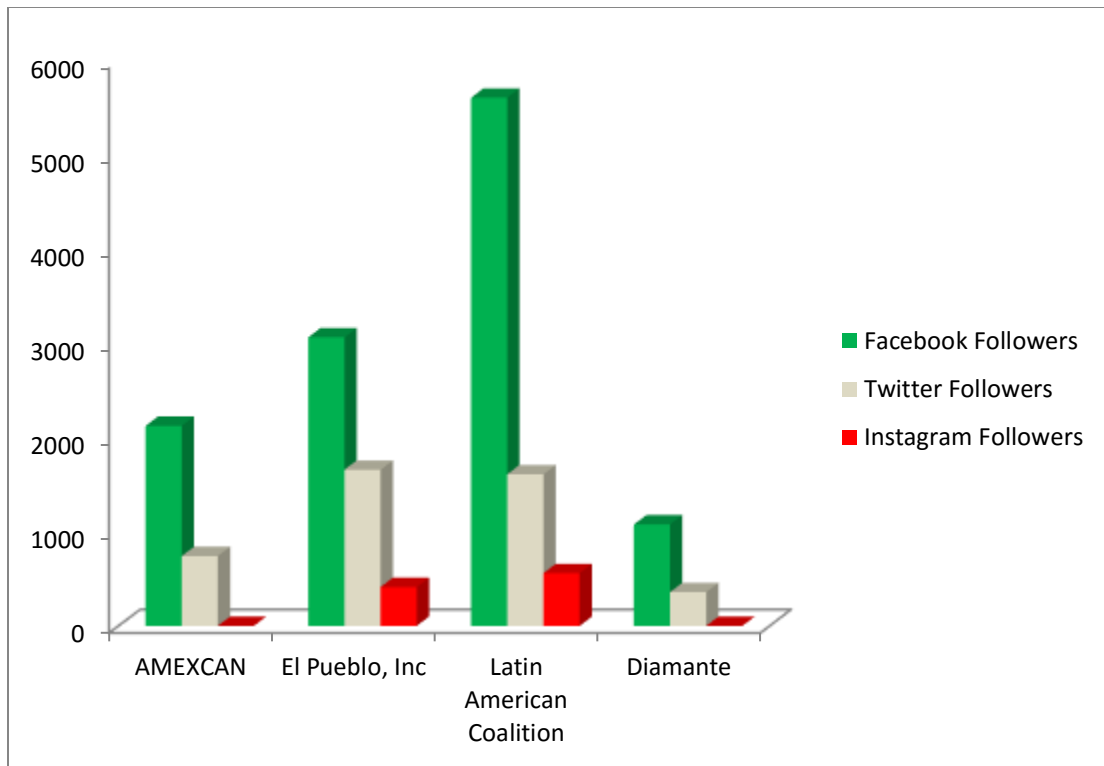
Figure 2: Followers for three Social Media accounts by AMEXCAN.

This data shows AMEXCAN has room to grow in the use of Instagram as a social media outlet to connect to clients. Similar organizations show a small number of users on Instagram. This data tel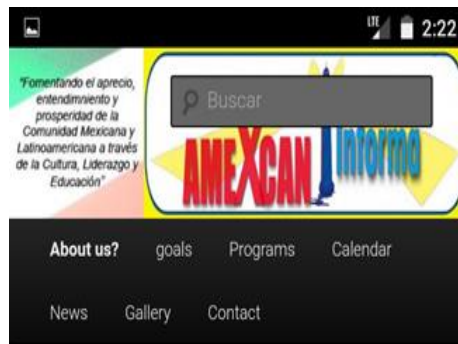ls us that Instagram is not one of the best socia media platforms for the demographics of this organization or similar organizations in your area. As a result, we must consider what the other social media platforms (Facebook and Twitter) can provide your organization in the way of photographic features and uploading capabilities.

Mobile Design

As we thoroughly examined every aspect of your website, we discovered an outdated homepage upon logging onto AMEXCAN's website from a mobile device. You will find a screenshot of the image below. The public service announcement and tabs represent the overall mission, but the image does not represent the goals or convert into actions. It does not show the work of your organization, the people you serve or the work provided in the community. This screenshot shows that the mobile device homepage is busy. For example, the search appears and covers up the heading. You need a focused design that

shows what you have to offer the community. You also need to strive for consistency with your website, Facebook, and other social media platforms.

Figure 3: Amexcan Mobile Website view.

In our examination of your mobile design (see Figure 3), we compared it to El Pueblo, (see Figure 4) Inc. They provide a simple mobile design that is aligned with their mission and goals. They use the word "youth" twice and provide the word advocacy as a tab choice. See the image below.

Figure 4: ElPueblo.org Mobile Design.

Recommendations

We recommend AMEXAN to include Google Analytics, Hootsuite, LinkedIn, and a To Do Checklist. Google Analytics is a great tool to monitor and track information about your target audience. Hootsuite organizes your social media accounts, LinkedIn provides you with professional connections to assist you with the growth of your organization, and a To Do Checklist helps manage and maintain your website and social media accounts. We also included recommendations for your website and Facebook. We encourage AMEXCAN to include a blog and web host.

Google Analytics

Your website does not provide any tools that monitor and track information about your target audience. As said previously, we recommend your organization install Google Analytics (Universal Analytics) or a similar tool to track page views, bounce rate, top landing pages, to exit pages, and popular content. Google analytics will give you an overview of your online audience. Google analytics has a very easy set-up that is manageable for a small staff team. In addition, Google analytics sends suggestions about how to access a variety of audience data and improve SEO rankings. Our SEO Report indicated a need for a better leverage of key words and search friendly content. You can also link a Search Console account to Google analytics to determine whether your website is being found in Google Search. This will help you understand your search

traffic and make optimizations that help Google better represent your website. After you set up an account with Google analytics, you can select what you want to track. See image in Figure 5.
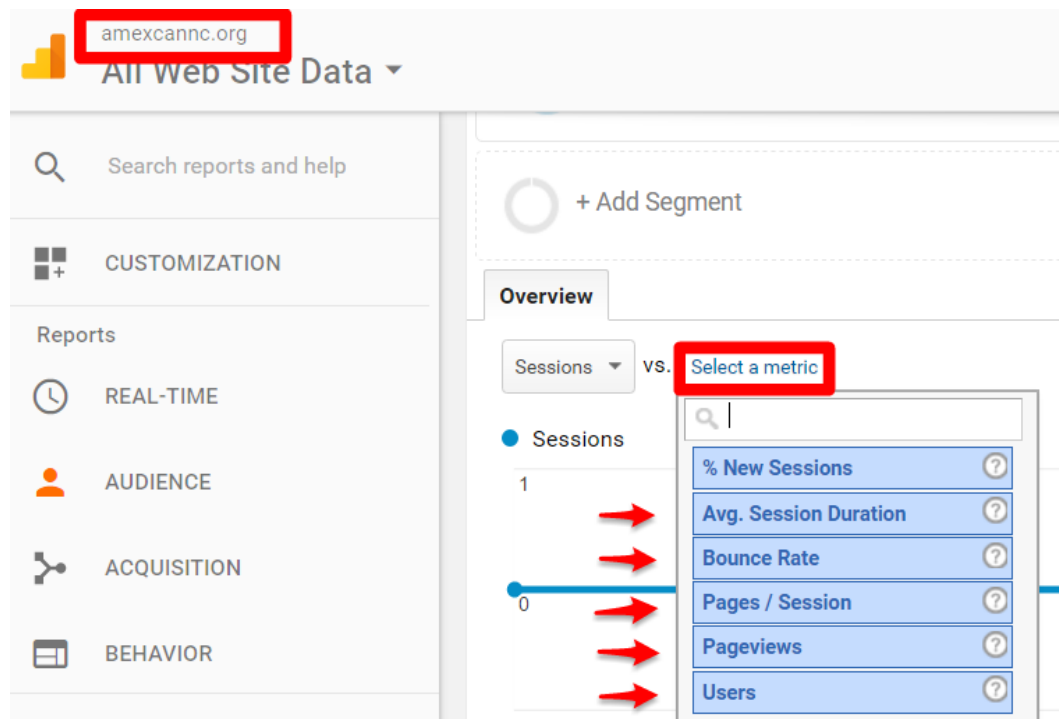
Figure 5: A website google search for AMEXCAN.

Hootsuite

We advise AMEXCAN to use Hootsuite to organize social media accounts in one place. This will address your concern about the time consuming process of updating Facebook and Twitter on an individual basis. It works with your WordPress website and offers a free limited plan that allows you to track up to three sites. This is a great choice for your organization. See the image in Figure 6 & 7.
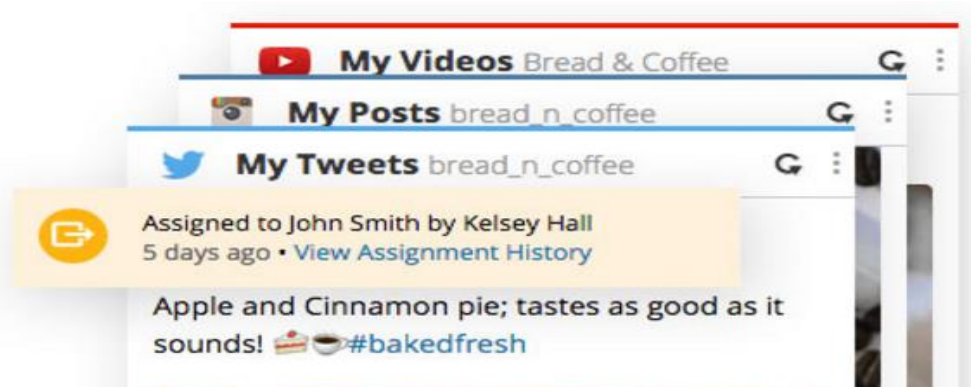
Figure 6: From Hootsuite Website.

3 social profiles

Manage up to 3 social media profiles in one place, all with one password.

Basic analytics

Track follower growth and see which content resonates with your audience.

Content scheduling

Save time by scheduling content to post throughout the day or week.

Figure 7: from Hootsuite website.

Website

AMEXCAN needs a simple and consistent information architecture that is consistent with its mission. You can use photos of current events to achieve this goal. Latin American Coalition (LAC) and El Pueblo are two organizations that are effective in this area. Restructuring your information architecture will help reflect your goals.

You also addressed concerns about attracting more English speakers. We propose that you provide two prominent buttons or tabs for English and Spanish speakers. This means they are not focused on the minority non-English or non-Spanish speaking individual.

Facebook

There are several Facebook pages that need to be removed and a strategy needs to be put in place to retain and attract new audience members. This will help you reach your goals by increasing your exposure and eliminate extraneous information from your website and Facebook page.

AMEXCAN is missing some photos such as the one below. The picture in Figure 7 is on the Facebook page but not on the website. This picture can be used as a background

picture. The program that inspired this photo is in line with your organizational goals and objectives.

Figure 8: Picture from AMEXCAN website.

We strongly encourage once more, to remove the extra Facebook pages. AMEXCAN has 13 in total. We have provided an image of 4 of the 13 Facebook pages in the results column for AMEXCAN (see Figure 8). The main Facebook page has over 2,000 followers. When you total all 13 Facebook pages, you get a total of 3,490 followers. This information does not provide a clear picture of the number of people who visit the homepage or other areas of the website. It indicates a missed opportunity to consolidate audience data. In addition, we are not sure if your followers are finding inaccurate or out-of-date information.

Figure 9: AMEXCAN's Facebook Pages.

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The next chart (See Figure 10) shows the followers for the 12 additional FB pages. The first 3 are reflected above.

350
97
112
284
772
94
171
457
259
464
120
310
Total
3490

Figure 10: AMEXCAN Facebook followers for all pages.

In addition, we recommend you have a plan for backing up your website to an external source. We suggest using the UpdraftPlus Backup/Restore plugin for WordPress which automatically backs up to Google Drive. You must also keep track of hosting information and WordPress. We suggest exercising caution in providing this information to interns and other temporary staff in your office. This will protect and secure your valuable information.

Blog

In addition to your social media accounts, we recommend that you include a blog for your website as a communication tool to ask for donations.

Website Host

You currently use WordPress. We suggest you acquire a hosting company for your website. In the chart in Figure 11, we have provided a list of good hosting companies that are compatible with WordPress.

Website Hosting Companies
http://www.dreamhost.com/
https://www.godaddy.com/
http://www.bluehost.com/
http://hostgator.com/

Figure 11: A list of hosting companies.

LinkedIn

We recommend that you join LinkedIn to make professional contacts with similar individuals and organizations. This will help your organization grow.

Social Media Formulas:

Social media is an area AMEXCAN needs improvement. Using platforms like Hootsuite will make it easier for the organization to keep all their information and social media up to date. Currently AMEXCAN has:

- Facebook
- Twitter
- Website
- WordPress

Using social media will help your reach. Some of the other social media accounts you currently don't have that would be beneficial are:

- Hootsuite
- Instagram
- LinkedIn

For a post to a social media account one should:

Start off with something that will catch the audience's attention as they scroll through their social media pages. Most will be doing this on the phones, so maybe something like a video or a picture would be helpful. Make sure to link back to the AMEXCAN website, so that audiences know where the information is coming from.

Blog Formulas:

Currently AMEXCAN does not have any blogs. These would be helpful to help bring light on to what you are your team are trying to do. Having a blog that is updated regularly will keep your users current on what is going on. When doing a blog make sure catch the users' eye. This can be done by creating:

- A catchy title
- Tell an update or something that will bring users in
- Give them the information you are wanting them to have
- Add in a link to social media accounts and website

Email Formulas:

Emails are written like blogs but in a form of an email where only the person who is sent the information can see it. So follow the same format as blog formulas:

- A catchy title
- Tell an update or something that will bring users in
- Give them the information you are wanting them to have
- Add in a link to social media accounts and website

To Do:

- With a small staff, your time is very limited. As a result, you will not have large amount time to devote to communication-related tasks. Maintaining current content information is essential to reaching your target audience. You must have updated information about events and programs that you are sponsoring in the communities you desire to reach. The best way to manage and maintain current content is to use a To Do Checklist to complete these tasks. We have provided an example of a To Do Checklist that we would create for you with a contract of our services.

To Do List:

Daily, Monday-Friday
- Check Hootsuite
  - Facebook
    - Check Messages, Post
  - Twitter
    - Check Messages
    - Retweet Tweets
    - Check Messages
  - Instagram
    - Like Photos
    - Check Messages
  - Linked In
    - Connect with others

Every Monday, Wednesday, and Friday
- Update Twitter with a Tweet
  - This Tweet could be anything that you want to bring attention to
  - Or add in something fun for your users to do
  - Just interact with your followers

Every Tuesday or Thursday, Saturday
- Update Facebook
  - Link your Twitter accounts Tweets
  - Add something new that you are working on
  - Add information that could be helpful

Every Tuesday Night
- Update Blog
  - Blog about something new or happen that week
  - Add pictures of an event that week
  - Interact with followers

Every Friday
- Check LinkedIn
  - Connect to new people
  - Add people to your community

Every Wednesday
- Take the blog from Tuesday
  - Connect to Social Media Accounts
    - Facebook
    - Twitter
    - LinkedIn
    - Hootsuite
    - Website
    - Word Press

Final Point

Our final recommendation is that you find ways to use your access to 3-4 interns to help you manage and maintain your website and social media presence. Designate some specific tasks to your interns that will assist you in meeting your organizational goals. If you have interns assisting you year-round, use their services to alleviate the demands on your limited staff. I also suggest you tap into your partnerships with various local colleges and universities in your area. There are many students who need experience to prepare them for the real world.

Also keeping this information in one place helps when login in and updating the information.

Login Information and Accounts

The following information is the login information for the website carried by AMEXCANNC.ORG.

Social Media Accounts:

Hootsuite
URL: https://hootsuite.com/
Username:
Password:

Twitter
URL: http://twitter.com/[YOUR HANDLE, e.g. guiseppegetto]
Username:
Password:

Facebook
URL: http://facebook.com/[YOUR ORGANIZATION'S ACCOUNT OR PAGE]
Username:
Password:

LinkedIn
URL: http://linkedin.com/[YOUR ORGANIZATION'S ACCOUNT OR PAGE]
Username:
Password:

Gmail / Google+
Gmail URL: http://gmail.com
Google+ URL: https://plus.google.com/u/0/[YOUR ORGANIZATION'S PROFILE NUMBER]
Username:
Password:

Website

[Hosting Company]
URL:
Username:
Password:

WordPress
URL:
Username:
Password:

Professional Associations

ORG 1
URL:
Username:
Password:

ORG 2:
URL:
Username:
Password:

ORG 3:
URL:
Username:
Password:

Content Audit

Prepared by:

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Conswalia Green- Content Specialist/Research

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EXECUTIVE SUMMARY

Association of Mexicans in North Carolina (AMEXCAN) strives to attract users belonging to the Mexican and Latino community in North Carolina. The organization serves as a cultural hub and a source for advocacy, education, health, and immigration. The overall purpose of the content audit of the website for AMEXCAN was to examine the components that are effective and ineffective in driving more target users to the site. The visual design components examined from the audit were page layout, color scheme, and image quality. The typographical aspects examined were the font color and size. The content style was compared to similar organizations with attractive design layouts with appropriate content and their ability to entice their target audience. The interaction design was also evaluated. The main focus of the content recommendations is to help AMEXCAN create a three dimensional site that draws more traffic and engage their target audience.

FINDINGS

AMEXCAN's website (www.amexcannc.org) needs updating, mostly in regard to visual design content and layout. It has the appearance of a blog with simplistic features. The site header is nonexistent and opens on the "About us" page. The user must look at the web address to know that they've landed on AMEXCAN's site. The site's visual and typographical features do not exemplify an example of modern web aesthetics. See Figure 1.

There is not a header that identifies the site as AMEXCAN only the web address.

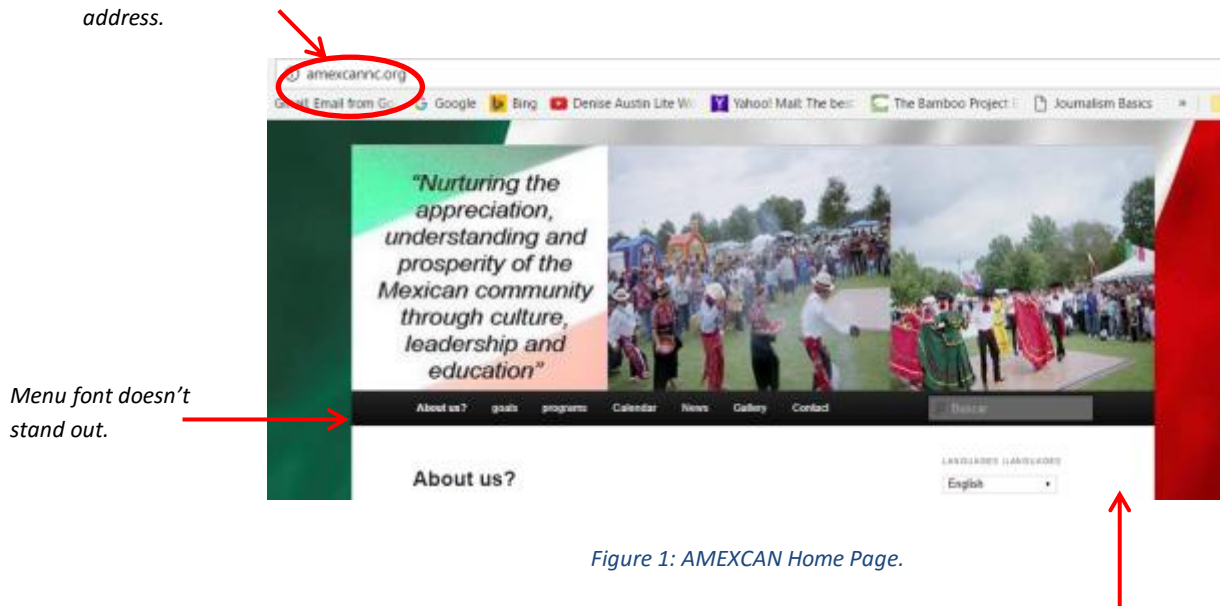

Menu font doesn't stand out.

Figure 1: AMEXCAN Home Page.

At full size photos are flat and out of focus.

The Homepage's purpose is to encourage the user to explore the entire website. Because AMEXCAN's website designers have not embraced updated web tools that could enliven the site with attractive photos and appropriate and updated content, it could make users and stakeholders question the current working status of the organization on and offline. The following are specific findings:

- When users land on the site, the menu, photos, nor the designs may encourage them to engage further to other pages.
- The category font on the information bar is white and distinguishable from the black bar, but it is too small.
- Many pages in the sub-categories in the menu have little content or the content is excessive. The Mexican flag, lined with bold green, white and red colors, is the background. It's key to the visual design because it is identifiable and may have symbolic value to the target audience. However, the colors, with the quote at the left of the photos together are too busy.
- Under the "Objetivos" tab, the section called "Cultura" has a completely different style of font size and color than the rest of the sections in the tab. It clashes with the title on that page.

- When searched on a mobile device, the website's visibility is not as clear. The formatting of pages is not user friendly.

RECOMMENDATIONS

The best quality about the AMEXCAN site is that there is an abundance of captivating information accessible; it simply needs to be streamlined and updated. Detailed recommendations are as follows:

- There isn't a header titled "AMEXCAN" on the main page and perhaps should be included. Most effective sites placed the organization's name in its signature font and colors on the top left or left of center such as with El Pueblo (http://www.elpueblo.org/) and Diamante Inc (http://www.diamanteinc.org/).

- For upcoming events, the header should be placed on the front page next to an accompanying photo that fits the event. The font should not be larger than the AMEXCAN header. AMEXCAN has this quote (translated from Spanish): "Nurturing the appreciation, understanding and prosperity of the Mexican community through culture, leadership and education" on the front page. It does not call the target audience to action or suggests the user to seek more information on other pages.

- Appropriate updated photos of upcoming events should be placed on the front page. In order for the photos to rotate, users must actively click through them, but there is no way the user will know that unless it's by accident. Photos should stream every couple of seconds. This would allow users to identify the photo and the appropriate updated content that is attached.

- Photos must be in focus. The Latin American Coalition Homepage is a perfect example of one with a color scheme that attracts the eye. It has appropriate and updated content that both informs and calls the target audience to action. See Figure 2.

Figure 2 Latin American Coalition site

The user can toggle easily from English to Spanish.

The header is placed prominently in signature colors and font.

This design uses modern aesthetics, updated content with images.

Key words are utilized to draw target audience to navigate for more information and to act.

- There are several pages where there is little or no usable/updated content. If AMEXCAN wants to add new information, it would prove beneficial so that users are aware of what events are taking place within the organization. There is also an option to have events placed on the first page and then the information can be linked from the home page. A calendar would not be needed if AMEXCAN decided to go with this option.

- When updating the website, it is good to do an update at least once a month. A recommendation would be to have a file where the information for the next month's update is located and from there it can easily be downloaded. Each month take events, photos, and other information and save it in the folder so that when it comes to updating the information it's all in one place. It would be beneficial for the organization to hire someone to run the website and social media accounts so that the information stays up to date.

- The side bar of tabs is unnecessary and adds to content clutter. Also on the side bar, there is content that is over three years old. If the information it were current, the visual of so much information would still be too busy. The side bar can contain tabs that require action with key words such as "Donate", "Vote", "Volunteer", and "Learn". See Figure 3.

The FOLLOW US images are easy to find.

These tabs require action from the target audience.

Figure 3 From El Pueblo, Inc's site.

- There is a list of fifteen language choices, and it can be reduced to English and Spanish since the target audience is primarily from the Latino community. The Latin American Coalition uses the choice of viewing the site in English or Spanish. See Figure 2.

- The website needs to be made compatible with mobile devices, such as cellphones or tablets. Mobile technology continues to increase in popularity. AMEXCAN needs to be accessible everywhere.

- The tabs should all be formatted the same in terms of font and size.

- Lastly, there should be a bold tab titled "Education", because it's a major service supported by the organization. The flyer on the "Jovenes" page (Youth page) looks like a standing flyer versus something updated that leads to a current event. For interaction design, a focus should be on deadlines and rolling enrollment dates for courses offered such as those at Pitt Community College, Mount Olive University, and East Carolina University with whom AMEXCAN has agreements. This information is on the site, but it must be searched.

- To add functionality the client needs to add tabs that lead the audience to the correct information they are looking for. Also, the "About Us" tab perhaps should be added as one of the last tabs on the site. In conclusion, adding a format that is not only appealing but functional will allow the audience to navigate the site better.

TAKE-AWAY

The AMEXCAN website's target audience will benefit with the changes we have laid out. Each change will improve the website and its functionality. After much consideration of AMEXCAN website there are a few things that need improvement:

- Visuals design
- Page layout
- Color scheme
- Images and their quality, font, size, and colors
- Mobile compatibility

Each improvement will help the client reach their target audience. Not having the right font or color scheme can distract from the purpose of the content and discourage the target audience from clicking to other pages. See Figure 4.

Figure 4 AMEXCAN website.

Selecting a larger font size and a signature font style and color has more impact.
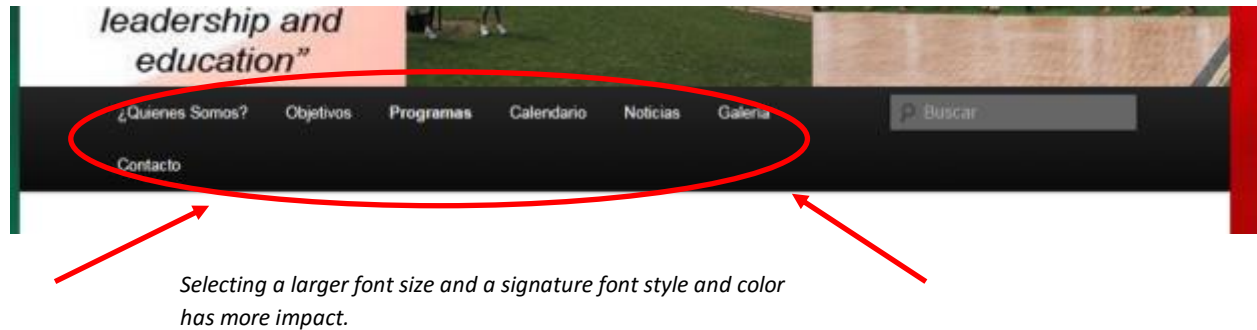
The page layout can be improved by moving sections and tabs and making them more cohesive; that would allow the audience to navigate the website better. Color scheme is what catches the eye of the audience. A simple, yet contrasting color scheme with bold icons would make the pages more impactful and would continuously lead the eye to key sections. The images posted must be of the best quality.   They must also pertain appropriate subjects that "speak" to the audience. Font can be a complicated matter when dealing with a website. The size and color need to be spot on. Making the color and size more cohesive will allow the audience to read and move through the material seamlessly. We believe with these changes, AMEXCAN will become even more successful with reaching their target audience, which can only benefit the organization overall.

SEO Audit

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EXECUTIVE SUMMARY

The purpose of the Search Engine Optimization (SEO) audit for the Association of Mexicans in North Carolina (AMEXCAN) is to come up with an online marketing strategy for the organization that will increase its ranking in online searches. Increasing the search engine ranking will bring even more credibility to the site and attention to a very well connected and respected organization such as AMEXCAN. The team examined each page of the website to evaluate traffic performance.

The report will highlight AMEXCAN's posting patterns that affect page rank and credibility in the following areas:

- Relevance
- Recentness
- Social sharing

With the SEO audit, the team chose organizations that do similar work with the Latino community in North Carolina. These organizations also use their websites effectively to communicate with their target audience. For example, The Latin American Coalition site is an example to show how back-linking (incoming links to a website) can increase traffic to an organization's website.

Based on our audit, we made recommendations to AMEXCAN that will help create an online marketing strategy and will increase their site ranking from the major search engines: Google, and search engines like Bing and Yahoo, which we do not focus on in this report. As a result, this will increase the traffic from their target audience. The recommendation is based on key elements:

- Identifying the best keywords
- Choosing quality content
- Link-building strategies (SEO technique that increases the number/quality of sites that link to your specific page)

Each element adds something that will help with the traffic of the audience that AMEXCAN wants to bring to their website. Identifying the best keywords will show what people will be searching for and how they can add these keywords to their website to bring in the target audience. Choosing quality content will make the website look more professional and cohesive. Link-building strategies will bring in the target audience with key searches.

TERMS	DEFINITION
Keyword	Words related to an organization's content and their target audience.
Key phrase	Made up of multiple key words in a search engine.
Short tail keyword	Search usually containing one word.
Long tail keyword	Search containing four or five words that is very specific.
Search volume	The frequency of searched keywords.
Competitiveness	Competition of similar keywords among different organizations.
Meta tag	Tags placed within the head section of your code that helps define the contents of a webpage.
Meta description	A tag that provides search engines with a short description about the content on the page.
Algorithm	A process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.
Search Engine	A software system used to identify items in a database that correspond with keywords or characters specified by the user.
Keyword density	The percentage of times a keyword or phrase appears on a webpage compared to the total number of words on the page.

FINDINGS

Key Words:

AMEXCAN is very clear about who their target audience is due to the present content. The question is how will AMEXCAN's target audience find them with all the available sources geared towards the Latino community on the entire internet. A look at individual pages from AMEXCAN's website shows that the content may not be recent enough to increase page ranking.

The organization's website address is posted on its social media pages, but once a person clicks the link the person will find information that is not up-to-date. A link-building strategy could enhance audience engagement. The social media presence is dominant, especially Twitter, but there are not any links to recent posts to a site page that has relevant information. Also, through a quick Google search, the results show that AMEXCAN has programs with the major colleges in the area such as ECU and Pitt Community College. However, such reputable sites like www.ecu.edu presently does not link back to http://amexcannc.org.

We first studied AMEXCAN's usage of keywords in its content and compared it to that of similar sites. One such site is latinamericancoalition.org (Latin American Coalition). We chose nineteen keywords and key phrases that could increase page ranking using the SEO Book's Keyword Tool (See Figure 1). The broad terms and phrases are as follows:

Keywords
Immigrant advocacy services
Immigrant families
Immigration Advocacy Organizations
Immigration Advocacy Organizations North Carolina
Immigration and Human Rights
Internships in Mexico
Latin American
Latin American Culture
Latin American Culture North Carolina
Mexican Culture North Carolina
Mexican Immigrant
Mexican Latin American Education North Carolina
Migrant families
Migrant Health
Migrant Health North Carolina
Migrant Rights
Migrant rights organizations North Carolina
Migrant worker rights
Which organization worked for the rights of migrant farm workers?

Figure 12: The Keywords that were used in the search

We performed a search to find the http://amexcannc.org homepage by Googling the organization's well-known abbreviation. Google brings up a link to an outdated blog that is on page five (see Figure 2). Using "amexcan" or "amexcan nc" gave almost identical results. On page one, is an AMEXCAN site created by ECU, however it is not the official website. This page is very likely ranked number one because it is linked to a trusted domain, which is ecu.edu. The result listed second is the Facebook page, which, as mentioned before, is constantly being updated with recent information.
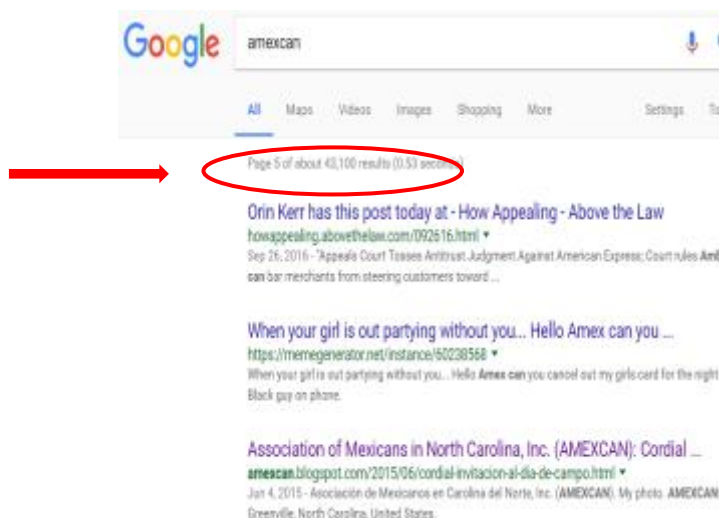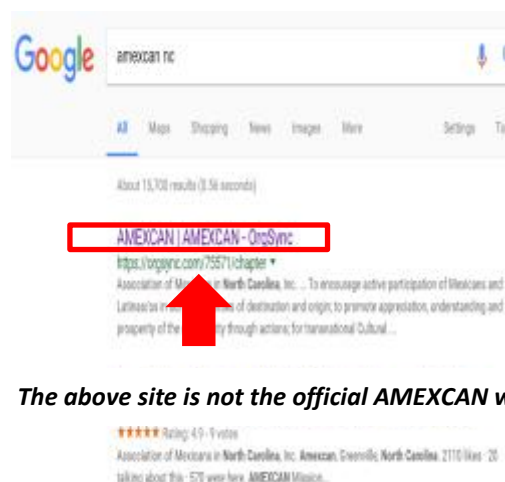
Figure 13: http://amexcannc.org has a low page rank.

The above site is not the official AMEXCAN website.

Figure 14: http://amexcannc.org is not ranked on page 1.

A similar search using "Latin American NC" ranked the Latin American Coalition numbers one and two (See figure 4). AMEXCAN is just as active in the community as this coalition, if not more, however www.latinamericancoalition.org applies the most important strategies that have resulted in the highest ranking in Google.
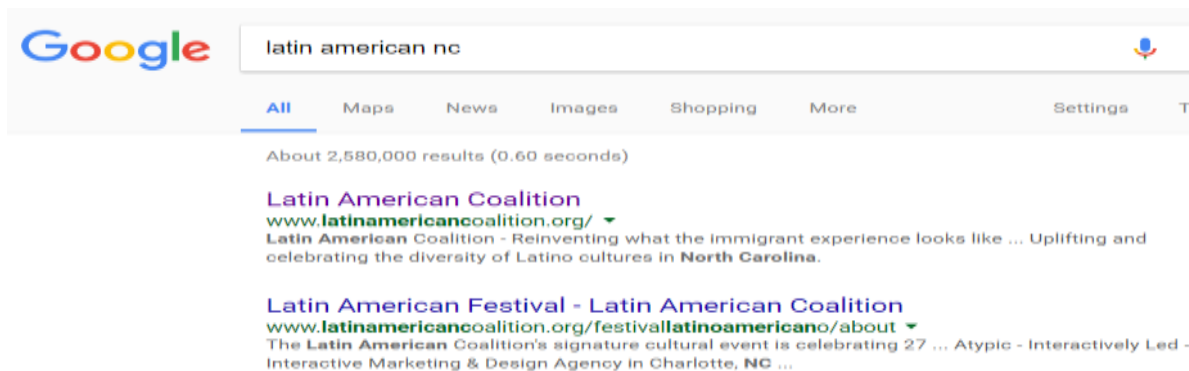

Figure 15: Latin American Coalition is ranked at the top.

Looking at keyword usage, the Education page under the Programs tab was reviewed. The keyword is *Education*. Not only is the page title *Education*, but it also appears as the description (also called meta description) education/AMEXCAN for the URL: amexcannc.org/blog/quienes-somos/262. It is the title for the heading (H1) as well. The term *Education* is very general, would draw more clicks, and increased page rank with more precise keywords that target the Mexican community specifically.

Figure 16: The Education page.

A couple of points that are affecting AMEXCAN's page ranking and therefore interest to their website are:

- Content quality
- Recentness

AMEXCAN does amazing and very important work with the Mexican and Latin American community; however, their best work is not being translated into content. Keywords nor key images are being targeted and are getting strategically placed on site pages. Recent 2017 content has not been entered. On the other hand, the most recent entry is a duplicate. See figures 6 and 7.


Figure 17: The above photo appears on two pages: About Us and Noticias.

Figure 18:This post appears on two pages: Cultura and Noticias.

In addition to duplicate images and posts there are pages that are blank. When a person clicks one of the pages, there is not any content available. Under those links is the heading and the banner that contains similar photos on each page. The following pages are experiencing these issues:

- Promoter's Network
- Educational forums Health
- Leadership Forums
- Consultative Advice
- Community Partners
- Leadership Courses
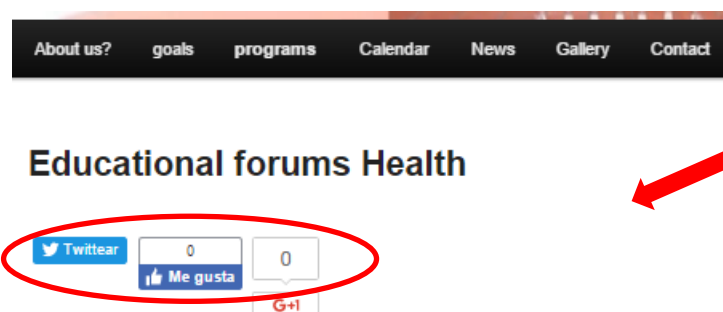
**Figure 8** This is one of the four blank pages under the programs tab.

This is one of many pages that does not have any social media shares.

Figure 19: This is one of the four blank pages under the programs tab.

Link Building

To find up-to-date content AMEXCAN's target audience can find it on Facebook and Twitter. Facebook ranks number two in a google search (see figure 3). The media contact with the

organization is already using social media regularly, but presently there are not any successful back-links to http://amexcannc.org because the updated content on Facebook and Twitter does not coincide with the content on the site. The twitter page has a steady flow of followers as well as up-to-the-minute tweets.
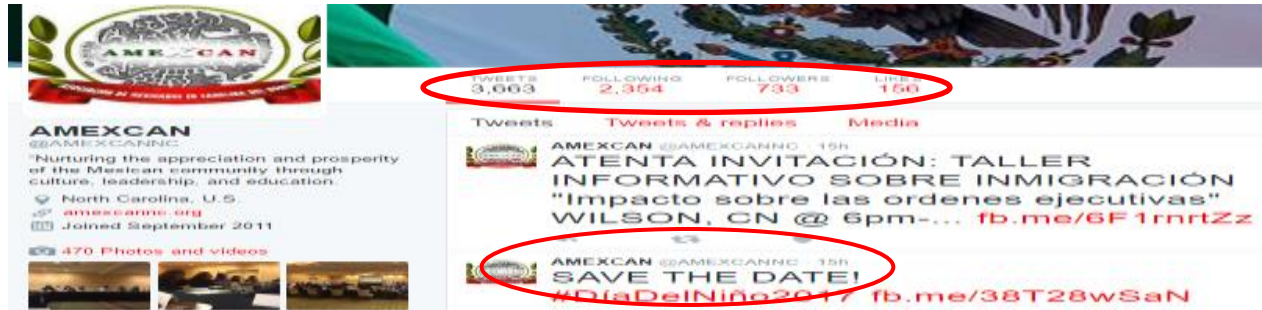
Figure 20: The AMEXCAN site can link their Twitter page and benefit from the recent content and the frequent followers.

A final observation about linking that is affecting page rank by the search engine is not using the connection the organization has with the local colleges and universities. AMEXCAN often has programs and special events that are jointly hosted by Pitt Community College, Mount Olive and East Carolina University. From a Google search the target audience will have to know which keywords and phrases to search to locate the domains. For example, among a host of community building programs, AMEXCAN partners with ECU to offer a summer internship in Mexico. This information is not on their website, but it is on the ECU foreign language and literature website. However, an opportunity for more traffic to go to the website is missed because when the AMEXCAN emblem is clicked, the route is to the Facebook page, not the website.
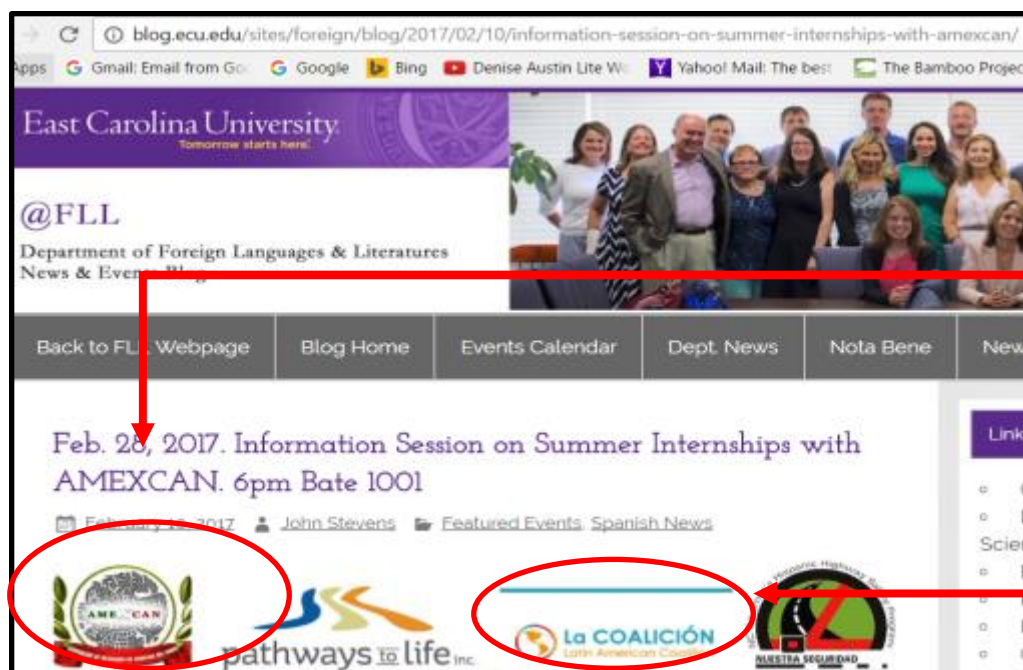
This page back links to Facebook instead of the AMEXCAN website.

The Latin American Coalition benefits from back-linking from ECU's site. Clicking the icon redirects to their website.

Figure 21:The AMEXCAN site can be back-linked from a trusted site such as ecu.edu.

TAKE-AWAY

There are a number of methods that AMEXCAN can use to optimize their website's search engine page ranking.

Utilize keywords and phrases in content

A list of eighteen terms has been provided in figure 1. The organization may have additional key phrases that they would like to use. The group can go to the free SEO Book's keyword Tool and their selected terms. This can generate a list similar to those searched in Figure 11.

Keyword	Monthly Searches	Daily Searches	Google	Bing / Yahoo!
which organization worked for the rights of migrant farm workers	576	19	16	3
migrant rights	48	2	1	0
migrant workers' rights	48	2	1	0
migrant health	108	4	3	1
migrant health services	60	2	2	0
internships in Mexico	60	2	2	0

Figure 22: All Keywords from http://www.seobook.com/

Create Quality Content.

AMEXCAN already has the content available on their social media sites such as Facebook and Twitter. The information can be written in detail on the website that use keywords and phrase, with a mix of general and more specific terms.

Update Content frequently.

Again, the content that is tweeted and posted on Facebook can be updated on the website.

Social Sharing

AMEXICAN has a strong social media presence, but presently the content on the website is not shared on the social media pages. The more the site increases in page views, the more clicks to quality content, the more the target audience will share that content on various social media.

Link-Building

There is prime opportunity to link to very trusted websites that have the domain address ending in *.edu* such as with partner schools like www.pittcc.edu. Having the site to back-link to AMEXCAN's website would be a bonus and would generate a higher ranking from Google, Bing, & Yahoo. To start this link-building the organization can create a list of the all sites that link to http://amexcannc.org. There are many small sites as well as those that have a huge reach in the community such as www.witn.com; The media group wrote about AMEXCAN as recently as last month (http://www.witn.com/content/news/ECU-students-host-wellness-classes-with-AMEXCAN-interns--412064073.html). From this list, the organization can start their link-building strategy.

Write with your target audience in mind.

AMEXCAN has a wealth of information spread out across social media and across the web. Their audience would appreciate the important content delivered on their site as frequently as they receive it on Facebook.

Link	Visual design notes	Typography notes	Content notes	Interaction design	Suggested Keyword For Page	Page Content Duplicate Content (y)	Duplicate Content and Duplicated From Which Page? (ALL FROM AMEXCAN)	Keyword Use the Page Title	Keyword Use the Page Meta Description	Keyword Use the Page Content (y)	Number of Ti Keyword Used Page Content
http://www.latinamericancoalition.org/	Color scheme (Yellow/ Blue/Red/ white)	The font color shows a high contrast with the background color of the site, which makes it easy to read.	Titles are easy to understand and explain to the user the information they will access with each button/tab.	Has effective calls to action, i.e. learn DIY digital marketing	Immigration Advocacy Services	N	The leave a comment box is at the bottom of every page of the website.	Y	N	Y	Advocacy - 2
http://www.latinamericancoalition.org/	Calls attention to what you want the user to do.	Headings are big enough to draw the eye to them first	Language used is economical: tells the user immediately what value they will get from it.	Provides users with different options: read, sign up, learn, donate			The language list is provided on every page.				
http://www.latinamericancoalition.org/	Images are appropriate. Images aren't too busy.	The title of the organization is small, but the white box brings attention to the organization's name.					The "blogroll" is listed on each page. This information is located on the right hand side of the website.				
http://www.latinamericancoalition.org/	They give a first impression of what the article's going to be about						The "recent logins" are provided on each page. This information is located on the right hand side of the website.				
http://www.latinamericancoalition.org/	The announcements flash to fast. This has a negative impact on the eye.						The "recent comments" are listed on each page. This information is located on the right hand side of the website.				
http://www.diamanteinc.org/	Color scheme (blue /purple) calls attention to what you want the user to do.	The font color shows a high contrast with the background color of the site, which makes it easy to read.	Titles are easy to understand and explain to the user what information they will access with each button/tab.	Has effective calls to action, i.e. learn DIY digital marketing	Immigration Advocacy Services	N	The "files" are listed on each page. This information is located on the right hand side of the website.	N	N	N	0
http://www.diamanteinc.org/	The blue color of the organization is visually plain and dull. It lacks visual appeal.	Headings are big enough to draw the eye to them first	Language used is economical: tells the user immediately what value they will get from it.	Work on the organization of the information of the bottom half of the website.			The "categories" are listed on each page. This information is located on the right hand side of the website.				
http://www.diamanteinc.org/	Images are appropriate. Images aren't too busy. They give a first impression of what the article's going to be about			Provides users with different options: read, sign up, learn			The "goal" is listed on each page. This information is located on the right hand side of the website.				
http://www.diamanteinc.org/				Move the social media links to the top of the page.							
http://www.elpueblo.org/	Color scheme (Red / white) calls attention to what you want the user to do.	The font color shows a high contrast with the background color of the site, which makes it easy to read.	Titles are easy to understand and explain to the user what they will get from each article.	Has effective calls to action, i.e. learn DIY digital marketing	Immigration Advocacy Services	N		Y	N	Y	Advocacy - 2
http://www.elpueblo.org/	Images are appropriate. Images aren't too busy. They give a first impression of what the article's going to be about	Headings are big enough to draw the eye to them first	Language used is economical: tells the user immediately what value they will get from it.	Provides users with different options: read, sign up, learn, sponsor donate							
http://www.amexcannc.org/	Color scheme (red/green/white) calls attention to what you want the user to do.	The font color shows a high contrast with the background color of the site, which makes it easy to read.	Titles are easy to understand and explain to the user what they will get from each article.	Has effective calls to action, i.e. learn DIY digital marketing	Immigration Advocacy Services	Y		N	N	Y	Immigration 4 Advocacy 2 Services 1
http://www.amexcannc.org/	Images are appropriate. Images aren't too busy. They give a first impression of what the article's going to be about	Headings are big enough to draw the eye to them first	The title of the organization is not at the top of the page. You must search for the name of the website.	Work on the organization of the information. It appear to follow straight column format							
http://www.amexcannc.org/		The box with the Spanish quote is harsh on the eyes	Language used is economical: tells the user immediately what value they will get from it.	Provides users with different options: read, sign up, learn							
http://www.amexcannc.org/				No social media links							