



Content Audit & Analysis

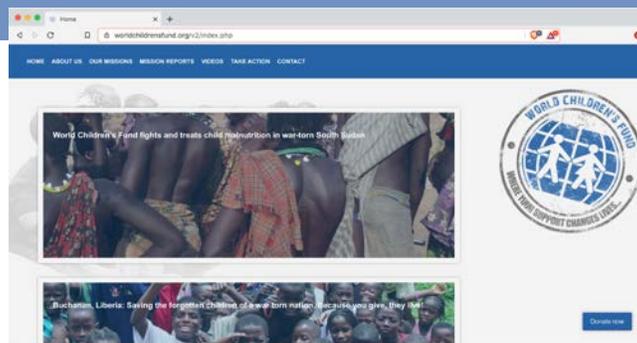
World Children's Fund

Overview

WEBSITE/ORGANIZATION

World Children’s Fund is a child welfare charity. The following is from the website:

“World Children’s Fund is a non-profit, non-governmental organization committed to helping children worldwide who are suffering the effects of poverty, disease, natural disaster, famine, abuse, civil strife and war.”



PROCESS

The research used [Screaming Frog SEO Spider](#) in compiling this report. It includes analysis for a representative sample of the site’s pages, including all the top tier pages. The report consists of a content audit and content analysis, which includes a competitive analysis.

FINDINGS

- The World Children’s Fund website is composed of 41 pages.
- Each page has a unique page title
- Every page has the same meta description—identical to the About Us page’s copy
- The site relies heavily on images, a total of 748.
- The site is intuitive to navigate
- World Children’s Fund social media presence is negligible
- The website is light on copy when compared with its competitors

Content Audit

META TAGS

Meta tags are snippets of markup that describe the content on a page. When describing a website, meta is short for metadata. This report focuses on the following two types of metadata:

- **PAGE TITLES** (title tags) are visible to website visitors; a page title is located in the tab on a browser. Search engines show the page title in the search results.
- **META DESCRIPTION** attributes are short snippets (or chunks) of text that describe a webpage. It also can appear in search results under the page title and when a page is shared on social media. Occasionally, search engines will override the meta description and supply their own.

Both page titles and meta descriptions impact how webpages are presented in search results and, ultimately, website engagement (visitor clicks on the links).

PAGE TITLES

- All 41 pages have unique page titles.
- The shortest page title is four characters, “Home.”
- The longest page title is 160 characters:

Garrissa, Kenya: World Children’s Fund intervenes in drought and famine ravaged regions and delivers boxes of hope- Humanitarian food relief near Somalia border

- The page titles are primarily descriptions. The site uses a convention of including a location (city and country) followed by a problem facing the community and what the World Children’s Fund intends to do or is doing.

Lusaka, Zambia: Food prices and poverty climb in Zambia. Children on waiting list to join WCF supported feeding program and school

GOOD PAGE TITLES

1. *Refugees and Orphans Thrive in WCF school—Tororo, Uganda*

Number of characters: 56

This page title is good because it has a who (Refugees and Orphans) a where (Tororo, Uganda) and a why (WCF). Including the charity's name, in this case, an abbreviation is important because it will tell web searchers which organization is helping refugees and orphans thrive.

2. *Maputo, Mozambique: Child-headed households thrive with WCF support.*

Number of characters: 68

Like the preceding example, this title tells web searchers that the World Children's Fund is helping child-headed households thrive in Mozambique. For a charity, this gives prospective donors a lot of relevant information.

BAD PAGE TITLES

1. *Home*

Number of characters: 4

"Home" may be what the page is from a website structural sense, but it doesn't offer any insight about the World Children's Fund or its purpose.

2. *Garrissa, Kenya: World Children's Fund intervenes in drought and famine ravaged regions and delivers boxes of hope- Humanitarian food relief near Somalia border*

Number of characters: 160

This page title is informative, but it is too long, more than twice the recommended length for page titles. Many of the site's page titles are longer than industry best practices.

META DESCRIPTION

All 41 of the pages have a meta description; however, it's the same for each page. The description is 433 characters, which is longer than the recommended length of about 150 characters.

World Children's Fund is a non-profit, non-governmental organization committed to helping children worldwide who are suffering the effects of poverty, disease, natural disaster, famine, abuse, civil strife and war. The heart and soul of World Children's Fund is YOU. Through the generosity of our partners and donors, we are making a difference. Together, we are changing the lives of the world's impoverished and suffering children.

The meta description is too long to be helpful. It will be truncated in search results. Having the same title on each page doesn't tell web searchers anything about the page's content.

SITE ARCHITECTURE AND NAVIGATION

The site's navigation follows convention. It has a top navigation and sitemap in the footer. The top navigation includes a couple of dropdown menus. Its top-level navigation consists of the following:

- About us
- Our Mission
- Mission Reports
- Video
- Take Action
- Contact

Many second-tier or subpages are linked via images that on hover (or mouse-over) white text description and blue overlay appear over the text. The roll-over effect also includes a pan on the still image (like the Ken Burns effect).



The site has numerous image sliders that are a little clunky. They don't use arrows. To cycle through the images, users need to scroll. The need to scroll makes it difficult to reach the bottom of a given page, for example, the [take action page](#).

TYPES OF CONTENT

The website uses text, images (including image sliders), videos, PDFs, and forms. The site relies heavily on visuals to convey its messages. For a small website, it houses north of 700 images.

Content Analysis

INTEGRATION

The World Children's Fund uses a good variety of content with an emphasis on visuals. However, it doesn't appear to have much if any footprint on social media. For example, it hasn't posted its videos to YouTube or similar video sharing sites.

WRITING

The writing on the website is professional and geared toward an educated audience who may have the ability and inclination to contribute.

DISTRIBUTION

The World Children's Fund distribution is lacking. As mentioned before, it has a negligible social media presence. The only easy place to find information on the charity is its website.

Competition Analysis

	<u>World Children’s Fund</u>	<u>Children International</u>	<u>Project Zawadi</u>
FEATURES			
ABOUT US	Yes	Yes	Yes
Contact Us	Yes (contact form)	Yes, under About Us or buried in the footer	Yes (contact form) located under information
Donate	Donate now button directs to Paypal. Take action page references emailing them.	Yes and has a “Give” button located in Top Navigation	Yes and has a “Donate Now” bottom in top navigation
Social Media	Facebook – dormant	Yes	Yes
Mailing address	Yes	Yes	Yes
CONTENT			
Writing Topics	<ul style="list-style-type: none"> • Community development • How they work • Health (e.g, nutritional feeding programs) • Disaster relief efforts • Mission reports • Founder’s story 	<ul style="list-style-type: none"> • Mission • How to get involved • Programs: health, education, empowerment, employment • Press releases • Stories from field reports • Messages from donors • Annual report 	<ul style="list-style-type: none"> • Programs for students, teachers and Schools • Mentoring • Teaching techniques • Annual report & financials • Blog posts about volunteers
Content That Works Well	Videos explaining the organization and what it does	<ul style="list-style-type: none"> • Ways to donate (e.g., AmazonSmile) • Donate to specific funds 	<ul style="list-style-type: none"> • Choice to apply a donation to a specific fund (e.g. teacher text books or Science club for students)
Video	Yes	Yes	No
PDF	Yes	Yes	Yes

MORE INFORMATION

- Children International is a humanitarian organization focused on helping children break the cycle of poverty.
- Project Zawadi is non-profit organization whose mission is partnering with communities, school, and teachers to support quality education for Tanzanian children and youth

TAKEAWAY

The World Children's Fund website is considerably smaller than the two competitors' sites included in the report. For context, Children International has over 57 thousand pages, and the World Children's Fund has 41. It contains less copy than the competitor sites. The website was easier to navigate than the competitor sites. The included copy is professional, and the videos allow viewers to grasp the charity's work quickly.