

# SEO Audit and Summary

## Objectives

The main objective will be to drive targeted traffic to the new website through social media interactions. We will do this by growing the Parks Foundation of Clark County's brand identity and visibility while promoting conversations, memberships, and overall interactions. Our objective meets the goals specified by the Park Foundation of Clark County.

## Hypothesis

It is our belief that through keywords, targeting and page optimization the Parks Foundation of Clark County and the promotions team will increase overall ROI for the website. This will be accomplished through link targeting, gaining leverage with community, SERP optimization, and overall site and social media accessibility.

## Procedure Outline

- Collection of keywords
- Audit of social media
- Analysis of competition
- Compilation of effective keywords in relation to brand and mission, in relation to effective targeting metrics

## Recorded Observations

### Keyword Performance

There are several current keywords that are performing well. Parks, sports equipment, dog park, Kiwanis park battleground, and volunteer park have received first to third in PageRank from Google. We will want to use these words, along with other important keywords, on the site as much as possible while still being relevant within the content for which they are used.

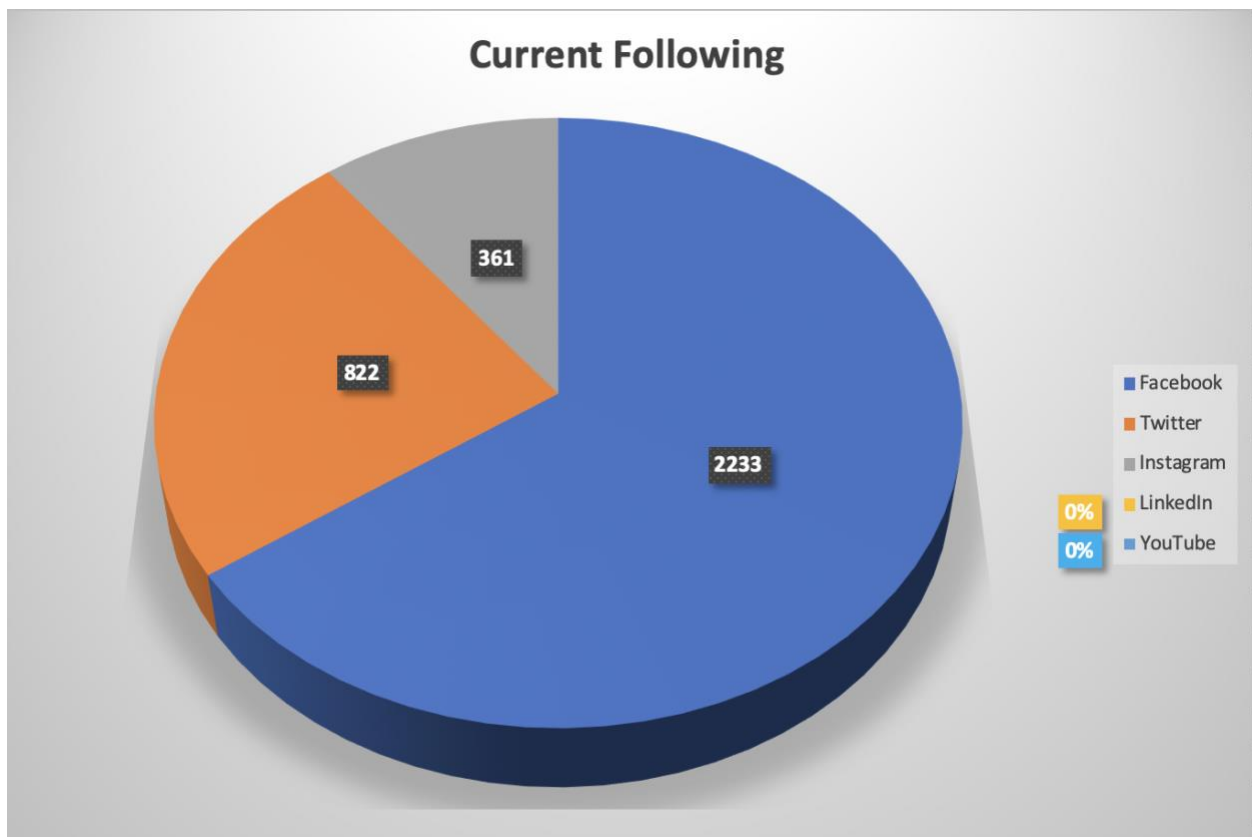
Google's new algorithm is topic focused, more than long-tail or short keywords. Keeping content topics full of relevant keywords will help with ranking. We have provided a spreadsheet with a list of optimized keywords, and have outlined which ones are highest in priority.

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### Inbound Traffic

Growing all social media channels and increasing awareness will be a great benefit to the Parks Foundation of Clark County. As these channels increase in audience, using that growing audience platform will help increase site traffic. There is no way to measure current site traffic, but once Yoast or Google analytics are implemented we can begin to measure growth.

The current social media channels are shown in the following table and demonstrate the Parks Foundation of Clark County's current audience.



### Site Page Optimization

The Web Dev will address site page optimization, things for the team to consider are based on SEO analysis:

- there were no H1 found
- no sitemap
- no alt image tags
- inlines CSS was being used

Addressing and remedying all of the aforementioned issues and elements will also promote online visibility and increase PageRank. Completing a competitor's comparison of cloud words

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shows that keywords can use some attention on the new website. Important words such as community, grants, and opportunities should show much more often than words such as “comment” or months of events.

### Links

Backlinks are important for boosting PageRank with Google. Getting these backlinks will in turn help with organic hits and online visibility. It is highly recommended to include backlinks from sponsors, donors, and other community members as much as possible.

Additionally, using the newsletter content and archive as a means to promote communication with the community will also allow backlinks, while providing crawlers a plethora of good information for ranking. Linking content from or to the newsletter on social channels will also create evergreen content and have favorable results.

### Site Crawl

Creating a sitemap that will allow Google to site crawl and then index the new website will greatly improve site visibility.

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### SEO

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Parks foundation	Park Foundation Memberships
Community grants program	Clark County Foundation
Clark County WA Community Opportunity	Free Events
Volunteer Clark County WA	Florence B. Wager Awards
Explore Clark County WA	Sports Scholarships
Getting Involved Clark County WA	Children Scholarships
Teen Events Clark County WA	City Volunteers
Family Events/Family Fun	Clark Volunteers
Memberships/Sponsoring	Clark County Community Recreation Grants
Local Parks Vancouver WA	Grants for city parks
Park Programs	Washington state parks
Park Events	Community Parks
Community Centers	Community Involvement
Community Building	Community Sponsorship
Safe Parks	Clark County Parks Membership
Best cities with parks	Community Programs
Clark County, WA	Community Sports grants
Support Local Parks	Community Recreation Programs
Support Local Trails	Recreation Grants
Community Events, Clark County	Dog Park Near Me
Local Events, Clark County	Sports Equipment Scholarship
Local Program, Clark County	Kiwanis Park
ADA Accessible Parks	Veteran Memorial Near Me
ADA Accessible Playground	

(most of these can be paired with Clark County or the respective city)

### Conclusions and Analysis

Positive Impacts will be measured through continuous monitoring of site traffic, reanalyzing effective keywords, and social media gains.