



INTERNET MARKETING REPORT FOR CRU AT UW-STOUT

<http://www.stoutcru.com/>

Analysis conducted by: Ross Curry
ross.curry@cru.org

August 16, 2018

EXECUTIVE SUMMARY

This internet marketing report is for the campus organization Cru at the University of Wisconsin–Stout, nicknamed Stout Cru. Stout Cru is a community of college students passionate about Jesus Christ, caring for each other, and having an eternal impact on their campus and the world around them. Stout Cru is a branch of [Cru](#), which is a worldwide Christian organization with a purpose of “helping to fulfill the Great Commission in the power of the Holy Spirit by winning people to faith in Jesus Christ, building them in their faith and sending them to win and build others; and helping the Body of Christ do evangelism and discipleship.”

Stout Cru’s website is currently gaining the majority of its traffic during the beginning of the school year (Sep) and primarily has only new users viewing the site. Traffic seems to be coming from incoming students and family members looking for a college ministry for themselves or their child.

This report is designed to look at the current status of the Stout Cru website and make improvements on their overall web presence. The primary goal is to increase the number of people interested in getting involved with the organization. Another goal is to have a good user experience for visitors.

Not only is this report trying to improve Stout Cru’s web presence, but hopefully it will be a beneficial tool for Cru staff all throughout the ministry. This report will be shared with local and regional staff of the ministry.

These changes can have many positive implications for the ministry. One obvious implication would be to improve the visibility of Stout Cru’s presence on the web. These improvements can also increase authority of the Stout Cru website. There can also be benefits to smaller ministries that do not currently have a website.

Some recommendations could easily be completed in under an hour while others could take many hours just to plan for. There are short-term and long-term goals included. Some easier tasks like adding or improving on certain tags could be completed within the current school-year. Some tasks like planning for video creation may have completion dates to be before the next school-year (depending on human-resources). The task relating to restructuring websites locally or regionally may not even be able to have an expected end-time due to limited human-resource factors. Progress on that task could start during this school-year, the summer, or even next school-year.

CURRENT DATA

This section will touch on the current data of the Stout Cru website including overall traffic, search engine traffic, direct traffic, top channels, top sources and mediums, average time on site, and bounce rate. The “past 90 days” is the date range of Aug 21, 2016 to Nov 19, 2016. The “year over year” includes data from the past 2 years which is the range of Nov 19, 2014 to Nov 19, 2016. From looking at this data, we can see how users have been interacting with the website.

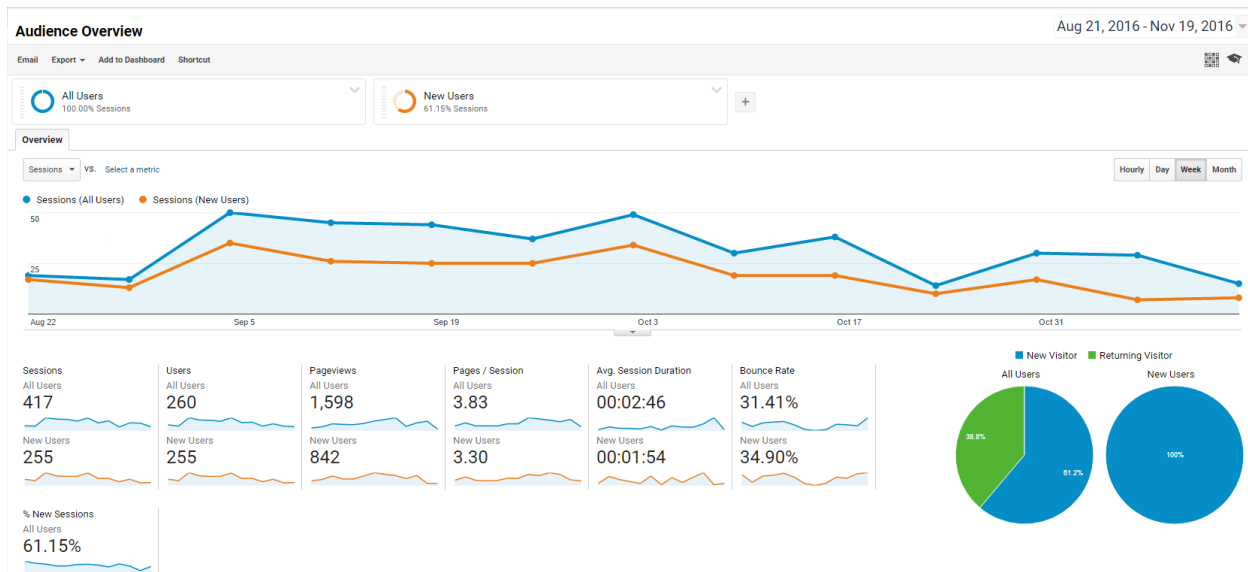
Some key terms:

1. **Google Analytics (GA)** – Software used to track information about website traffic. This is the tool used to gather analytics on viewers of the Stout Cru website.
2. **Target Audience** – The people you are putting your marketing efforts towards.
3. **Turnover Rate** – The rate of new people coming in to existing people. A high turnover rate is a rapid number of new people coming in.
4. **Call To Action (CTA)** – Something that you want the user to do. For example, clicking the “like” button on Facebook or clicking on a “subscribe” link/button.
5. **Sessions** – One total visit to a website. If a user comes and views multiple pages and then leaves, that would count as one session with multiple page views.
6. **Users** – Visitors to the website
 - New Visitor – First time visitor of the website. One person could count for several users if they are viewing the site from multiple devices.
 - Returning Visitor – A visitor that has been recorded coming to the site in the past.
7. **Pageviews** – Total number of pages viewed.
8. **Pages / Session** – The average number of pages viewed per session.
9. **Avg. Session Duration** – The average length of a session.
10. **Bounce Rate** – The percentage of single-page visits. This means that if a user only views one page and then leaves, the bounce rate would be 100% for that user. If a user views multiple pages, their bounce rate would be 0%. So, the Bounce rate percentage would be an aggregate of all users. A lower bounce rate is typically good.
11. **Landing Page** – The first page a user visits.
12. **Channels** – The way a user gets to a website.
 - **Organic** – This would be through a search engine such as Google.
 - **Direct** – This would be typing a URL directly into your browser.
 - **Social** – This would be a link from a social media page such as Facebook.
 - **Referral** – This would be from an external site linking to your website.
13. **Sources** – Similar to a channel, but more specific, this is the way a user gets to a website such as through Google, directly, Facebook, or an external website.
14. **Mediums** – similar to a channel, this would include organic, none (directly), or a referral.

Traffic:

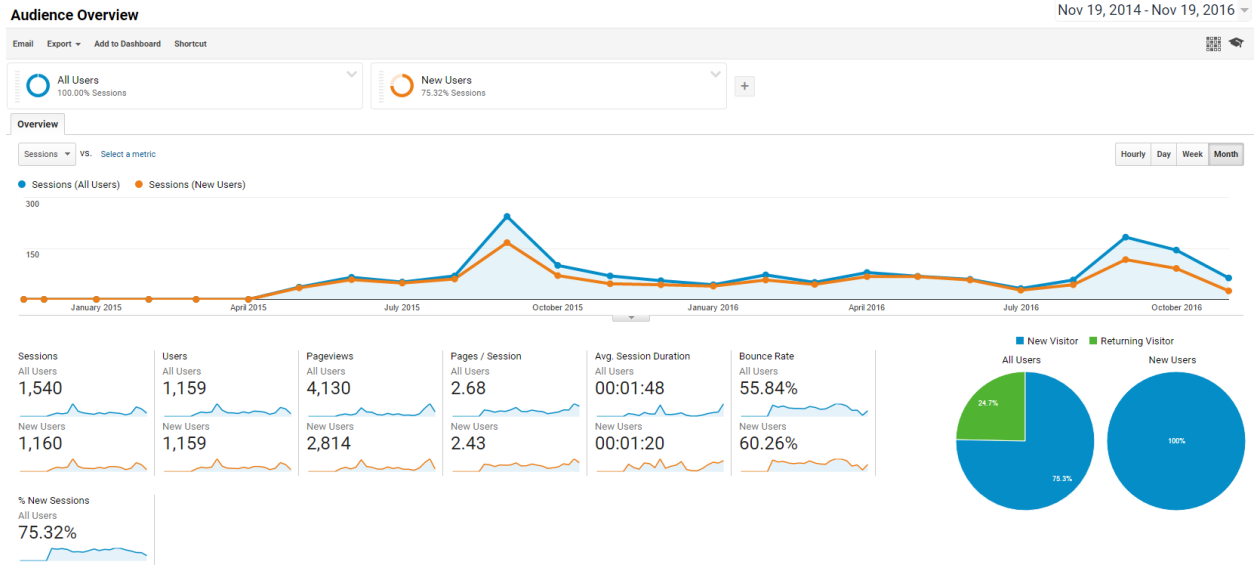
Overall Traffic – Past 90 days

There are many new users coming to the website (61.15%). This is important to note as we should be focusing the site content around new users. As we know from our primary target audience (UW-Stout students), we have a high turnover rate (students graduating and leaving with new freshmen arriving annually). By focusing our content on new users, we can make sure that our viewers can get the information that they need without having to parse through any jargon. From looking at the website, you can see that the content is focused on new users so it is doing pretty well from that standpoint.



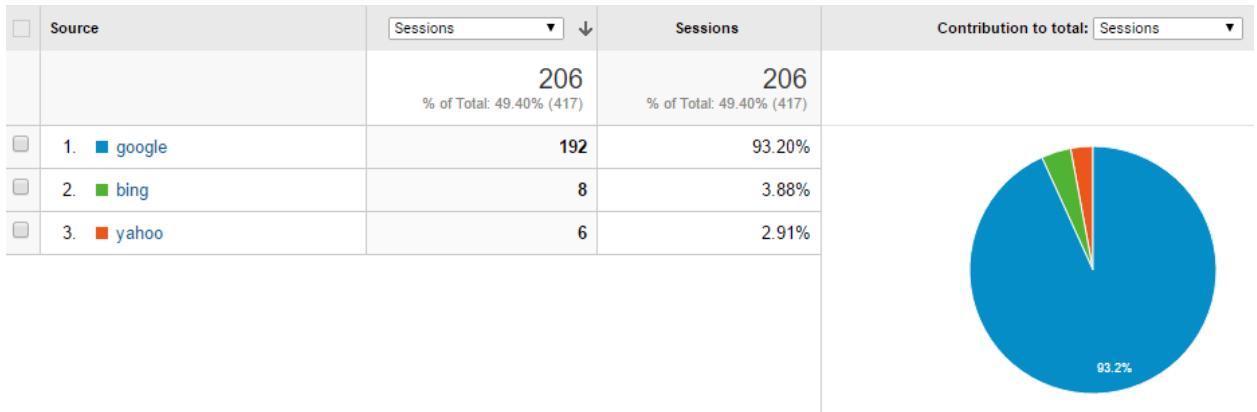
Overall Traffic – Year over Year (YOY) Past 2 Years

The YOY data shows that there is an even higher number of new users to the site (75.32%). This could be slightly misleading as the data started to be aggregated during this time-frame; so, the analytics would say that there are many new users as every user would be a new user. Another important thing to note is that September has the highest amount of traffic for the year. September is the start of the semester so many people are checking out the site then. After this spike, the data suggests that most users throughout the rest of the year are new users. Facebook is the primary means of communication for Stout Cru; so, this would make sense that most users to the website are new users as we try to focus existing members to look at the Facebook page. Therefore, there should be a very prominent Call To Action (CTA) on the home page. In this particular case, the CTA would be for the website viewer to click on a link to go to our Facebook page so that they may like the page and have updates.



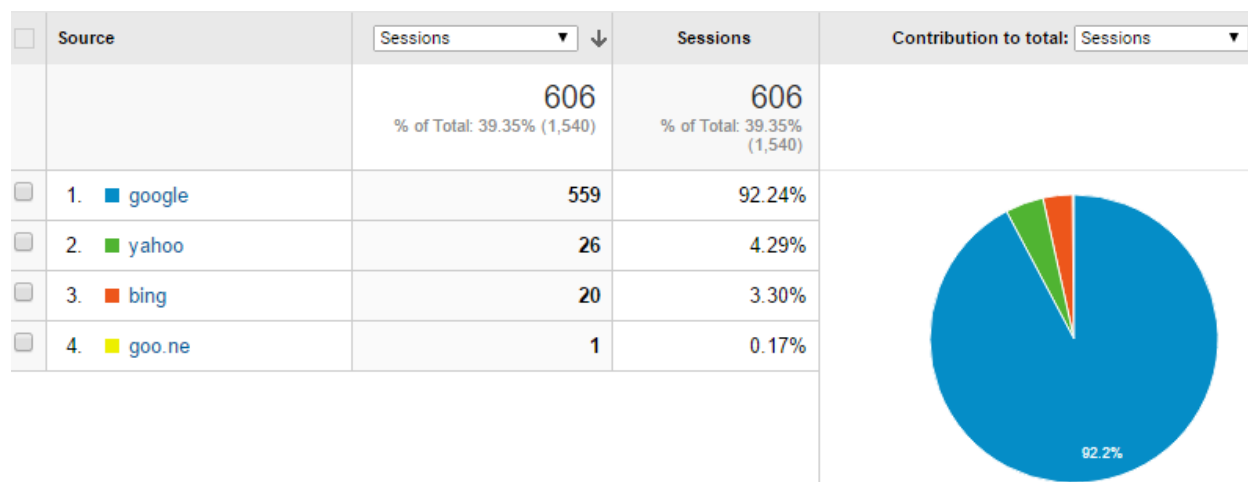
Search Engine Traffic – Past 90 Days

About 50% of users coming to the site used a search engine in the past 90 days. Google is the number one search engine traffic source to our website (93.20%).



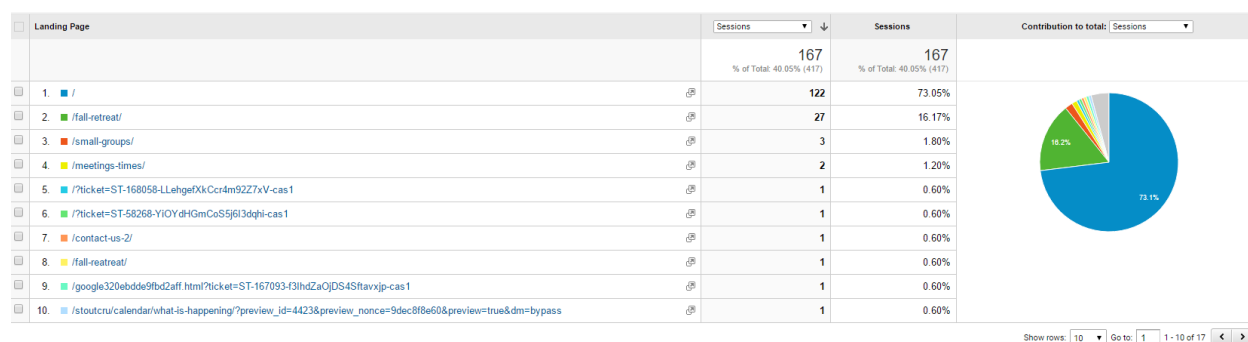
Search Engine Traffic – Year over Year (YOY) Past 2 Years

About 40% of users coming to the site used a search engine in the past 2 years. Google is still the number one search engine traffic source to our website (92.24%).



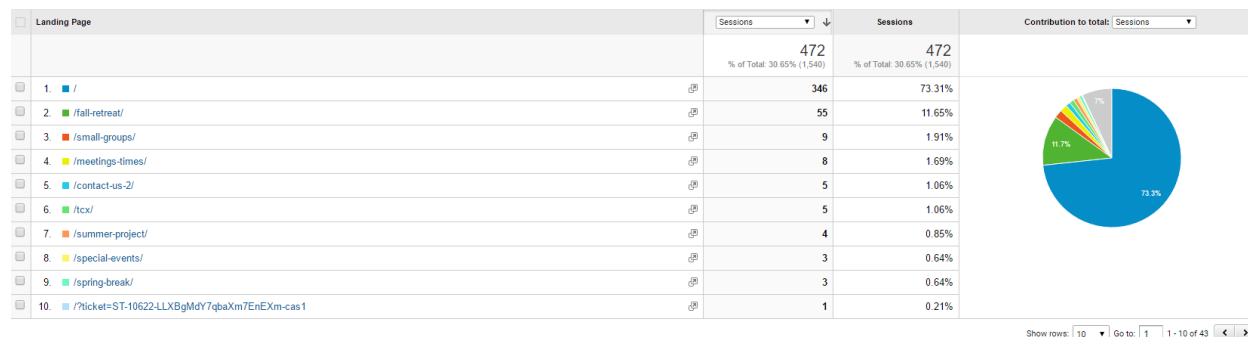
Direct Traffic – Past 90 days

About 40% of users coming to the site did so by typing in the URL in the past 90 days. The majority of people are landing on the home page first (73%) signified by the “/” character and the fall retreat page second (16%).



Direct Traffic – Year over Year (YOY) Past 2 Years

About 30% of users coming to the site did so by typing in the URL in the past 2 years. The top 4 pages for the past 90 days and the past 2 years are the same. First is the home page, second is fall-retreat, third is small-groups, fourth is meetings-times. The fourth, as far as I can tell, has no direct link to it from the website. This information is also on the “Get Involved” page.

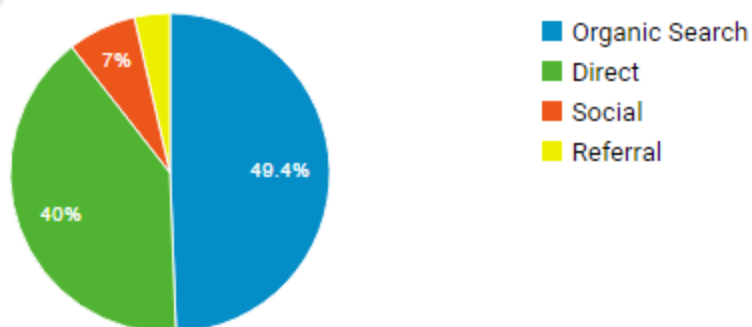


Top Channels – Past 90 days

Refer to the definitions of these terms [above](#). Organic search and direct channels are two biggest channels for the past 90 days.

Top Channels

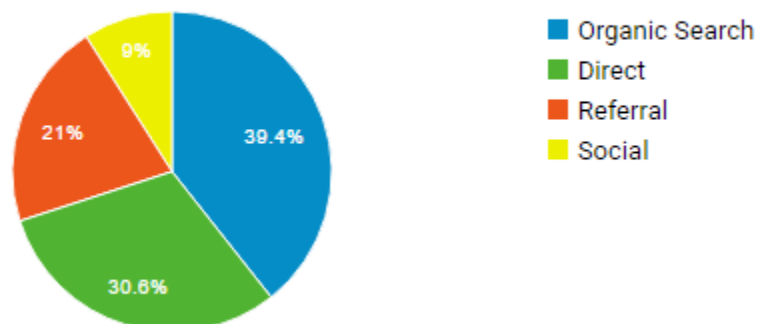
All Users



Top Channels – Year over Year (YOY) Past 2 Years

Organic search and direct channels are still the two biggest channels for the past 2 years; however, referrals have taken a larger presence here as well.

Top Channels



Top Sources and Mediums – Past 90 days

This is an in-depth look at the top channels for people arriving to the website.

Source / Medium	Sessions	Sessions	Contribution to total: Sessions
	417 % of Total: 100.00% (417)	417 % of Total: 100.00% (417)	
1. google / organic	192	46.04%	
2. (direct) / (none)	167	40.05%	
3. m.facebook.com / referral	11	2.64%	
4. rosscurny.weebly.com / referral	11	2.64%	
5. bing / organic	8	1.92%	
6. tools.seobook.com / referral	6	1.44%	
7. yahoo / organic	6	1.44%	
8. facebook.com / referral	5	1.20%	
9. 1-99seo.com / referral	3	0.72%	
10. 3-letter-domains.net / referral	2	0.48%	
11. uwecnu.com / referral	2	0.48%	
12. 1-free-share-buttons.com / referral	1	0.24%	
13. l.facebook.com / referral	1	0.24%	
14. lm.facebook.com / referral	1	0.24%	
15. studentorgs.uwstout.edu / referral	1	0.24%	

Show rows: 25 Go to: 1 1 - 15 of 15

Top Sources and Mediums – Year over Year (YOY) Past 2 Years

Source / Medium	Sessions	Sessions	Contribution to total: Sessions
	1,540 % of Total: 100.00% (1,540)	1,540 % of Total: 100.00% (1,540)	
1. google / organic	559	36.30%	
2. (direct) / (none)	472	30.65%	
3. facebook.com / referral	79	5.13%	
4. keywords-monitoring-your-success.com / referral	43	2.79%	
5. success-seo.com / referral	37	2.40%	
6. m.facebook.com / referral	33	2.14%	
7. fix-website-errors.com / referral	31	2.01%	
8. stoutcru.us12.list-manage.com / referral	26	1.69%	
9. yahoo / organic	26	1.69%	
10. top1-seo-service.com / referral	21	1.36%	

Show rows: 10 Go to: 1 1 - 10 of 45

User Behavior:

Average Time on Site – Past 90 Days

These statistics show that users do not spend a very long time on viewing single pages nor do they spend a long time on the website in general. This could suggest that pages have very little content or the content is not very enticing to visitors; or, maybe on a positive note, users are able to quickly find the information they are looking for so they don't need to spend a long time on the site.

Avg. Time on Page

00:00:59

Avg. Session Duration

00:02:46

Bounce Rate – Past 90 Days

This bounce rate suggests that about 70% of visitors to the site will view more than one page during their session. This number sitting by itself doesn't mean much. For example, if a user goes directly to the Bible Studies page and get the information they were looking for and leaves, that would be considered a bounce; however, they received the information they were looking for. Just because someone is traveling all throughout the site is not necessarily a good thing. It could actually be a bad thing. If the person is searching for a specific piece of information and cannot find it, that would give a low bounce rate but the person would not be satisfied. Therefore, there must be clear goals in mind when looking at the bounce rate.

Bounce Rate

31.41%

ON-SITE EVALUATION

On-site factors are things that the organization has control over and can modify fairly simply on their own. Having good content is the most important thing to focus on. After you have a page with good content, you should focus on creating good title tags, meta descriptions, headers and subheaders, tagged images, and making sure your internal links are logically organized (check “some key terms” below).

Never create content just to fill space; always have a reason to have content. At the end of any content you add, you should be able to specifically answer 2 questions: Who is this content for? What does it do to help them take an action? If you cannot answer these two questions with the content, then it probably shouldn't be added.

One helpful test to check if pages are good or not is to see if a new person can understand what your page is about in under 3 seconds. If they cannot, you should update the page. This can be fixed, for instance, by adding appropriate headers to the page. Giant, dense blocks of text is bad as people want to find information quick and easy without having to parse through a ton of words.

Some tools to analyze a website could include Screaming Frog, Google PageSpeed Insights, GTMetrix, Moz Free Tools (Open Site Explorer, Keyword Explorer, and MozBar), and Google Keyword Planner (if you run ads).

Some key terms:

1. **Search Engine Results Pages (SERPs)** – The page you see after you click the search button on a search engine.
2. **Title Tags** – These are very important. They show up in SERPs and in the tabs of your browser. Since they are in the tab of a webpage, they should be pretty short so that they can fit within the tab, preferably under 70 characters.
3. **Meta Descriptions** – These are things that visitors to your website will not see on your site, however they would see this description on a SERP. It is recommended to have meta description under 160 characters. Without meta descriptions, search engines will pull text from your site which may not depict pages most effectively.
4. **Headers and Subheaders** – These would include things such as H1 or H2 tags. Using appropriate heading tags is important as search engines will look at these tags to determine what is on the page. More relevance is given to H1 tags, then H2 tags, and so on down to H6 tags. So, the most important content on a page should be in H1 tags so search engines can easily identify this information.
5. **Tagged Images** – All images should have “Alt” tags. Having a “title attribute” or a “caption” is optional.
 - **Alt tag** – This allows screen readers to tell what images are. If images cannot be displayed, this text is what will show up instead of the image. The alt tag is required to be compliant with disability laws.
 - **Title Attribute** – If you hover over an image, this text is displayed.
 - **Caption** – This provides additional information for an image that is displayed next to the image.
6. **Internal Links** – Links that point to other pages on your own website. Unless you specifically have a purpose in mind to not link to a page, all pages should be easily accessible. Main pages should be accessible via the main navigation bar. A page that may not have a link readily available to people could be something like a “thank you” page for signing up for a newsletter. A visitor should not be able to reach this page unless they actually sign up.
7. **Chars** – Characters, this includes text, symbols, and spaces.

8. **Domain Authority (DA)** – The authority a given website has. The higher the number, the better. Stout Cru currently has a DA of 9/100, which is pretty low.
9. **Page Authority (PA)** – The authority a given web page has. The higher the number, the better. The Home page of Stout Cru currently has a PA of 19/100, which Home pages typically have the highest PA out of the whole website. You shouldn't focus much on PA but on DA.

URLs Evaluated:

These are some of the higher traffic pages on the website ranked in order. The top four pages are in the order for the past 90 days and the past 2 years while the fifth spot is pretty even with a few other pages, however it is fifth in the past 90 days' stats.

1. / [Home Page](#)
 2. /fall-retreat/ [Fall Retreat](#)
 3. /get-involved/ [Get Involved](#)
 4. /small-groups/ [Bible Studies](#)
 5. /special-events/ [Conferences & Retreats](#)
-
-

Title Tags: Title tags are unique across all web pages and include keywords that accurately describe the pages. All title lengths are below 70 chars.

Home Page

Current Title Tag: "Stout Cru | Christian community UW-Stout"

Recommended Title Tag: "Christian Community | University of Wisconsin–Stout Cru"

Title Length: 55 chars

Fall Retreat

Current Title Tag: "Fall Retreat | UW-Stout"

Recommended Title Tag: "Fall Retreat | University of Wisconsin–Stout Cru"

Title Length: 48 chars

Get Involved

Current Title Tag: "Get Involved | UW-Stout"

Recommended Title Tag: "Get Involved | University of Wisconsin–Stout Cru"

Title Length: 48 chars

Bible Studies

Current Title Tag: "Bible Studies | UW-Stout"

Recommended Title Tag: "Bible Studies | University of Wisconsin–Stout Cru"

Title Length: 49 chars

Conferences & Retreats

Current Title Tag: "Conferences & Retreats | UW-Stout"

Recommended Title Tag: "Conferences & Retreats | University of Wisconsin–Stout Cru"

Title Length: 58 chars

Rationale: One change would be with the Home page by putting the "Christian Community" part first, which would make the Home page follow the same setup as all of the other pages.

A second thing I would add to all of the pages would be the word “Cru”.

Thirdly, having “UW-Stout” is good, but “University of Wisconsin-Stout” would be better. This adds important keywords to the titles yet still keeps them under 70 chars.

Meta Description: Meta descriptions are not present on the pages. Meta descriptions should be less than 160 chars.

Home Page

Current Meta Description: None

Recommended Meta Description: We are a community of college students passionate about Jesus Christ, caring for each other, and having an eternal impact on our campus & the world around us.

Meta Description Length: 158 chars

Fall Retreat

Current Meta Description: None

Recommended Meta Description: Fall Retreat is the time for our movements in Menomonie and Eau Claire to gather together for a weekend of worship, fellowship, and learning God’s word.

Meta Description Length: 152 chars

Get Involved

Current Meta Description: None

Recommended Meta Description: There are several ways you can get involved with us including coming to our large group weekly meetings on Thursday at 7:34 pm, Bible studies, and much more!

Meta Description Length: 157 chars

Bible Studies

Current Meta Description: None

Recommended Meta Description: Some of the greatest spiritual growth during college happens in community. Bible studies are available in almost every dorm and for everyone on campus.

Meta Description Length: 151 chars

Conferences & Retreats

Current Meta Description: None

Recommended Meta Description: We have four God-centered conferences that give a chance to refocus priorities while growing in relationship with others & bringing the gospel to a lost world.

Meta Description Length: 159 chars

Rationale: Adding these meta descriptions will give more clear snippets of text on SERPs, which in turn should help increase the clarity of search results to users.

Headers: H1 and H2 headers are being used appropriately on these pages. There could potentially be more H2 headers used to help with organization on some pages. Header keywords are used pretty well on pages except on the Home page.

Home Page

Current Header: “Welcome!”

Recommended Header: “Cru University of Wisconsin–Stout” or “Cru University of Wisconsin–Stout Welcomes You!”

Rationale: The Home page should have the organization’s name in an H1 tag. This can really send the importance to search engines and visitors. The Home page of a website is the face of the organization, so it should speak the name loudly.

Content: The content of a website is super important. Making sure that the content is meaningful and useful to the users is a must. The Stout Cru website has multiple things it can improve upon to make the content better for visitors. Some things to consider when working with content include:

- Does the content provide value to the intended audience? Is it informative?
 - This website provides moderate levels of depth to users. It gets across most of the information necessary, but the delivery could be improved upon.
- Are there gaps in the content of this website? Are there specific topics that could be added that would be beneficial to users?
 - There are some gaps and some topics that could be added to benefit users.
- Does the content include your targeted keywords?
 - Some important keywords would include “Fall Retreat”, “Cru Winter Conference”, “Big Break”, “Life Options”, “Bible Studies”, or “University of Wisconsin–Stout”.
- Is the content unique and not duplicated?
 - Some of this content is most likely duplicated, specifically looking at content pertaining to regional or national conferences and events. Some content is duplicated from the Eau Claire Cru website, specifically looking at conferences and retreats.

Home Page

Content: Very limited

Content Recommendations: This Home page is not a good landing page. A landing page should have a distinct [CTA](#) and this page does not. Since the majority of communications reside on Facebook, there should be a more prominent CTA to Facebook. The Home page should also direct visitors to other pages on the site. The Home page as it stands does not direct visitors anywhere. There is, however, the sidebar (which is on every page) that has links to Facebook, Twitter, email, YouTube, and a newsletter signup. These things do not tell the visitor what to expect from any of them. For example, Facebook is the primary channel Stout Cru uses; Twitter isn’t really used; the fastest response would be by Facebook messaging, not email; the YouTube channel is a newer platform used by Stout Cru; and lastly, what does the newsletter entail?

Rationale: The Home page is the most important page of a website. It is the guide to all other pages on the site so the Home page should have the most amount of time spent on it.

Fall Retreat

Content: Moderate

Content Recommendations: Add an embedded video to this page promoting Fall Retreat. Make the “Register Now!” CTA more prominent. Add a slideshow or gallery of pictures from past retreats.

Rationale: Videos are much more engaging and entertaining than text. CTAs should be more eye-catching. Past pictures are a good way to get people interested in events.

Get Involved

Content: Moderate to Good

Content Recommendations: Have a discussion on whether or not “Bible Studies”, “Conferences & Retreats”, and “Summer Mission” pages should be hierarchically under the “Get Involved” page. Maybe they could be on the same hierarchical level, but the “Get Involved” page should be directly after the “Home” page on the navbar. Then, the “Get Involved” page should maybe still link to the other three pages.

Rationale: Fluidity between pages should be seamless to visitors.

Bible Studies

Content: Low to Moderate

Content Recommendations: Add an embedded video to this page promoting Bible studies. Add a slideshow or gallery of pictures from past Bible study events. For the Bible study locations and times, have actual text there rather than just a picture.

Rationale: Videos are much more engaging and entertaining than text. Past pictures are a good way to get people interested in events. Using images as a primary means of dispersing info can cut off people from viewing the content, especially for people who are using screen readers. Plus, having the actual text present on the page allows search engines to read and display that content to searchers.

Conferences & Retreats

Content: Moderate

Content Recommendations: Add an embedded video to this page promoting conferences & retreats. The page is all text. Try to make going to each of the conference or retreat pages exciting to the visitor by adding some graphics.

Rationale: Videos are much more engaging and entertaining than text. Reading is boring, spice things up a bit with images. Unless you are writing a report, lots of text is bad. If people are searching for reports then they are prepared to read; this website should be relaxing to be on for visitors.

Internal Linking: The internal linking on this website is lacking and should be improved upon. Some questions to consider include:

- Are all related pages accessible to one another?
 - As mentioned earlier in the report, the “meetings-times” page does not have any links pointing to it.
- Are parent pages appropriately linking to child pages throughout the site?
 - Nope, specifically the Home page does not.
- Are unrelated pages linking to one another?
 - The “Contact Us” and “Links” pages do not seem to go together.
- Are there too many links between pages?
 - I would say there are a fairly healthy number of links on most pages. There may be too few links pointing to other pages, especially the Home page.

Home Page

Internal Linking: Navbar only

Recommendation: The Home page should link to other pages to help users flow across the site. The Home page should change its focus for when certain events are coming up such as Cru Winter Conference.

Rationale: The Home page should help visitors flow to the most important pages.

Screaming Frog: This [tool](#) is used to crawl websites, which is something search engines do to see what your site is about.

- The www.stoutcru.com site has an HTTP status of 302 “Moved Temporarily” according to Screaming Frog. This makes it so Screaming Frog cannot crawl the website. Google is still indexing the site so search engines can still view the site but a third-party application cannot. It looks like Screaming Frog runs into “the key login” and then can no longer proceed.

	Address	Content	Status Code	Status	Length
1	http://stoutcru.com/	text/html	301	Moved Permanently	20
2	http://www.stoutcru.com/	text/html	302	Moved Temporarily	24
3	https://thekey.me/cas/login?service=http%3A%2F%2Fwww.stoutcru.com%2F&gateway=true		302	Found	81

Google PageSpeed Insights: This [website](#) checks the mobile speed, user experience, and desktop experience of a website and gives suggestions on how to improve these things. Having a quick page loading time is very good. If users have to wait a long time for a page to load, they may just leave the site.


The Stout Cru website has a good user experience factor. This means that the website can be easily viewed and navigated on mobile devices.

99 / 100 User Experience

 **Consider Fixing:**

Size tap targets appropriately

► [Show how to fix](#)

 **4 Passed Rules**

► [Show details](#)

The second and third images refer to the mobile speed and desktop experience, respectively. One big thing that could be done to help speed up page loading time would be to compress or minify multiple things on the website. This would include making sure image files are as small as they need to be and shortening up any code. PageSpeed insights gives detailed

information on each of these factors. Given that we are using WordPress as our Content Management System (CMS), some of these fixes may not be able to be done – or not done easily/effectively. Since some of these improvements involve editing code, we are limited do to the functionality of WordPress.



50 / 100 Speed

! Should Fix:

Enable compression

‣ [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

‣ [Show how to fix](#)

Optimize images

‣ [Show how to fix](#)

Leverage browser caching

‣ [Show how to fix](#)

! Consider Fixing:

Minify JavaScript

‣ [Show how to fix](#)

Minify CSS

‣ [Show how to fix](#)

✓ 4 Passed Rules

‣ [Show details](#)

Download optimized [image](#), [JavaScript](#), and [CSS resources](#) for this page.



Mobile



Desktop

56 / 100 Suggestions Summary



Should Fix:

Enable compression

▸ [Show how to fix](#)

Optimize images

▸ [Show how to fix](#)



Consider Fixing:

Leverage browser caching

▸ [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▸ [Show how to fix](#)

Minify JavaScript

▸ [Show how to fix](#)

Minify CSS

▸ [Show how to fix](#)

Reduce server response time

▸ [Show how to fix](#)



3 Passed Rules

▸ [Show details](#)

Download optimized [image](#), [JavaScript](#), and [CSS resources](#) for this page.

GTMetrix: This [website](#) also checks for page speed and performance to help people optimize their websites. There are more recommendations here, similar to PageSpeed Insights, that mention compression and making things smaller file sizes. Basically, the smaller the file size, the faster the page loads, which in turn provides a better user experience.

Latest Performance Report for:
<http://www.stoutcru.com/>

Report generated: Mon, Nov 21, 2016, 8:04 AM -0800
 Test Server Region: Vancouver, Canada
 Using: Firefox (Desktop) 49.0.2, PageSpeed 1.15-gt1, YSlow 3.1.8

Looks like you're running WordPress [Have a look at our WP optimization tips >](#)
 Looks like you might not be using a CDN [Why should I use a CDN? >](#)

Performance Scores

PageSpeed Score: **D(64%)**
 YSlow Score: **E(53%)**

Page Details

Page Load Time: **2.6s**
 Total Page Size: **802KB**
 Requests: **44**

PageSpeed YSlow Waterfall Video History

RECOMMENDATION	GRADE	TYPE	PRIORITY
Enable gzip compression	F (0)	SERVER	HIGH
Leverage browser caching	F (42)	SERVER	HIGH
Combine images using CSS sprites	E (52)	IMAGES	HIGH
Avoid landing page redirects	C (75)	SERVER	HIGH
Minify JavaScript	B (83)	JS	HIGH
Optimize images	A (95)	IMAGES	HIGH
Minify CSS	A (98)	CSS	HIGH

What do my scores mean?

Rules are sorted in order of impact upon score
 Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page
 The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

Moz: Moz [Open Site Explorer](#) focuses on links and authority. Links and authority deal more with off-site factors, however onsite factors do play some role into these. There will be additional details on links and authority in the Off-Site Evaluation section. As mentioned [above](#), the DA of the Stout Cru website is 9/100 and the PA is 19/100. There is definitely some room for improvement here for increasing DA. There are only two inbound links to our site and they are from random sites. For some reason, Open Site Explorer is not picking up my personal website as an inbound link.

URL: <http://www.stoutcru.com/>

Hide Metrics

Authority

DOMAIN AUTHORITY

9 /100

PAGE AUTHORITY

19 /100

The following screenshot compares the websites of Stout Cru, Eau Claire Cru, Stout Catholic, Lutheran Campus Ministry, and Street Level Ministries. As we can see from this data, Stout Cru is the lowest ranking across all of these sites.

	stoutcru.com/ (default)	uweccru.com/ remove	stoutcatholic.... remove	lcmstout.com/ remove	streetlevelmin... remove
Domain Authority	9	12	12	13	12
Domain MozRank	2.17	1.98	2.21	2.41	2.99
Domain MozTrust	2.22	1.70	2.46	2.40	2.90
Internal Equity-Passing Links	1	1	1,370	0	125
External Equity-Passing Links	5	31	2	5	22
Total Equity-Passing Links:	6	32	1,372	5	147
Total Internal Links	1	1	1,584	0	125
Total External Links	7	31	2	5	22
Total Links	8	32	1,586	5	147
Followed Linking Root Domains	2	3	2	3	6
Total Linking Root Domains	3	3	2	3	6
Linking C Blocks	2	1	2	3	2

By looking at Moz [Keyword Suggestions](#), we can see what words are searched quite often. Keywords such as “university of wisconsin”, “stout”, “uw stout”, “uwstout”, “uws”, “uw stout email”, “university of wisconsin stout”, and “colleges in wisconsin” are all highly used keywords with thousands of searches each month. These could be some beneficial keywords to put on the Stout Cru website.

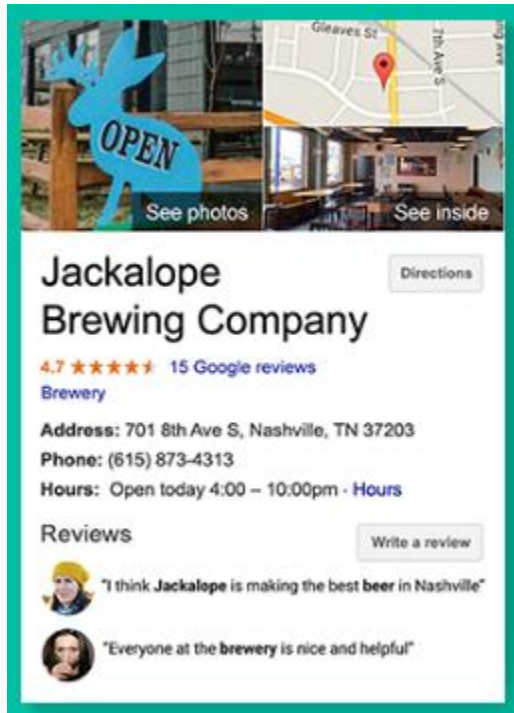
Another great tool from Moz would be the MozBar [extension](#) for your browser. I have used this tool many times in examining the Stout Cru site and other sites. The MozBar shows data on many things including the page title, meta description, H1 and H2 tags, alt text, page load time, PA, and DA. This tool is a very quick and easy way to check for important information on a site.

MOZ			PA: 19	DA: 9	Spam Score: 3/17
On-Page Elements			General Attributes		
Tag/Location	Content	# of Characters	Link Metrics		
URL	http://www.stoutcru.com/	24	Markup		
Page Title	Stout Cru Christian community UW-Stout	40	Http Status (302)		
Meta Description	name="google-site-verification" content="HsnJSmUhXFHK0IXHNVSjhAC0MulqGLGjUpXBnpgf0YDU"	85			
Meta Keywords	Not found	--			
H1	Welcome!	8			
H2	UW-Stout	8			

LOCAL EVALUATION

1. Stout Cru has NOT claimed their Google Places/+Local page

- Local listings are not needed for Stout Cru unless they want people to find the physical address in Eau Claire. If people are not going to show up at the front door, then local is not important. Local SEO is for organizations with a physical “storefront”.
- The following image is an example of a local result on a SERP. Stout Cru is a campus organization so we don’t have a physical location, landline phone, or open office hours. The image is from [Google My Business](#).



2. Are there any citations for Stout Cru on Local directories with incorrect info?

- Given Stout Cru doesn’t have local information, there wouldn’t be info to put in online directories

3. Recommendations to improve the overall Local presence on the Web

- None.
- **Rational:** It does not make sense for Stout Cru to have a local presence since they do not have a physical location on campus.

OFF-SITE EVALUATION

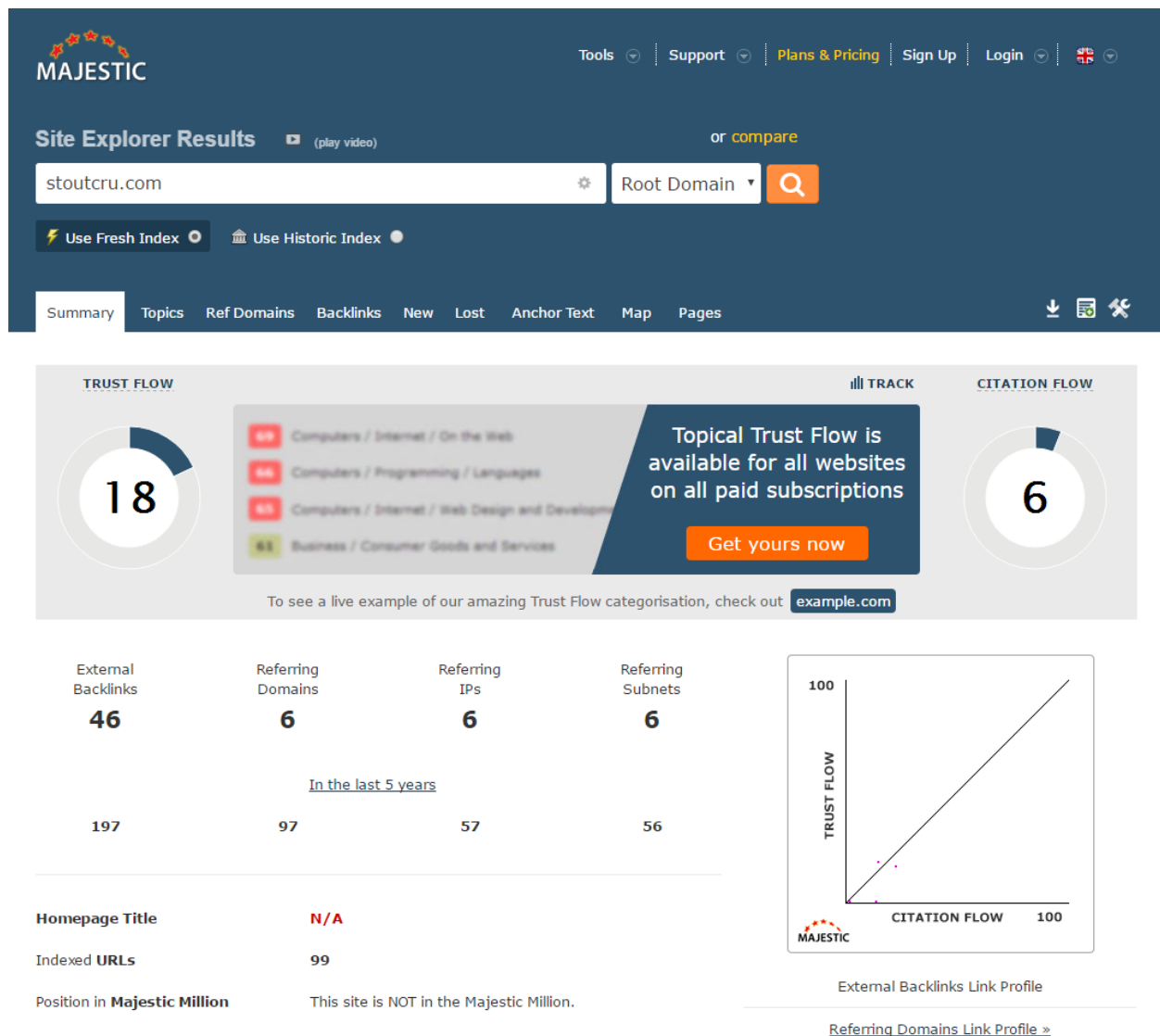
The goal of off-site SEO is to influence the popularity of a website. So, what do others say about you? The more incoming links (called backlinks) you have pointing to your site, the better. But not any link will give much benefit, and some links can actually hurt your site. Here are some important factors that makes links valuable:

- Popularity of the link source
 - Does this referring site have a good social standing?
- Local / topic popularity
 - If you are a local business, do other local businesses link to you?
 - If you are a car site, then are other car sites linking to you?
 - Relating to Stout Cru, are other Christian ministries pointing to our website?
 - As we saw above, we have very few sites pointing to Stout Cru.
- Anchor text
 - Do these words make sense?
 - Are these words some of our keywords?
- Trust rank
 - Is this referring site trustworthy?
 - OrgSync is a trustworthy site. That emimex site looked like it was spam – the link brought me to some hacking group page.
- Freshness
 - Are the links pointing to our website new? Are the links continuing to grow?
 - Value of links decay over time.

On top of these things .gov and .edu links are more valuable than .com links. Is there a way we could get a referral link from the UW-Stout main website? The Stout website has a DA of 68/100, which could give us some nice “link juice”. Link juice is a term used in the SEO world that refers to the quality of links. Getting quality backlinks is the fastest way to grow DA.

Link Profile:

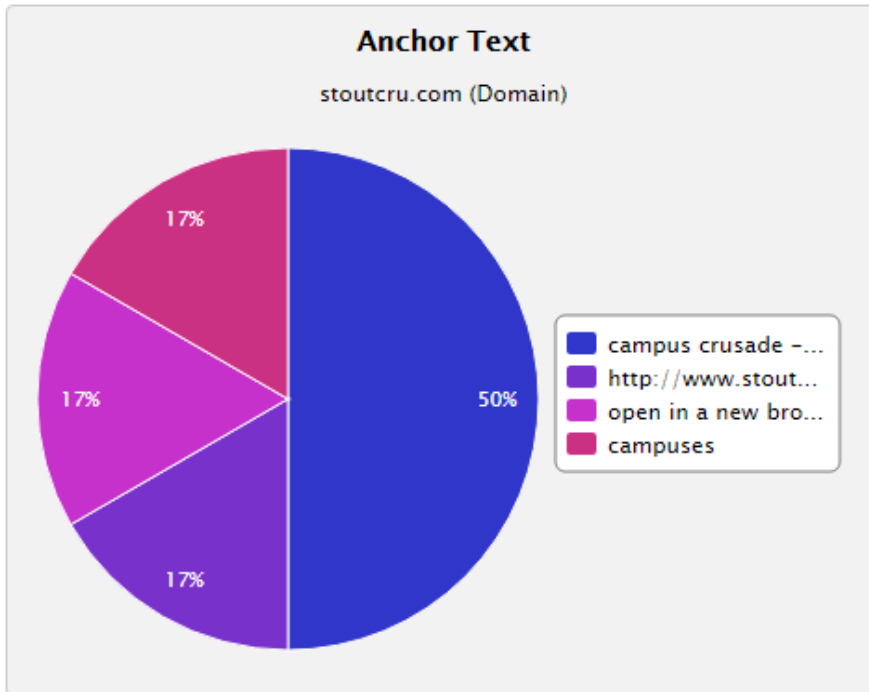
- According to Majestic, there are 46 external links directing traffic to our site, with only 6 referring domains. This means that there are only 6 websites pointing to our site, which is a pretty low number.



- Anchor text includes words such as “campus crusade – university of wisconsin, stout”, our direct URL “http://www.stoutcru.com”, “open in a new browser window”, and “campuses”. Anchor text is the text that links to the Stout Cru website. We haven’t been using the phrase “campus crusade” for several years now so that isn’t the best anchor text.

Anchor Text

See more results on the [Anchor Text](#) tab, where you can drill down into each keyword and find the Referring Domains and External Backlinks that use that Keyword.



The above chart may have cropped text due to size restrictions, for full details visit the [Anchor Text](#) tab. We explain how this is created in the [FAQs](#).

- The 41 backlinks from the key all have empty anchor text. I know the key is something that is used on multiple platforms with signing in for Cru related purposes. The key is a redirect, however, so it is just pointing back to the Stout Cru website. This could be an issue related to WordPress or an issue relating to how the key is integrated with GCX and WordPress. Some of these backlinks are from directories like cbel and dmoz. Emimex may be a malicious site – I got a weird message when following that link. The OrgSync link is a legitimate source as that is our internal school communication social system.

#	Referring Domains	Primary Topical Trust Flow	Backlinks	Alexa Rank	Flow Metrics	
					Trust Flow	Citation Flow
1	thekey.me	21 Subscribe to see topics	41	278,245	21	29
2	dmoz.org	80 Subscribe to see topics	1	6,799	82	64
3	orgsync.com	57 Subscribe to see topics	1	11,674	59	48
4	cbel.com	22 Subscribe to see topics	1	997,278	25	38
5	emimex.com.cn	6 Subscribe to see topics	1	N/A	7	33
6	populardirectory.com	17 Subscribe to see topics	1	N/A	17	17

Authority:

- Domain Authority: 9/100. The Stout Cru website has a very low trust and domain authority. They should look into getting some good, quality links to their site.

The screenshot displays the Moz Pro Open Site Explorer interface. The URL entered is <http://www.stoutcru.com/>. A notification indicates that the entered URL redirects to <http://www.stoutcru.com/> and that metrics are shown for the redirected URL. The 'Hide Metrics' button is visible.

Authority Metrics:

Domain Authority	Page Authority	Just-Discovered	Established Links
9 /100	19 /100	0 60 Days	2 Root Domains
SPAM SCORE: 3 /17			2 Total Links

Inbound Links:

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Filters: Target (this page), Link Source (only external), Link Type (all links). ☐ Group by subdomain & show social/contact links

1 - 1 Inbound Links

Title and URL of Linking Page	Link Anchor Text	Spam Score	PA	DA
(Nofollow) [No Title] www.cbcl.com/christian_organizations/	Campus Crusade - University ... www.stoutcru.com/	2	21	37

- There are a lot of 302 statuses on pages. I am not sure as to why so many pages are being redirected, but this should be looked into. WordPress is not coder friendly – it does some weird things.

Top Pages						
Target the best pages to maximize link building. See top pages on this domain according to Page Authority.						
HTTP Page Status						
all						
1 - 11 Top Pages						
Request CSV Prev Next						
Page Title & URL	PA	Linking Root Domains	Inbound Links	HTTP Status	FB Shares	Google +1s
[No Title] www.stoutcru.com/file...	22	1	5	No Data		
[No Title] www.stoutcru.com/	19	2	2	No Data		
[No Title] www.stoutcru.com/fall...	14	0	0	302		
[No Title] www.stoutcru.com/feed/	14	0	0	No Data		
[No Title] www.stoutcru.com/ge...	14	0	0	302		
[No Title] www.stoutcru.com/ho...	14	0	0	302		
[No Title] www.stoutcru.com/life...	14	0	0	302		
[No Title] www.stoutcru.com/links/	14	0	0	302		
[No Title] www.stoutcru.com/sp...	14	0	0	302		
[No Title] www.stoutcru.com/sp...	14	0	0	302		
[No Title] www.stoutcru.com/tcx/	14	0	0	302		

- According to Open Site Explorer, there are two anchor text terms: "here" and "campus crusade university of wisconsin stout". The "here" term is referenced on multiple pages from mikeleake.net and the second term is found on cbel.com. The mikeleake.net site uses an image from the Stout Cru website and then points to the image.

Inbound Links
Just-Discovered
Top Pages
Linking Domains
Anchor Text
Compare Link Metrics
Spam Analysis
Link Opportunities
Advanced Reports

URL:
+ Show Metrics

Anchor Text

Learn what keywords the site might be ranking for. Analyze the phrases and terms most commonly used as anchor text to link to the provided URL or domain.

Target
Anchor Text


this root domain
phrases

1 - 2 Anchor Text Terms
Request CSV
Prev
Next

Anchor Text Term	Linking Root Domains Containing Anchor Text	Links Containing This Anchor Text
here Top Linking Pages Using Anchor Text PA <div> www.mikeleake.net/ www.mikeleake.net/2016/07/what-philippians-115-18-doesnt-... www.mikeleake.net/page/2 www.mikeleake.net/page/4 www.mikeleake.net/page/3 </div>	1	5
campus crusade university of wisconsin stout Top Linking Pages Using Anchor Text PA <div> www.cbcl.com/christian_organizations/ </div>	1	1

Prev
Next

- Authority is most typically used to determine why a site is not ranking. We compare this data to our competition (see chart [above](#)). See Competitive Analysis section [below](#).
- [SpyFu](#) is another site that looks at keywords. SpyFu had a list of keywords on their site which basically says any term with "stout" in it is pretty popular.



[HOME](#)[TUTORIALS](#)[GLOSSARY](#)[WHAT'S NEW](#)[PRICING](#)[DATA: US / UK](#)

[Log In](#)[Sign up](#)

[Overview](#)[SEO Research](#)[PPC Research](#)[Keyword Research](#)[Backlinks](#)[List Builder](#)[Tracking](#)[Reports](#)

stoutcru.com

SEO Overview

Competitors

Kombat

Keyword Groups

SEO Keywords

Ranking History

Backlinks

SEO Reports

Most Valuable Keywords

Type to Filter

ADD MULTIPLE

EXPORT

<input type="checkbox"/> Keyword	Rank (Change)	Cost/Click	Ranking Difficulty	Searches/Mo	Est. Clicks/Mo	Est. Click Value/Mo	
<input type="checkbox"/> uw stout stoutcru.com	47 (↑ 1)	\$1.96	72	33.1k	130	\$254.00	
<input type="checkbox"/> university of wisconsin stout stoutcru.com	37 (↑ 6)	\$2.12	72	4.38k	21	\$45.88	
<input type="checkbox"/> stout university stoutcru.com	45 (↑ 5)	\$3.87	75	2.40k	9	\$37.93	
<input type="checkbox"/> wisconsin stout stoutcru.com	53 (→)	\$0.10	71	570	1	\$0.20	
<input type="checkbox"/> university of wisconsin at stout stoutcru.com	48 (→)	\$0.10	74	30	0	\$0.01	
<input type="checkbox"/> login to see all results	53 (→)	\$0.10	76	30	0	\$0.01	
SubTotals:				41.7k	164	\$338	

Show Rows: 50

Start at Row: 1

Displaying Rows: 1 - 6

<

>

USER EXPERIENCE

Although User Experience (UX) is often evaluated by a site designer, it can be beneficial to evaluate some easily accessible factors to ensure a positive user experience. This can affect your SEO performance (time spent onsite, bounce rate, etc.). Our goal with UX is to make the user's time on our site a positive interaction. Besides some of the things mentioned prior, like optimizing images, minifying files, and just trying to decrease page loading time in general, the Stout Cru site overall is pretty good as far as UX.

- Navigation: Are all pages easily accessible?
 - For the most part. As aforementioned, the “meetings-times” page has no way to get to it from the website and the Home page needs some improvements. The navbar is pretty clear and works well, though.
- Contact Information: Is the contact information easy to find for the user?
 - The “Contact Us” tab is a main link on the navbar. I was just looking at our contact form on our site and I am not sure who is monitoring responses. When I go to form entries in the admin side of WordPress, all of the form submissions say unread. Maybe the submissions are getting sent out to a primary email and that person is responding? This needs to be looked into.
- Visual Appeal: Is the design visually appealing (e.g. color, readability, etc.)
 - The design is pretty basic – simplicity is nice. There isn't a ton of content blowing up your mind, making you freak out, and want to bounce right off the start.
 - The text is at a good contrast with white to black so there is pretty easy readability. Colors are neutral and standard – this is a good setup.
- Device Usability: Will the site operate well on a PC and a Mobile device?
 - Yes.

SOCIAL

Knowing your goals as to why you have or want social media is most important before you try to start analysing data. Always make sure you know who has control of your social accounts and presence. Some things to pay attention to would be:

- Follower growth rate
- Engagements
 - Shares / Retweets
 - Likes
 - Link Clicks
 - Video Views
- Conversion (tracking actual business impact)

Three basic rules for all social media – All content needs to be:

- Valuable
 - Even if the person is never to become a customer, it would be worth their time and worth their effort to engage with your content. “Wow, that’s Cool!”
- Original
 - What makes you stand out from the crowd? Something that is different, new, and unique to engage with audience.
- Credible
 - Many people can tell, especially in niche markets, if something was created only for marketing purposes versus someone who really understands the business, industry, or activity that you are trying to market. Using industry jargon is a good thing when trying to reach that specific niche.

Basically, make the content really cool – don’t just use text. Also, don’t only publish posts, have conversations with your audience. Engage with them; talk with them, not at them. Encourage others in the organization to engage with your social media presence.

Social Media:

- Does it make sense for your partner to utilize Social Media? Yes.
 - Does your partner have social media profiles created? Yes.
 - Are the social media profiles displayed on their website? Yes.
 - Are they active on social media? Yes.
-
1. Business goals on social media
 - Their primary goal is to bring awareness of events they are putting on to their followers.
 - A secondary follow-up goal would be for their followers to share content from the org’s social media to get others involved.
 2. Types of social media platforms appropriate
 - Appropriate types of social media would be to get information out to people about events happening in the future. A platform that can manage events and invite people is useful so that the org can get estimates of interested people for events.
 3. Social media platforms already used
 - [Facebook](#) – primary
 - [OrgSync](#)
 - [Twitter](#)

- [YouTube](#) – new
4. Content strategy for social media
 - Facebook is the main form of social media and content disbursement. Anything that is happening is posted in this channel like weekly meeting reminders or special events. Typically, whoever is leading an event is who posts to the Facebook page.
 - OrgSync is used for displaying upcoming events. Events need to be created on OrgSync to advertise on other school-related things such as Campus Life Today. There isn't much focus put on OrgSync.
 - Twitter is set up so that anytime a post is made on Facebook, the post will be displayed on Twitter. There was a push a year or two ago to use Twitter and there was someone actively posting on the Twitter account; however, that didn't happen very long so then they just set up the automatic post linking from Facebook. There is no focus put on the Twitter account at this moment.
 - YouTube is a new social media platform they are using as of this school year. This channel is not specifically for Stout only, but it is a part of their local team which includes UW-Stout, UW-Eau Claire, CVTC, UW-River Falls, and some other smaller schools in the area.
 5. Reputation management strategy and who will respond
 - There are 18 admins and one editor for the Facebook page. There is no defined representative who will respond to private messages. Normally, someone will answer the question or will ask someone else if they do not know the answer.

At this current point, we should continue our efforts with Facebook as being our primary platform. This is where most of our users are and efficient for publishing information.

We should put more focus on OrgSync since every single student has an OrgSync account and keeping this account updated is necessary as an RSO (Registered Student Org).

We should unlink the Facebook and Twitter auto post since that content looks really bad. We could use the Twitter account to be a platform that directs users to the Facebook account. It's better to not put out a lot of content rather than put out a bunch of low-quality content.

We should increase our focus on YouTube. This will be touched on more below, but there is a large target audience on YouTube. We do have very limited resources so we will have to be careful on how much we try to expand.

VIDEO

There are 7.4 billion people on Earth as of July 2016. Over one billion are using YouTube. There are over 4 billion new videos added daily to YouTube. This equates to 300 hours of video uploaded per minute with 6 billion hours of video watched daily. YouTube represents over 36 billion searches annually which is more than Bing, Yahoo, Ask, and AOL combined. Google represents over 2 trillion searches annually. These statistics show how important being on YouTube is as marketers.

When creating video titles, use words that would be similar to how people would search something. Make sure to do lots of planning before you start shooting a video. Post-production editing takes a lot of time – use storyboards. There are 3 types of videos which include transactional, educational, and entertainment. KPI stands for Key Performance Indicator, which is an important metric to pay attention too.

- Transactional
 - KPI to track: conversions are important
 - Video views and view % not as much
- Educational and Entertainment
 - KPIs to track: video views and view %
 - Other important metrics: subscriptions, shares, comments

Tabular Insights – YouTube Video Description:

- 5000 chars available in description field
 - About 157 chars above the “SHOW MORE” button
 - Meta Data
 - Title & Thumbnail
 - Google ~100 chars
 - YouTube ~125 chars
 - Links from YouTube are “no-followed”, so no link juice, but still very important.
 - Always use “http://” so that the link is clickable
 - Tagging and tracking referral traffic is recommended ([Bitly](#) could be used)
 - This would allow you to tell that traffic came from YouTube
 - 200- to 500-word unique synopsis per video
 - CTAs that could be included:
 - Website
 - Sign up / Subscription
 - Cross-promos
 - Newsletter Sign up
 - Watch another video (individually or playlist)
 - Social Media
 - Subscribe to YouTube Channel (place at the bottom, users then don’t have to scroll back up to click the subscribe button)
 - Use channel upload defaults for some of the above things
 - Using mm:ss will link to that specific time in the video
 - Use this for longer videos so viewers can jump to where they want to go

Video:

- Does it make sense for your partner to utilize Video? Yes.
- Does your partner have video profiles created? Yes.
- Are the social media profiles displayed on their website? Yes.

- Are they using their video in their website and social media channels? Not the website.
- 1. Video profile used
 - YouTube
- 2. Production methods used
 - Low to medium locally
 - There are some students with medium-grade cameras that know how to film things. Some students work with video and editing related things in their majors so they know how to use editing tools such as Adobe Premiere.
 - Medium to high regionally or nationally
 - We would not make these videos.
- 3. Videos are not optimized for search or social
 - For some of the videos there is a short description.
- 4. Function of the videos they are producing (transactional, educational, or entertainment)
 - Entertainment primarily with elements of transactional. Creating promotional content for larger events, such as conferences and retreats, to spark interest and then hopefully conversion of the students by them registering.
- 5. KPIs to use for each type of video they are using
 - Shares or conversions

I would recommend following some of the tips in the intro of this section, especially related to the Tabular Insights information. As mentioned above, we have limited resources, especially when it comes to video. As far as I know, we only have two students who enjoy filming videos, both with very busy schedules and little free time (I think one of them is graduating this December, or they are on co-op next semester, either way, they will be gone). So, if we want to expand on this section, we will need to search for more people who may be interested in making videos. Videos are a great way to engage users, and with about 1/8 of the world's population on YouTube, we should really put some focus on there, too.

PAID SEARCH

Evaluate your partner's need for a paid search strategy.

- Does the site currently run paid search? On Facebook, they have – not on the website.
- Does it make sense to run a paid search campaign? Not on the website.




Additional details:

- Stout Cru's target audience would be UW-Stout students. Stout Cru could advertise their special events such as Fall Retreat, Winter Conference, or Big Break. These ads could be placed maybe 3-6 weeks before the event that is coming up. Example basic Facebook ad:




- The best location to advertise would be on Facebook as that is their number one communication platform.
- Here is an example of a text ad using Google AdWords (the number one advertising platform on the internet) and some keywords to use if they were to advertise on Google Search network and/or Google Display Network:


2. Choose a target audience

Locations	54751, Wisconsin, United States	
Networks	Search Network, Display Network	
Keywords	<div> <div>christian community</div> <div>uw-stout</div> <div>university of wisconsin-stout</div> <div>stout university</div> <div>jesus christ</div> <div>college ministry</div> <div>cru</div> <div>jesus</div> <div>god</div> <div>who is jesus christ</div> <div>campus crusade for christ</div> <div>campus crusade</div> <div>praise and worship</div> <div>athletes in action</div> <div>bridges international</div> <div>conferences</div> <div>retreats</div> <div>summer mission</div> <div>summer project</div> <div>bible</div> <div>bible study</div> </div>	

3. Set your bid

Bid	AdWords automatically sets your bids to help you get as many clicks as possible within your budget.	
-----	---	---

4. Write your ad

Text ad	<div> <div> <div>Stout Cru Christian Community - Make Disciples of All Nations</div> <div>Ad www.stoutcru.com</div> </div> <div>Grow in your walk with Jesus Christ and worship our God together at UW-Stout.</div> </div>	
---------	--	---

- The Home page would be the landing page to send traffic. As of right now, the Home page is not set up as an appropriate landing page; however, after some modifications mentioned above, the Home page would work as a nice landing page.

Rationale for incorporating, or avoiding, this Online Marketing strategy:

Stout Cru is a small non-profit and does not have much funding for online advertising; therefore, they should focus on their primary channel for content distribution, which is Facebook. Some of the ads Stout Cru has “boosted” (as Facebook calls it) I’m not sure they were super successful as they stood. I believe when Stout Cru publishes important posts, they should ask their leaders to all like and share the posts to get a better post reach and engagement. By engaging their involved leaders, they could get much more post reach without paying anything. Then, if they do boost a post, they would have an even higher reach. The main focus right now should be how to engage with their audience.

COMPETITIVE ANALYSIS

The Competitive Analysis is an evaluation of competitors in the marketplace. This data is important in determining why your site is not ranking as well as other organizations, and uncovers areas for improvement. Data in this analysis has some info from previous sections of this report.

The screenshot below, which was used [above](#), shows some of our “competitors”. The UW-Stout student orgs website and OrgSync website are also showing up in some of Google’s search results, which have Domain Authorities of 66 and 72, respectively. Even with a lower authority, the Stout Cru website is still ranking pretty high in the search results (I went into incognito mode and also switched to a browser I don’t typically use to look at these results as some results on my normal browser are specialized to me).

The UW-Stout and OrgSync websites definitely have quite a bit higher DA than the Stout Cru website, so those outrank us. As compared to other ministries, we may have a lower DA, but we are still ranking higher than them on the SERP. We do use a lot of important keywords. Having “Stout”, “UW-Stout”, and “University of Wisconsin-Stout” on our page helps with keyword support. It looks like other orgs are using “UW-Stout” but not “University of Wisconsin-Stout”.

	stoutcru.com/ (default)	uweccru.com/ remove	stoutcatholic.... remove	lcmstout.com/ remove	streetlevelmin... remove
Domain Authority	9	12	12	13	12
Domain MozRank	2.17	1.98	2.21	2.41	2.99
Domain MozTrust	2.22	1.70	2.46	2.40	2.90
Internal Equity-Passing Links	1	1	1,370	0	125
External Equity-Passing Links	5	31	2	5	22
Total Equity-Passing Links:	6	32	1,372	5	147
Total Internal Links	1	1	1,584	0	125
Total External Links	7	31	2	5	22
Total Links	8	32	1,586	5	147
Followed Linking Root Domains	2	3	2	3	6
Total Linking Root Domains	3	3	2	3	6
Linking C Blocks	2	1	2	3	2

Domain Age:

1. stoutcru.com 9 years 2 months old
2. streetlevelministries.com 4 years 2 months old
3. uweccru.com 3 years 7 months old
4. stoutcatholic.org 2 years 1 months old
5. lcmstout.com 0 years 7 months old
6. uwstout.edu 19 years 11 months old
7. orgsync.com 17 years 1 months old

An older domain age gives a more positive result to search engines. Besides, of course, UW-Stout’s and OrgSync’s websites, Stout Cru’s website is older than all of the other websites.

Social Signals on Facebook:

	Page Likes
Eau Claire Cru	479
LCM Stout	403
Stout Cru	401
Street Level Min	292
Stout Catholic	267

Social signals have an effect on search.

PROPOSED STRATEGIES & TACTICS

This section specifically lays out some of the issues I see onsite and what recommendations can be implemented to improve Stout Cru's website performance. These recommendations are considering that resources are limited.

- **Issue/Strategy #1:** The Home page is ineffective.

1. *Tactic:* The Home page should feature and link to larger events or activities that are coming up such as Kickoff Week, Bible Studies, Fall Retreat, Winter Conference, Big Break, and Summer Missions.
2. *Tactic:* Add a prominent Facebook CTA that mentions that Facebook is our number one form of communications.

Rationale: A Home page is supposed to direct users to important content on the site. Users should be told right away what our primary communications tool is so they can be in the know. These improvements can benefit the users by helping them know what is going on in our ministry.

- **Issue/Strategy #2:** Using subdomains or subdirectories.

The large question at hand, since this could affect hundreds of ministries, is would we implement this on a local or regional level? I see pros and cons to both layouts. Even if we don't choose one of those options, data duplication should be looked at.

1. *Tactic:* On a local level for Northwest Wisconsin (NWWI) Cru, I believe there are only two websites available (UW-Stout and UW-Eau Claire) while there are around twenty campuses in the NWWI area. By having a website such as nwwicru.com, you could have URLs set up as...
subdomains:
 - uwstout.nwwicru.com
 - uweauclaire.nwwicru.com
 - cvtc.nwwicru.com
 - etc.or subdirectories:
 - nwwicru.com/uwstout
 - nwwicru.com/uweauclaire
 - nwwicru.com/cvtc
 - etc.
2. *Tactic:* On a regional level for Upper Midwest Cru, you could take their existing website uppermidwest.org (the word "Cru" is not in the URL, this reduces keyword ranking), and set up URLs as...
subdomains:
 - uwstout.uppermidwest.org
 - uweauclaire.uppermidwest.org
 - cvtc.uppermidwest.org
 - etc.or subdirectories
 - uppermidwest.org/uwstout
 - uppermidwest.org/uweauclaire
 - uppermidwest.org/cvtc
 - etc.****OR subdomains:**
 - nwwi.uppermidwest.org

or subdirectories:

- uppermidwest.org/nwwi

**OR a combo:

- nwwi.uppermidwest.org/uwstout

Rationale: This was a recommendation by FindLaw SEOs and professor. By using subdomains or subdirectories, this could reduce data duplication, increase DA, and give the ability for smaller Cru ministries to have a website. Relating to the last point, we can refer to the large winter conference reorganization that just happened this year. Since all 10 regions across the U.S. use the same branding now instead of all individualized branding for each region, the marketing materials can be a higher quality. Therefore, larger ministries can help “carry” some of the smaller ministries.

- **Issue/Strategy #3:** Create more videos to engage your audience.

1. *Tactic:* Create some ideas (and a storyboard) of potential videos that could be created in the future to be placed on the website which can also be shared on social media.
2. *Tactic:* Optimize videos for search and social following guidelines from [above](#).

Rationale: Videos are a great way to engage with an audience on the web. Creating good videos can also show professionalism in our organization. Some positive benefits would be increased engagement and likeability on the website and social media, which would hopefully reach a larger audience.

Additional Opportunities:

- Increase link juice – don’t try to overkill this though.
 - The Upper Midwest site should point to its ministries.
 - Ministries should point to the Upper Midwest Site.
- Decrease page loading times.
 - Optimization
 - Minifying
 - Etc.
- Meta descriptions