In Harmony with Nature – Strategy Guide

The following strategy guide is put in place by the team members of Brackets. It contains our recommended information on how to move your site forward in the most efficient and successful manner. The information given has been thoroughly researched or proven to work by experience. If you have any questions, concerns, or ideas please feel free to reach out to us personally.

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A. Branding

One of the most important aspects of your newly designed brand is keeping everything consistent. Attached with your all of your documentation are a comprehensive style and visual design guide for your reference. These guides are made solely for you and your audience and the best practice is to adhere to the standards set in these guides. They go in depth on your:

   i. Logo - The style guide presents information on how to use your logo, where to use it, what backgrounds are acceptable, how much spacing you need between it and another element, and more. Please do not alter the logo in any

way besides how the style and visual guide present it. This is key for your audience to recognize your brand at any given point.

ii.   Color Pallet - The guides give the hex code, for the web, and Pantone colors, for print, for each color in your pallet. Information is also included on what colors are designated for what parts of your website. A certain color will only be used for call-to-action buttons, while another will be used for Heading 1 tags.

iii.   Typography - Typography elements are very important for social media pictures, print, and web elements. The more fonts you have, the harder it becomes to keep everything looking consistent. In the guides, we listed two fonts that blend together perfectly. Both of these fonts can be found using Google Font's library. To download Raleway and Roboto follow this procedure:

1. Navigate to https://fonts.google.com/

2. Use the search bar to query a search for 'Raleway.'

3. Find the box that holds all relevant information for Raleway and click the red '+' button in the upper right-hand corner. This action will force a popup in the bottom corner of your screen with the label '1 Family Selected.'

4. Click the '1 Family Selected' tab.

5. Right below the '-' (minimize) button, there's an icon with an arrow pointing straight down to a line. Click that icon—it will prompt the font to download directly to your 'Downloads' folder on your local desktop.

6. Repeat steps 1-5 to download the Roboto font.

For website use, the two fonts are already linked by utilizing a cascading style sheet. Downloading the fonts will be necessary for any graphic design or print work.

    iv.   Iconography – Iconography is used to enhance the user experience. Icons that match help make the website look cleaner and appealing to your audience. One simple trick with icons is to make sure they are all a similar type; if one icon is completely filled in, make sure all icons are filled in and none are just an outline. This makes a notable difference in the overall appearance of your website. All icons currently found on the website, and future icons can be found on FontAwesome's website. Just like with the typography, FontAwesome is already linked to the website using cascading style sheets. All you have to do to input an icon is to enter one line of code into the HTML, or you can download the icon locally as an SVG and insert it as an image tag. We recommend doing it through the span tag provided through FontAwesome's documentation.

Since branding is so important, to fully grasp the concept of it we recommend reading these articles:

https://cheekymonkeymedia.ca/blog/branding-drupalcon-stunning-brand-web-style-guide
https://www.executionists.com/website-brand-style-guide/
https://www.butterfly.com.au/blog/design/website-icons-art-iconography

B. Content

Static content is the content that will be the most widely seen by your audience. We highly recommend coming up with a content strategy to update existing content and create new content for your website. Before uploading any new content, be sure to get it approved through a proper copywriter or editor. It's very important that you stick with the same voice throughout your website. Your design and brand must support your content, after all, the content is the voice of your nonprofit. There're a few things to remember during the content creation process:

    i.   Audience – Your content will be the most efficient if you can successfully gauge exactly who your target audience is. You might not use the same type of wording to a volunteer as you would trying to convince someone to donate. Using different types of content will make for an engaging delivery.

    ii.   Engaging Content – In order to develop a loyal audience, you have to connect with the said audience. This means developing unique, engaging and interactive content. A good way to do this is to vary the type of content you have—use text, videos, pictures, infographics, and more.

    iii. Hashtag Usage – In the beginning hashtags can be such a hit or miss. You don't want to use very general hashtags like "animal" on your posts because it's an extremely overused hashtag. The likelihood of someone seeing your post will dramatically decrease by using a generic hashtag. Not only that, but you'll get many people whom follow you, and unfollow the next day. It's not an effective way to get a loyal following audience. You really have to place yourself in your

audience's shoes; if you were searching for an animal rescue would you search 'animals' or something more specific such as "orlandoanimalrescue'? Probably the latter. It's also a good idea to develop a hashtag for your nonprofit itself, slogans are always great options. For example, one of Disney's hashtags is '#disneyside'. Doing your research and testing for the best hashtag will take some time, but will pay off in the end.

It's important to keep static content updated regularly, not only for the audience's sake but to help your SEO. If you're wishing to post continues updates on your website, we highly suggest implementing a blog; but only if you can fully commit to posting at a bare minimum once a week.

To find more information about content, check out the following websites:

https://www.intechnic.com/blog/why-content-is-the-most-important-thing-on-your-website/

https://blog.hubspot.com/marketing/content-marketing-plan

https://www.convinceandconvert.com/social-media-strategy/how-to-identify-relevant-hashtags-for-your-business/

C.   Further Social Media Integration
    i.   Continuous Updates – In this day and age people scroll mindlessly through social media clicking 'like' on several different images without a second thought. When users follow so many different accounts, you've got to stay ahead of the game and post consistently enough to make an impact on their timeline or news feed. Just like your content, these updates have to be engaging. You never know

when a social media post will go viral, and if it does, you definitely want it to have good, important, and relevant content.

ii.   Linking to Social Media Accounts – You never know how your audience is going to find you. They could stumble upon your Instagram page, or maybe a friend shared one of your Facebook posts. Either way, no matter what channel they come across, you need to make sure they can access all of your channels via that one page. For example, on your Instagram make sure to list your website URL and your Facebook page. People are much more apt to visit another channel if you eliminate all the hard work for them.

D.   Third Party API's / Widgets

At Brackets, we're a large fan of implementing other tools in your website to help make it the best of the best. Here are a few examples that our team expressed interest in that may be beneficial to your site:

i.   PayPal – Implementing this API will allow your audience to donate directly to your account or to buy the book without going to Amazon's website. It adds a huge convenience factor.

ii.   PetFinder – PetFinder has an API to make it even easier to show adoptable animals. This would be a great way for the audience to gain more information about each pet without having to leave your website. The longer a user stays on your website, the better.

For your convenience, here's a list of the aforementioned websites:

https://developer.paypal.com

https://www.petfinder.com/developers/api-key

E.   Search Engine Optimization

Search Engine Optimization (SEO) is an amazing tool if used correctly. SEO, if you're
unfamiliar with it, is what information Google uses to display your information for search
queries by users. This is all based on relevancy, for example, if a user searches "Animal
Rescue" or "Animal Rehabilitation", you would want In Harmony with Nature to be listed
at least on the first page of the Google results; we aim to be listed as the first result on
the first page. That tactic is how you'll gain the biggest audience.

i.   Page Loading – As of right now, all pictures on your website are optimized
      for web, meaning that they are compressed and will load quickly. As you add
      new images to your site, be sure to optimize them in Lightroom or Photoshop.
      Larger images, messy code, and large amounts of media can slow your page
      down. Google will recognize the speed of your website and will lower your
      ranking. Not only will Google sense this slow load time, but so will your
      audience. If they can't access a page in less than five seconds, more than
      likely they're not going to stay on your website.

ii.   Content – Like we mentioned before, keeping your site up to date will also
      affect your SEO. Update often and having relevant information will keep users
      more engaged as they visit your site—also known as a dwell time. The longer
      the dwell time and the more people bookmark your site, the better your
      ranking will be.

For more information on SEO, click on the following links:

https://searchengineland.com/guide/what-is-seo

https://searchenginewatch.com/2018/02/27/15-actionable-seo-tips-to-improve-your-search-rankings/

F.   Google Analytics

Google Analytics is a great way to monitor your SEO. It's a free service provided by Google to help page views, time spent on pages, time spent on a website, geographical data, and more. It's basically a breakdown of your audience and traffic. Google Analytics is extremely easy to set up—simply sign up for an account at https://analytics.google.com/ and paste the code into the very top of each HTML page.

There's so much to learn about Google Analytics and how you can analyze that data to improve your SEO. The following links are great resources:

https://www.shivarweb.com/2977/what-does-google-analytics-do/

https://neilpatel.com/blog/improve-seo/

We hope this strategy guide will hope you move forward with your nonprofit. We are here for you through any questions, comments, or concerns. Thank you for choosing Brackets.