

Global Neighborhood

CONTENT AUDIT AND GOVERNANCE PLAN

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MINNESOTA STATE UNIVERSITY AT MANKATO

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INTRODUCTION

My name is Stephen Fuller, and I am a Technical Communications graduate student at Minnesota State University at Mankato. I am enrolled in a course called 'Content Strategy.' A content strategy is an organization's plan to develop, produce, display, store, and review digital and print content. As part of my content strategy course, I have been tasked with performing a content audit to review the content strategy for a non-profit. I chose to audit Global Neighborhood's digital content because I value the mission of your organization, namely, to provide a welcoming environment where refugees can find employment and learn work skills.

My content audit includes a review of Global Neighborhood's website, annual report, newsletter, and social media pages in an effort to understand your organization's content strategy. I paid special attention to the Global Neighborhood website because it is the primary source of information about GN, and it is the main access point to the rest of your content.

The goal of my audit is to acknowledge areas of excellence, offer insights, provide edits, and suggest future content management practices. The content audit is comprised of two main parts. First, I analyzed Global Neighborhood's audience and reviewed your content through quantitative, qualitative, accessibility, and search engine optimization criteria. These audits helped me produce the second part of the audit, a content strategy review and a content governance plan.

While you are reading the audit, please know that the content governance plan is a suggested schedule for Global Neighborhoods content management. Bear in mind that the content governance plan follows the order of the method of analysis, the first part of the audit. This document can serve as reference material to help you mold the content governance plan to the needs of your organization. After you review the audit, please do not hesitate to reach out if your organization has any questions or is interested in further explanations.

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PART1: METHOD OF ANALYSIS

The method of analysis portion of the audit provides an explanation for the various criteria I used while auditing Global Neighborhood's content. Each part of this section defines the criteria of the specific audit in question and discusses minor insights drawn from that audit. Please know that the insights are generally intended to focus on broader content strategy concerns, though I do mention some insights that could be viewed as 'edits.' The overall mission, content visuals, and themes of GN are great. The edits generally fall into places where I saw patterns that could be corrected. I primarily focused on the Global Neighborhood website, though I did look at other aspects of Global Neighborhood's content while performing the content audit in the following order:

1. Audience Analysis
2. Quantitative Audit
3. Qualitative Audit
4. Comparative Audit
5. Accessibility Audit
6. SEO Audit

As a reminder, the information drawn from these audits was used to create a content strategy review and a content governance plan. The content governance plan, more or less, follows the order of these audits, though I will discuss the content governance plan in greater detail in Part 2 of the audit.

AUDIENCE ANALYSIS

During the audience analysis, I considered the purpose of Global Neighborhood's content, identified the various audiences, asked why audience members might use Global Neighborhood's content, and determined whether your organization's content aligns with the intentions of the organization and its audience. I will include the full analysis in the appendix, but below is an image of one page of the four-page analysis as a brief example:

	A	B	C	D
1	Analyzing Audience			
2				
3	Questions to Answer Before Writing:			
4	Who are my specific readers?	The readers may be folks who are supported by the organization, though by and large, the website is aimed at Spokane Community members who may support the organization by shopping at the thrift store, donating, or volunteering		
5	What positions do they have in the organization? Are they external?	The readers are mostly external. They either receive services or are supporting the organization in some way.		
6	How much technical knowledge about the subject do they already have?	The readers would be considered non-experts, though there may be some semi-experts		
7	What are their attitudes about the subject or the writing situation?	The readers likely have empathy towards the cause of the organization or non-profits in general. It is possible that they are just thrift store junkies and want to thrift while supporting a cause.		
8	What purpose do they have in using the document?	The will use the document to become informed about the organization and make a decision to volunteer, shop, or support the organization in some way.		
9	Do they have preferences for some elements, such as tables, headings, or summaries?	N/A		
10				
11	Audience Subject Knowledge:	Reader Knowledge	Reader Purpose	Terminology
12	Expert Level	Knows theory and practical application of the subject. Years of experience or advanced training in the subject.	Reads for various purposes. Could be for precise information for recreating a lab test as an example, could be less specific as well.	Typically require few definitions and explanations of principles.
13	Semi-expert Level	May understand some principles in the subject. May know little about theory but be well versed in operating a piece of equipment.	Reading purpose may vary. Could be an equipment safety procedure, could be to make a	May need more definitions and explanations of general

The audience analysis is simply a series of questions I asked to identify Global Neighborhood's audience and their needs. The analysis sheet also has a matrix of common audience qualities to help the researcher understand common types of audiences. Through the analysis, I identified a fairly complex set of Global Neighborhood audiences. They likely include but are not limited to:

- People who use your resources
- People who are interested in using your resources
- Other non-profits
- Donors
- Thrift shoppers
- Employees
- Volunteers
- Community Members
- Board members

Each of these audiences may have a different purpose for viewing your content. The content could help them decide whether or not to join the GN ESL program, whether or not to donate, and whether or not to volunteer among other purposes. In general, your content seems to align well with

audience needs. Each page of your website is targeted towards specific audiences. The GN Thrift and Vintage page specifically targets thrift shoppers, and the Annual report might appeal to board members as examples. Alternatively, your social media provides fun, engaging, and meaningful content for active GN community members. A consideration for future content is that your audience and their needs may change over time. You can review your audience on a regular basis to make sure your content serves its purpose properly. I've provided an image of the audience analysis sheets in the appendix for further review.

QUANTITATIVE AUDIT

The quantitative audit is an inventory of the individual elements on Global Neighborhood's website and the content provided through other channels such as your annual report, newsletter, Instagram, Facebook, and Website. The purpose of this portion of the audit is to account for all of the content that will be included in the remaining portions of the content audit. To ensure that all pages on the website are accounted for, I used a WebCrawler called Alpha Crawler:

<https://alphacrawler.pro/app/project/s48m7etupf/summary>:

Weight	Status Code	Url	Issues
60	200	https://www.global-neighborhood.org/ Title: Global Neighborhood Description: [empty] H1: Global Neighborhood	Canonical = URL, Title too short, Description is empty, Duplicate Title, Duplicate H1, Duplicate Description, Page has link to redirect
0	200	https://www.global-neighborhood.org/home Title: Global Neighborhood Description: [empty] H1: Global Neighborhood	Canonical = URL, Title too short, Description is empty, Duplicate Title, Duplicate H1, Duplicate Description, Page has link to redirect
0	200	https://www.global-neighborhood.org/what-we-do Title: What We Do - Global Neighborhood Description: [empty] H1: What We Do	More than one H1 on page, Description is empty, Duplicate Description, Page has link to redirect
0	200	https://www.global-neighborhood.org/get-involved Title: Get Involved - Global Neighborhood Description: [empty] H1: Get Involved	Description is empty, Duplicate Description, Page has link to redirect
0	200	https://www.global-neighborhood.org/give Title: Give - Global Neighborhood Description: [empty] H1: [empty]	Title too short, Description is empty, H1 is missing, Duplicate H1, Duplicate Description, Page has link to redirect
0	200	https://www.global-neighborhood.org/privacy-policy Title: Privacy Policy - Global Neighborhood Description: [empty] H1: [empty]	Description is empty, H1 is missing, Duplicate H1, Duplicate Description, Page has link to redirect

A web crawler is an automated program that searches a website to find all of the content on the web page. Web crawlers can also focus on other qualities, such as accessibility, which we will see in the accessibility audit. While the Web Crawler does not account for social media pages, it ensured that I audited some of the less obvious pages on your website, like the privacy policy page. The web crawler also identified a hidden page on the Global Neighborhood website, namely a 'cart.' Presumably the cart is used for donations, or perhaps there are future intentions of creating an online thrift store. Otherwise, the 'cart' page could be something for Global Neighborhood to review.

In general, your content is organized well, though I noticed a few minor concerns that would fall into the category of edits as opposed to broader content strategy questions. One of which is that the links at the bottoms of your web pages tend lead to the next page of your website, however, it is inconsistent from page to page.

Another minor concern I noticed is that the website does not always adjust to various browser sizes. Resizing the browser can create awkward spacing on pages and influences how the background interacts with the text. I did notice a few other small edits which I would be happy to discuss in further detail, but I'd rather focus on broader points. In general, you have high-quality, authentic content that works well in conjunction with your mission and content themes.

COMPARATIVE AUDIT

For the comparative audit, I reviewed the content of Global Neighborhood within the context of the content provided by other similar non-profits. The non-profits I reviewed relative to GN are the Arc of Spokane, <https://www.arc-spokane.org/>, and Spokane's Salvation Army, <https://spokanethriftstore.salvationarmy.org/>. I considered broader content strategy points such as:

- Brand Messaging
- Target Audience
- Content Themes
- Depth of Content
- Audience Engagement
- Style
- Tone

The comparative audit provided an opportunity to consider areas where GN excels or is lacking relative to other similar non-profits. The comparative audit helped identify gaps in content that other organizations do not provide. In my findings, Global Neighborhood has proven to be good at creating, embodying, and reinforcing a robust theme that carries across platforms. It is also good at continually providing new, fresh content relative to other non-profits. The social media pages are active which keeps the GN community engaged more so than some of the other non-profits that I reviewed. The following table shows the comparative number of Instagram followers and an estimated range of the likes per Instagram post:

Non-Profit Name	Instagram Followers	Likes per Instagram post
Global Neighborhood	>4,000	50-500
Salvation Army	>2,500	15-50
The Arc of Spokane	>400	1-10

While global neighborhood is doing well in Social Media, I was still able to identify areas where Global neighborhood could improve. While reviewing the websites of Salvation Army and the Arc of Spokane, the arc of Spokane has an events page, and Salvation Army has a Stories page. While GN covers these topics either through social media or by weaving stories throughout their content, they are content subjects that could be made more explicit if Global Neighborhood is interested. A smaller point

is that the store hours and location are fairly visible on the homepage of the Salvation Army and the Arc of Spokane. On the GN website the store hours are visible on the GN Thrift and Vintage which is a few pages into the website. A great place to add the store hours would be the Footer, since the store address is already there and it would be visible on every page.

ACCESSIBILITY AUDIT

I used an online program called WAVE to review individual Global Neighborhood web pages for accessibility within W3 accessibility standards. You can learn more about web accessibility standards here: <https://www.w3.org/>. If you'd like to review your own webpage, you can access the WAVE report of your homepage here: <https://wave.webaim.org/report#/https://www.global-neighborhood.org/>

The screenshot displays a WAVE accessibility audit report for the website <https://www.global-neighborhood.org/>. The report is powered by WebAIM. The summary section on the left indicates 11 errors, 27 alerts, 25 structural elements, and 27 contrast errors. The main content area shows the website's homepage, which features a colorful geometric background and the text: "WELCOME TO GLOBAL NEIGHBORHOOD". Below this, it states: "Global Neighborhood offers pathways to employment for our neighbors who have come to Spokane as refugees, providing work through our sustainable, accessible thrift and vintage". The report also includes a navigation menu with links like "WHO WE ARE", "WHAT WE DO", "GN THRIFT & VINTAGE", and "GET INVOLVED".

In your WAVE audit, the most common concern noted is contrast issues. The multi-colored background of your background graphics can lack contrast with text of similar colors. This creates reading challenges for folks with visual impairments. By and large, the accessibility menu on the bottom portion of your website addresses this concern. I did a manual review of your website using the accessibility menu and it creates high-contrast inverted and gray-scale color schemes for your website. That said, the content outside of your website is not covered by the accessibility menu. For example, the annual report has a page of blue text over a blue background.

WAVE identified a second accessibility issue, that some of the photos on the Global Neighborhood website are missing alternate text or alt-text. Alt-text is the meta-text read by screen readers for folks with visual impairments. Alt-text can be used to aid in SEO, which I will discuss in the SEO section. That said, it is clear that your organization has taken serious steps towards improving web

accessibility by adding the accessibility menu and a dropdown language menu. These steps align well with your mission and content strategy as being inclusive and diverse. I will further discuss accessibility considerations more in the Content Strategy Review.

SEO AUDIT

Lastly, I performed a Search Engine Optimization (SEO) audit for the GN website. Search Engine Optimization involves matching SEO keywords or phrases with meta-descriptions, meta-keywords, meta-titles, alt-text, and front-end content to drive website traffic. I employed the use of a series of SEO keyword search sites such as MOZ: <https://moz.com/explorer> to develop suggested meta-keywords for your web pages that might help increase traffic on your site. The following chart shows a few possible SEO Keywords for your web page:

Global Neighborhood Web-Page Title	Suggested SEO Keywords
Home Page	<ul style="list-style-type: none">• Global Neighborhood Thrift and Vintage
Who We Are	<ul style="list-style-type: none">• Job Training Spokane Wa• Thrift Store Spokane Wa
What We Do	<ul style="list-style-type: none">• Refugee and Immigrant Support Spokane Wa• Jobs for Refugees Spokane Wa• Refugee Resources Spokane Washington• English as a Second Language Classes• Best Thrift Store
GN Thrift and Vintage	<ul style="list-style-type: none">• Vintage Clothes Spokane Washington• Thrift Shop Spokane Washington• Drive Thru Donation Center Spokane Wa• Used Book Store Spokane Wa
Get involved	<ul style="list-style-type: none">• Non-profit Spokane Wa• Volunteer Opportunities Spokane Wa

These suggested keywords could be added to the meta-data on the back-end of your website, though I advise using a more robust SEO keyword engine to create the best possible SEO keywords.

Another point to consider is that there are no meta-descriptions on your web pages. These, when aligned with keywords that match up with the content on the front end of your webpage, can improve SEO fairly significantly. Similarly, alt-text in some of the photos on your site is missing. Alt-text can also aid in SEO as it is an opportunity to further align content with meta-keywords. I've included an SEO plan as part of the Content Strategy review, and I'd be happy to discuss SEO in further detail if your organization is interested.

PART 2: CONTENT STRATEGY REVIEW

I'd first like to mention that Global Neighborhood has strong themes with colorful branding and positive messaging across digital platforms and in the brick and mortar thrift store. The positive content of the stories and photos aligns with the inclusive attitude of the organization. The frequency of Instagram and Facebook is impressive, and GN does a great job of creating fun, friendly, welcoming, and informing content. All in all, the overarching content strategy is authentic and well-executed.

That said, after having completed the content audit and having noted a few insights, I'd like to revisit and expand upon some of the key findings from the audit. I'd also like to provide suggestions for best practices on how you can approach these areas when creating future content. I will also include a content governance plan, a schedule for how you might review and manage content. The Content Strategy Review includes:

1. SEO Plan
2. Accessibility Plan
3. Additional Content Suggestions
4. Content Governance Plan

SEO PLAN

As I touched upon earlier, Search Engine Optimization involves aligning SEO keywords and HTML meta-data with content on the web page in hopes that website traffic will increase. While the keywords I suggested in the SEO Audit are a great place to start, implementing these SEO Keywords now would be considered retro-fitting. In order for the SEO keywords to be effective, they would have to align with the content on each page. This means that you may have to alter some of the content on each page. That is why I recommend reviewing each page and using a robust SEO search engine to create your own keywords that are best for your organization. Keywords should show up in content two to three times per page, so in some cases, you may be able to draw keywords out of pre-existing content, in other cases, you might alter content to fit keywords.

As opposed to retrofitting SEO keywords, when you add new pages to your website, you can create SEO keywords before you produce content for each page. This allows you to create content with an SEO keyword in mind. The keyword more or less serves as a theme that search engines use to rank whether or not the content you provide is relevant to the meta-keywords you provided. Here is a good order of operations for creating and using SEO keywords when you produce future web pages:

1. Create a page theme
2. Define page meta-keywords using an SEO Engine
3. Write HTML meta-keywords
4. Write HTML meta-descriptions
5. Write HTML alt-text for photos
6. Create Page content and alt-text that includes meta-keywords and meta-description

ACCESSIBILITY PLAN

Accessibility is another area that I'd like to revisit. By and large, your content is accessible, particularly with the inclusion of the accessibility menu and the language menu. There are still a few main points to discuss, namely, contrast, alt-text, and browser resizing.

CONTRAST

In terms of contrast, the accessibility menu on your website allows users to change the color schemes, text sizes, and spacing. This is an amazing feature. It is inclusive, a quality that is important to the Global Neighborhood mission. Contrast becomes more of an issue with content that is outside of the website. Global Neighborhood's brand color scheme can create some challenges simply because the variety of colors lends itself to text and backgrounds that interfere with one another. The best example of this is the Annual report, which has cases with dark background and dark text. Here are few

considerations prior to publishing content, with a particular focus on content that is outside of the web page:

1. Consider backgrounds and text when publishing content
2. Run your publication through a WAVE analysis prior to publishing: <https://wave.webaim.org/>
3. Do a UX (User Experience) test: Have another GN employee review content for readability

ALT-TEXT

A second concern is that the WAVE accessibility analysis showed a handful of photos on the GN website that do not have alt-text. Alt-text is important for accessibility because it is read by screen readers, a device used by folks with visual impairments. Similar to my discussion of SEO, adding alt-text at this point is a retro-fit. Nonetheless, it still could be an improvement for your site and is also an area where you can improve SEO. Here are a few alt-text guidelines for when you add visual content to your site:

1. Make sure any photo, graphic, or video is relevant to the content on the page (this is a general rule of thumb, your organization is already good at this)
2. Write text that explains the image, and if possible, includes SEO keywords
3. Add alt-text to the backend of the website each time you add a new photo to the website
4. Do a WAVE analysis to ensure alt-text is included
5. Hover your mouse over each photo to make sure alt-text is included

BROWSER-RESIZING

Lastly, when Global Neighborhood Website users resize their browser, the interaction between the text and the background is altered. The background graphic is 'fluid' which is visually stunning, but when the browser is resized, users can see new contrast issues because the text and background graphic move independently from one another. Regardless, the accessibility menu addresses contrast concerns.

Additionally, some of the spacing on the website is thrown off when you resize the browser. Excessive blank space can be created between content simply because the browser is resized. The spacing issue can be a little awkward and can hinder readability. Browser-resizing issues can typically be addressed in the back-end of the site by adding code to each page. That said, browser-resizing is a secondary concern because this is only noticeable when the browser is resized and perhaps on certain browsers.

ADDITIONAL CONTENT SUGGESTIONS

I'd like to note that Global Neighborhood already has great content, yet part of a content audit involves suggesting additional content possibilities. As a disclaimer, I do not have a full understanding of the resources available to GN. Additional content means more resources would have to go towards planning, producing, and managing content. If the ideas I provide are within the means of GN to produce and upkeep, then you can take them into consideration. Please note that it would be good practice to review the SEO and Accessibility portions of the audit prior to producing new content. Some additional content suggestions include:

1. Include a fashion section in the GN Thrift and Vintage page

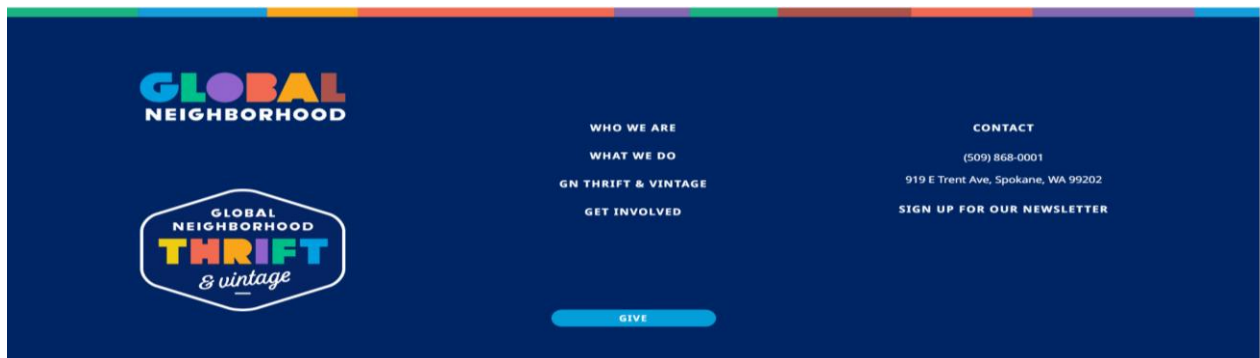
This is more of a fun suggestion. GN does a great job of sharing fashion photos of all kinds on social media. You could do something similar on the website by including a fashion hall of fame for example. Alternatively, you could do something to the same effect on social media and create a photo series out of it. You could also create a 'fashion competition' held over the course of a given amount of time which would be a fun way to promote thrifting at GN.

2. Include thrifting tips and tricks content

Similar to the 'fashion' section I previously suggested, a thrifting tips and tricks section could be a fun series of videos to add to social media. It could be a 'thrifting tip of the month.' Maybe in the month of August you could suggest starting to look for Halloween outfits to minimize costume competition.

3. Add the store hours to the footer

During the comparative audit, it was clear that other thrift stores show the store hours on the main page of their website. Alternatively, GN has the hours visible only on the GN thrift and vintage page. You could include the store hours on the main page, though I suggest a subtler approach to keep the mission of the organization as the main focus of the home page. You could try adding the hours to the contact information section of the footer, the section of the site shown below:

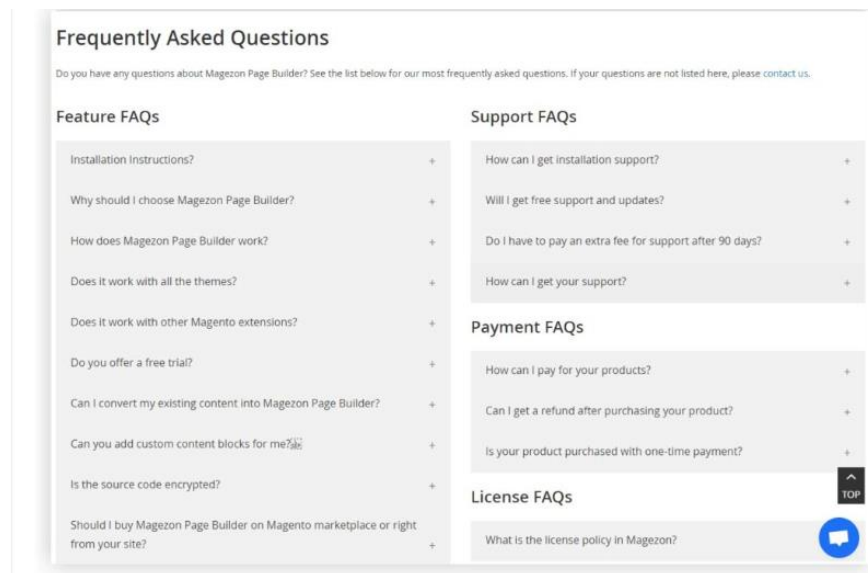


4. Include thrifting tips and tricks content

Similar to the ‘fashion’ section I previously suggested, a thrifting tips and tricks section could be a fun series of videos to add to social media. It could be a ‘thrifting tip of the month.’ Maybe in the month of August you could suggest starting to look for Halloween outfits to minimize costume competition.

5. Add an FAQ portion to the website

For Global Neighborhood’s purposes, the website covers the mission and goals of the organization well, though an FAQ section could help users understand the organization a little better. For example, you could use the FAQ section to highlight some of the positive statistics mentioned in the annual report. Here is a standard website FAQ section as a visual (GN would not need Support, Payment, Or License FAQs sections):



6. Add an Online Thrift Store

This is a much loftier goal. Perhaps you could start an eBay store or sell items directly from your website. During the quantitative audit, the Web Crawler found the ‘cart’ page and I thought it could be put to use.

CONTENT GOVERNANCE PLAN

A Content Governance Plan is a modular schedule for how your organization can review, create, and manage content over a given amount of time. The content plan I’ve created for Global Neighborhood is stretched out over the course of a year and is divided into quarters labeled Q1-Q4. Depending on the resources available for Global Neighborhood, this timeline may be too long or too short. You could, for example, complete all of the tasks within a six-month time-frame creating a bi-annual cycle. The plan is

malleable to the needs of your organization. In general, the plan follows the content audit that I performed, and you can use the audit as a more specific guide for enacting the governance plan. There are, however, a couple of important additions:

1. I included a 'Spring Cleaning' portion in Q2 of the plan. This time is allocated to review your content management system or database. You can use this time to organize files, delete files, and address any digital file management concerns. Please note, it is important to upkeep your files throughout the year. It is simply nice to dedicate time to do a thorough review of digital content files.
2. I included a 'Content Governance Plan Review' in Q4 of the plan. This time is allocated under the premise that my content governance plan is imperfect to the needs of your organization. You could use this time to review the governance plan and make any changes as necessary. If you find that these tasks are manageable in a shorter timeframe, you can do a governance plan review earlier in the year to change the lifecycle of the governance plan.

*The Content Governance is provided on the next page

Global Neighborhood: Annual Content Governance Plan

Quarter 1

Audience Analysis	Consider the users of your content
	Who are your users? What are their needs? Is different content aimed at different users? Users and their needs may change over time
	Do UX research as necessary
	Adjust or add content as necessary
Quantitative Audit	Inventory Your content
	See Quantitative Content Audit
Qualitative Audit	Consider the quality of your content
	Does it fit your brand and move your brand forward?
	Create a three qualitative criteria and consider your content through these criteria
	See the qualitative content audit

Quarter 2

Spring Cleaning	Review your database or content management system
	Organize and delete files accordingly
Comparative Audit	Review the content of other similar non-profits or organizations
	Look for similarities and differences
	Are you missing anything from your content?
	Are there gaps in the content of other organizations that your organization could address?

Quarter 3

Accessibility Review	Use Wave to Review the accessibility of your content: https://wave.webaim.org/
	Review W3 guidelines as necessary: https://www.w3.org/WAI/standards-guidelines/
	Manually review content that is outside of your website i.e. the annual report, newsletters, social media
	Make edits as necessary
SEO Audit	Review SEO keywords with online tools (Top SEO keywords may change over time): https://ahrefs.com/free-seo-tools
	Review keywords, meta-descriptions, front-end text, alt-text
	Align text, content, and meta-descriptions with SEO keywords

Quarter 4

Content Strategy Review	Consider the work you've done throughout the year
	Adjust any plans and content strategy accordingly
	Update any templates and styleguides
Content Governance Plan Review	Consider the Governance Plan
	Should the plan be adjusted?
	Edit the content governance plan as necessary

CONCLUSION

I am glad to have reviewed Global Neighborhood's digital content as a project for my content strategy class at Minnesota State University at Mankato. As someone who was born and raised in Spokane, I think the GN mission is important within the context of Spokane. I'd like to remind you that your content is excellent. Much of what I've provided in the audit could fall into the category of edits as opposed to broader content strategy concerns, and that is simply because the GN content and branding is well-done.

In the first half of the audit, I provided an overview of my analytical methods along with insights for each of the content areas I reviewed. The second half of the audit covered content strategy plans that were drawn from the analysis of the first half of the audit.

I included an SEO content plan, an accessibility content plan, suggestions for additional content, and a content governance plan. In the appendix, I will also include a list of resources and copies of the spreadsheets that I used during the audit. I would be happy to discuss the audit in further detail if GN is interested. I volunteer in the ESL program, so you reach me in person. Otherwise, my contact information is below:

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APPENDIX A

RESOURCES FOR GLOBAL NEIGHBORHOOD

Website Crawler: <https://sitechecker.pro/website-crawler/>

WAVE Accessibility Analysis: <https://wave.webaim.org/>

W3 Accessibility Information: <https://www.w3.org/WAI/>

MOZ SEO Keyword Engine: <https://moz.com/explorer>

Ahrefs SEO Resource list: <https://ahrefs.com/blog/free-seo-tools/>

Arc of Spokane Website: <https://www.arc-spokane.org/thrift>

Spokane Salvation Army Website: <https://spokanethriftstore.salvationarmy.org/>

APPENDIX B

AUDIENCE ANALYSIS

Analyzing Purpose			
Questions to Answer Before Writing:			
What is the name of the organization?	Global Neighborhood, a non-profit		
What is the form of the finished product? i.e. memo, blog, webpage, brochure etc.	Website, Facebook, Instagram, and Newsletter		
What does the writer want the reader to know or do?	The writer wants the reader to understand the organization's mission, seek support by the organization, or support the organization if possible.		
Is the reader's primary use of this document to be decision making, performing a task, or understanding information?	The reader's primary purpose is to understand information and possibly make a decision		
What effect will this document have on the reader's work?	The reader may become employed by the company, may become a partner of the company, and may not have any affect on the company		
If there are multiple readers, do they all have the same goals? Will they all use the document in the same way?	The readers may have different goals. Some folks might like to be employed or use the organizations resources while others may want to volunteer or donate.		
Do the writer's purpose and my reader's purpose conflict in any way?	No, the writer informs for decision making, the reader understands for decision making		
Document Purpose	Writer Task	Document deals with:	Examples
To Instruct	Writer tells the reader how to do a task and why it should be done	The purpose of the procedure, the steps in performing the procedure, special conditionns that affect the procedure	Training and operator manuals, policy and procedure statements, and consumer instructions
To Record	The writer records the details of an action, decision, plan, or agreement	Test or research performed, results, decision made, responsibilities assigned, actions and their consequences	Meeting minutes, file reports, laboratory reports
To Inform (for decision making)	The writer supplies information and analyzes data to enable the reader to make a decision	Specific facts that materially affect a situation, the influence the facts have on the organization and its goals, significant parts of the overall situation	Progress reports, performance evaluations, investigative reports
To Inform (without Decision Making)	The writer provides informations to readers who need to understand data, but the readers do not intend on making a decision	The specific who, what, where, when, why, and how of the subject; a sequence of events showing cause and effect; the relationship of the information to the company's interests	Information bulletins, literature reviews, product descriptions, and process explanations
To Recommend	The writer presents information and suggests a specific action	Reasons for the recommendation; expected benefits; why the recommendation is preferable to an alternative	Proposals, feasibility studies, recommendation reports
To Persuade	The writer urges the reader to take a specific action or reach a specific conclusion about an issue. The writer will have to 1. explain why the facts are releant to the problem 2. describe how they were obtained 3. anser potential objections to the plan	The importance or urgency of the situation; the consequences to the reader or other if a specific action is not taken or a specific position is not supported; the benefits to the reader and others if a specific action is taken or a specific position is supported	Construction bids, grant applicatoins, technical advertisements, technical news releases, reports dealing with sensitive topics
To Interest	The writer describes information to satisfy a reader's intellectual curiosity	How the subject affects daily life; amusing, startling, or significant events connected to the subject; complex information in simplified form for general readers	science articles, magazines, blogs, brochures, pamphlets, videos

Analyzing Audience			
Questions to Answer Before Writing:			
Who are my specific readers?	The readers may be folks who are supported by the organization, though by and large, the website is aimed at Spokane Community members who may support the organization by shopping at the thrift store, donating, or volunteering		
What positions do they have in the organization? Are they external?	The readers are mostly external. They either receive services or are supporting the organization in some way.		
How much technical knowledge about the subject do they already have?	The readers would be considered non-experts, though there may be some semi-experts		
What are their attitudes about the subject or the writing situation?	The readers likely have empathy towards the cause of the organization or non-profits in general. It is possible that they are just thrift store junkies and want to thrift while supporting a cause.		
What purpose do they have in using the document?	The will use the document to become informed about the organization and make a decision to volunteer, shop, or support the organization in some way.		
Do they have preferences for some elements, such as tables, headings, or summaries?	N/A		
Audience Subject Knowledge:	Reader Knowledge	Reader Purpose	Terminology
Expert Level	Knows theory and practical application of the subject. Years of experience or advanced training in the subject.	Reads for various purposes. Could be for precise information for recreating a lab test as an example, could be less specific as well.	Typically require few definitions and explanations of principles.
Semi-expert Level	May understand some principles in the subject. May know little about theory but be well versed in operating a piece of equipment related to the subject, or may be an expert in an adjacent field	Reading purpose may vary. Could be an equipment safety procedure, could be to make a business decision as examples.	May need more definitions and explanations of general principles
Non-expert level	No specialized training or experience in the subject	Read because they want to learn a new subject, perform a new task, use a new technology etc.	May need to include glossaries of technical terms, checklists of important points, simple graphics, and summaries
Audience Position in the Organization	Reader Ranking	Reader Purpose	
Superiors	Higher in authority than the writer	Likely interested in bigger picture issues. ex. cost projections, effect on company operations, expected benefits to the company, etc.	
Subordinates	Lower in authority than the writer	May be interested in how the document affects their job specifically, could affect how they use equipment, decision making, tool location etc.	
Peers	Same authority as the writer (may not be in the same technical field as the writer)	Could involve decision making, coordinating related projects, following procedures, keeping current with company activities, etc.	
External Audience	Customers, vendors, stockholders, employees of government agencies or industry associations, competitors, the general public etc.	Could involve decision making based on your information, could be leisure, depends on the document	
Audience Personal Attitudes	Reader Attitude	Considerations	

Analyzing Audience			
Emotions	Could be positive, negative or neutral about the subject, purpose of the document, or the writer	Emotions can interfere, consider organizing data from generally accepted data to less accepted data. Maybe begin with shared goals.	
Motivation	Might be eager to act, may be reluctant to act	Create a document that is easy to use. Include lists, tables, headings, indexes etc. Inform readers why they should act if needed.	
Preferences	May have personal preferences about the document	May demand lists or charts. May not read longer documents or documents that aren't of specific formats.	
Audience Reading Style	Purpose	Example	
Uses the summary or abstract	Reader wants only general information about the subject. I.e. An executive not involved in a production change.	An executive not involved in a production change	
Checks for specific sections of information	Reader is interested in some topics of a lengthy document	A technical manual user	
Scans the document, pauses at key words or phrases	Reader surveys the document but concentrates on info pertaining to them	Manager who looks at insurance trends in one segment of a report, but thoroughly reads info that affects the annuity department	
Studies the document from beginning to end	Readers who need all the information in the document to make an informed decision	Instructions on how to change a tire. (could use bullets to highlight particularly important info)	
Evaluates the document critically	Readers who oppose a project or the writer's participation in the project. Readers in academia.	Folks who oppose a plan for a company merger may read a document critically	
Multiple Readers	Purpose	Considerations	
Primary Readers	Takes action or make decisions based on the document	If there are multiple primary readers, plan for those who need the most help understanding the subject and technical jargon	
Secondary Readers	Does not make decisions or take direct action because of the document	Secondary readers may be as interested in a subject, the document simply does not immediately influence them. May have to produce a second document if the differences between primary and secondary readers is too great i.e. subject experts vs. non-experts	
Other Considerations			
International Readers	Research specific communication customs and expectations for the document	Document graphics, colors, shapes, numbers and format meaning can vary depending on cultures	
Informal Checking	Writers can talk with readers, check reader reactions, etc to learn about an audience		
Interviewing	Conduct formal interviews to learn about an audience		

Analyzing the Writing Situation	
Questions to Answer Before Writing:	
Is the subject controversial within the organization?	No
What authority do my readers have relative to this subject?	The readers are using the document to make a decision or simply to become informed. They do not necessarily have authority on the subject.
What events created the need for this document?	The organization wants to become known within the community. They want to share the services they offer and provide opportunities for people to support their cause.
What continuing events depend on this document?	The success of the organization could be impacted by the website as it is likely their main means of reaching an audience.
Given the deadline for this document, how much information can be included?	The website could be as large as needed. That said, it would be helpful to keep the website concise.
What influence will this document have on company operations or goals?	The website is a means for people to learn about the organization. It has the potential of helping find donors, partners etc.
Is this subject under control of a government agency or specific regulations?	Yes, it is a non-profit organization. There are many regulations involved.
What external groups are involved in this subject, and why?	There may be secondary readers, or secondary readers who could support the company in various ways.
Does custom indicate a specific document for this subject or a particular organization and format for this kind of document?	No
Organization Environment Attribute	Considerations
Roles	The roles and authority both you and your readers have in the organization and in the writing situation
Communication	The communication atmosphere-- whether information is readily available to employees or only to a few top-level managers
Organization Guidelines	Preferences for specific documents, formats, or types of information. Is there a style guide or style sheet?
Community Relations	The organizations's relationship with the community, customers, competitors, unions, and government agencies

CONTENT INVENTORY

*I've included a sheet showing the breadth of the inventory. You can click [here](#) to open the full document in excel

[illegible]