Content Audit

- We reviewed a total of 110 pages
- Discovered problems with findability & formatting

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Content Audit: Recommendations

- Improve formatting and overall visual design
- Incorporate image galleries to encourage engagement
- Create a video to emotionally connect with the community
- Improve dropdown menu structures
- Remove content from pages that are 3 clicks away
- Remove left and right side navigation



Content Audit: Recommendations

- Prominently feature the events and volunteers on the homepage
- Improve footer content and design
- Include supplemental navigation (in footer and as breadcrumbs)

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site by: tuscanostudios

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	Phone: 215-482-7300 x option 2 Email: wildlife@schuylkillcenter.org			

Current

Content Strategy

- **Educational pages:** We will **provide online registration** for all programs to facilitate easy registration & provide clear communication about program availability.
- Wildlife Clinic: we will be the primary informational resource for community members who have questions about wildlife rescue, and we will provide practical advice and guidelines for real life wildlife encounter scenarios.
- Nature preschool & kindergarten: We will incorporate an image gallery, contact forms, options to schedule tours online, and an online application system to facilitate clear and open communication with families.
- Environmental Art: we'll provide artists with an user-friendly application submission experience