

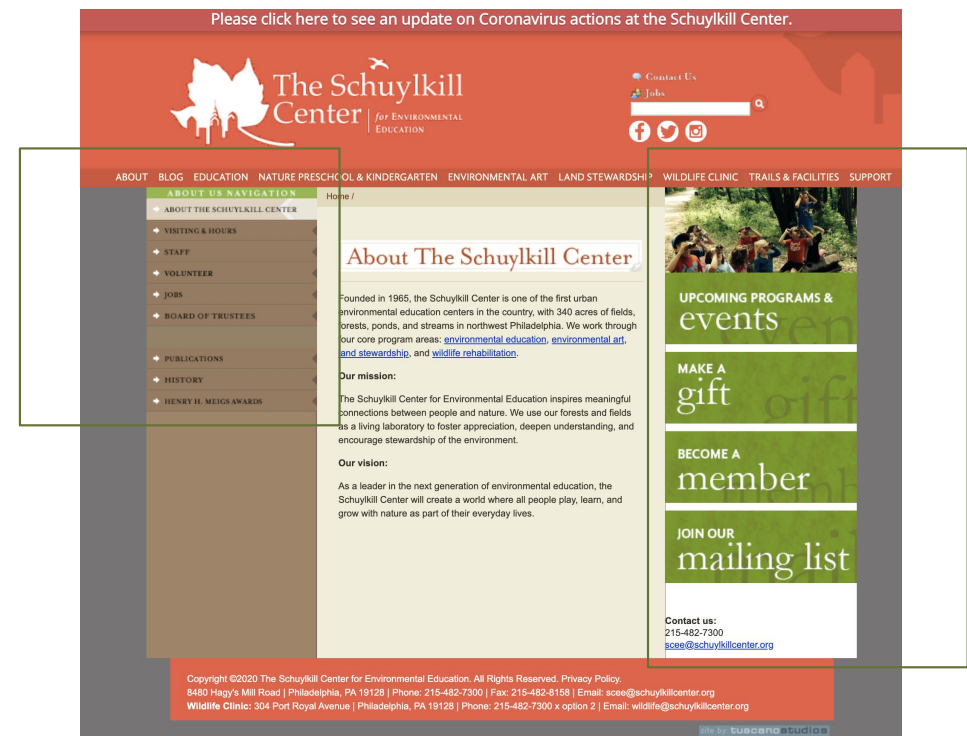
# Content Audit

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

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
ID	Page Hierarchy				URL	Page Title	Audience	Format	Description	Last Updated	Findability Score	Content Structure Score	Formatting Score	Overall Score
	Education				<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Programs Main	Everyone	Text/Map/Image	General introduce programs	October 12, 2019	3	2	2	2.33333333
	Education	Overview			<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Programs Main	Everyone	Text/Map/Image	General introduce programs		3	2	2	2.33333333
	Education	For Children/Teens	Overview		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Programs Main	Everyone	Text/Map/Image	General introduce programs		3	2	2	2.33333333
	Education	For Children/Teens	Summer Camp		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Summer Camp	Parents	Text/Link	Summer Camp descriptions, groups, dates, fee		2	1	1	1.33333333
	Education	For Children/Teens	Birthday Parties		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Birthday Parties	Parents/Teens	Text/Map/Image	Birthday Party packages, themes, fee, the number of children		1	2	1	1.33333333
	Education	For Children/Teens	Scouting	Overview	<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Scouting	Parents/Teens	Text/Map/Image/L	General descrip all programs		2	1	1	1.33333333
	Education	For Children/Teens	Scouting	Boy Scouting	<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Boy Scouting	Parents/Teens	Text/Map/Image/L	Descrip boy scouting		2	1	1	1.33333333
	Education	For Children/Teens	Scouting	Girl Scouting	<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Girl Scouting	Parents/Teens	Text/Map/Image/L	Descrip girl scouting		2	1	1	1.33333333
	Education	For Children/Teens	Day-Off Camps		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Day-Off Camps	Parents	Text/Map/Image/L	Short introduce day-off camp, fees, registration online, dates, and themes.		2	1	1	1.33333333
	Education	For Children/Teens	After school program		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	After school prog	Parents	Text/Map/Image/L	Offer link to finish the health form. Short introduce after school program, fees, dates, and themes.		3	2	2	2.33333333
	Education	For Adults	Upcoming Events		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Upcoming Events	Adults	Blog-image/text	Show upcoming event information		2	3	3	2.66666667
	Education	For Adults	Richard L. James Lecture		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Richard L. James Li	Everyone	Image/Text	Very short introduce James background, nothing about future dates and location		1	1	1	1
	Education	For Adults	PA Master Naturalist Program		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	PA Master Natural	Everyone	Image/Text/Link	Philadelphia County Master Naturalist Training plan. Offer link to learn more.		1	1	2	1.33333333
	Education	For Adults	Challenge courses and team build program		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Challenge courses	Adults	Text	Weird!!!!The title become For Adult, when you click in.		1	1	1	1
	Education	For Schools	Field study		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Field Studies at the Schuylkill Center	Teachers	Image/Text	Extra PDF is clear. Field Studies at the Schuylkill Center		3	3	3	3
	Education	For Schools	Field study		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Field Studies at the Schuylkill Center	Teachers	Image/Text	Same webpage with "For school"		3	3	3	3
	Education	For Schools	Preschool & Kindergarten Programs		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Preschool & Kindergarten	Parents	Image/Text	Weird nested in the "For school".		1	1	1	1
	Education	For Schools	Grades 1-3		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Field Studies at the Teachers	Teachers	Image/Text	Introduce the program and fee		2	1	1	1.33333333
	Education	For Schools	Grades 4-6		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Field Studies at the Teachers	Teachers	Image/Text	Introduce full/ half field trip program and fee		2	3	3	2.66666667
	Education	For Schools	Grades 7-12		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Field Studies at the Teachers	Teachers	Image/Text	Introduce full/ half field trip program and fee		2	3	3	2.66666667
	Education	For Schools	SCEE @ My School for Grades 1 - 12		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	SCEE @ My School	Teachers	Image/Text	Introduce program and fee		2	2	2	2
	Education	For Schools	Free & Discounted Programs for Philadelphia		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Free & Discounted Programs	Teachers	Image/Text	Short introduce discount and contact person's name and phone number		2	2	2	2
	Education	For Schools	Field Trip Registration		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Field Trip Registers	Teachers	Form	Jump to a online form		1	2	2	1.66666667
	Education	For Schools	SCEE @ My School Registration		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	SCEE @ My School	Teachers	Form	Weird!Same webpage with "Field Trip Registration"		1	1	1	1
	Education	For Teachers	Overview		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	For Teachers	Teachers	Image/Text	Very short introduce service		2	1	1	1.33333333
	Education	For Teachers	Curriculum Supplements		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	For Teachers	Teachers	Text	Intro curriculum earth, available lessons, other activities		2	1	1	1.33333333
	Education	For Teachers	Graduate Programs		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	For Teachers	Everyone	Text	Offer courses		2	1	2	1.66666667
	Education	Toad Detour			<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Toad Detour	Everyone	Image/Text	Offer a big register button. Intro basic info and volunteer for Toad Detour		1	1	1	1
	Education	Birding at SCEE	Overview		<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Birding at SCEE	Everyone	Image	Short intro local birds		1	1	1	1
	Education	Butterfly Meadow Loop			<a href="http://www.schuylkillcenter.org/programs/main">http://www.schuylkillcenter.org/programs/main</a>	Butterfly Meadow Loop, Ravine Loop, Bird Blind and Woodcock	Everyone	Text	Short intro local birds		1	1	1	1

# 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)

Current

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site by: [tuscenostudios](#)

Recommended

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# 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**