# Content Audit

## Analysis Report

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# Summary

The Boys & Girls Clubs of Greater New Haven (BGCGNH) provides youth development programs and resources to families throughout the Greater New Haven area. Its website plays an important role in introducing these services, encouraging enrollment, and communicating the organization's impact.

This audit evaluates how effectively the website supports those goals through content organization, accessibility, navigation, and search engine optimization (SEO). The analysis combines a manual review of six website pages, observations of the organization's Instagram presence, and findings from Screaming Frog, Semrush, WAVE, and ChatGPT.

Overall, the website communicates BGCGNH's mission through photography, impact statistics, and family testimonials. However, the audit identified opportunities to simplify registration, improve language accessibility, provide more detailed program information, and establish greater consistency across its digital content.

The central recommendation is to prioritize the needs of families navigating the website, particularly those seeking enrollment information or learning about the Club for the first time.

# Purpose

The purpose of this audit is to evaluate how effectively BGCGNH communicates its mission and resources through its website. As a local nonprofit serving children, teenagers, and families throughout the Greater New Haven area, BGCGNH relies on its digital presence to connect with parents seeking youth programs and enrollment information, as well as potential employees, volunteers, donors, and community partners.

Having worked at the organization for nearly two years, I became familiar with how families interacted with its services, including those who preferred calling or visiting in person for assistance. This experience motivated me to examine whether the website adequately supports its diverse audience, particularly families who may encounter language barriers or difficulties navigating online resources.

Through an evaluation of content organization, accessibility, navigation, and SEO, this audit aims to identify opportunities to improve the user experience and make the organization's programs and resources easier to access.

# Methodology and Limitations

This audit combined manual website evaluation with SEO and accessibility tools to assess the Boys & Girls Clubs of Greater New Haven's digital presence. I reviewed the homepage and five additional pages, focusing on content quality, navigation, visual consistency, accessibility, and how effectively information was presented to visitors. I also examined the organization's Instagram account to evaluate its content distribution across platforms. For the technical analysis, I used Screaming Frog SEO Spider to identify issues with page titles, meta descriptions, heading structures, and image alt text. Semrush provided insight into organic search traffic, keyword rankings, referring domains, and overall site health, while WAVE helped identify potential accessibility concerns.

Although these tools provided valuable information, the audit had several limitations. Screaming Frog's free version restricted the crawl to 500 URLs, preventing a complete examination of the entire website. Semrush's free features also limited the depth of available SEO data, while WAVE's automated results could not replace a comprehensive accessibility evaluation. Additionally, ChatGPT could not independently verify every technical finding, particularly certain HTML elements and meta descriptions. The mobile website was similar to the desktop version, but a separate technical mobile usability test was not conducted. Therefore, the findings represent a combination of automated measurements and personal observations instead of an extensive evaluation of the website.

# Content and User-Experience Findings

**1. Homepage**

**Strengths:** The homepage creates a welcoming first impression through a slideshow featuring photographs of club members, bold text, and a prominent enrollment button. The Program Promise section provides a helpful introduction to the organization's services and directs visitors to the What We Do page. Further down, interactive statistics showing the number of youth served, parent testimonials, and club locations help demonstrate BGCGNH's community impact.

**Areas for Improvement:** One of the biggest concerns is the enrollment process. Clicking the initial enrollment button takes visitors through additional pages before they can access registration. Once inside the registration portal, returning to the main website is not straightforward. The homepage also features inconsistent typography, button colors, and text formatting. Some partner and sponsor sections appear to contain missing logos, while current programming could receive greater visibility in the news section. During my time at BGCGNH, I noticed that many families preferred calling or visiting in person for assistance, and staff were often available to help translate information. Although this does not necessarily mean the website caused those

interactions, it highlights the importance of making enrollment instructions more accessible.

**Recommendation:** Simplify the registration pathway, establish consistent visual formatting, and update the homepage more regularly with current programs and activities.

**2. Who We Are — Mission and Vision**

**Strengths:** This page provides a clear overview of BGCGNH's mission, vision, organizational history, commitment to inclusion, and leadership. The six key program areas help communicate the organization's priorities, while the leadership and board sections introduce the people involved in its operations.

**Areas for Improvement:** Some elements appear interactive without offering additional information. For example, the six program areas change appearance when selected but do not link to more detailed descriptions. Similarly, leadership names respond visually to interaction without directing visitors to profiles or contact information. The history section also places text over a busy photograph, making it difficult to read until a darker overlay appears when the cursor hovers over it.

**Recommendation:** Improve text readability without requiring hover interactions and make interactive-looking elements functional or clearly distinguish them from clickable links.

**3. What We Do — Programs and Services**

**Strengths:** The What We Do page introduces the organization's programs and explains how they support youth development. Its impact statistics are effective because they provide measurable evidence of the organization's work.

**Areas for Improvement:** Some sections, including Healthy Kids, Healthy Behaviors and Social-Emotional Learning, could better explain how specific Club activities contribute to these goals. Several program descriptions emphasize similar outcomes without providing enough examples of what children actually participate in. The lengthy text columns also make the information feel crowded and difficult to scan.

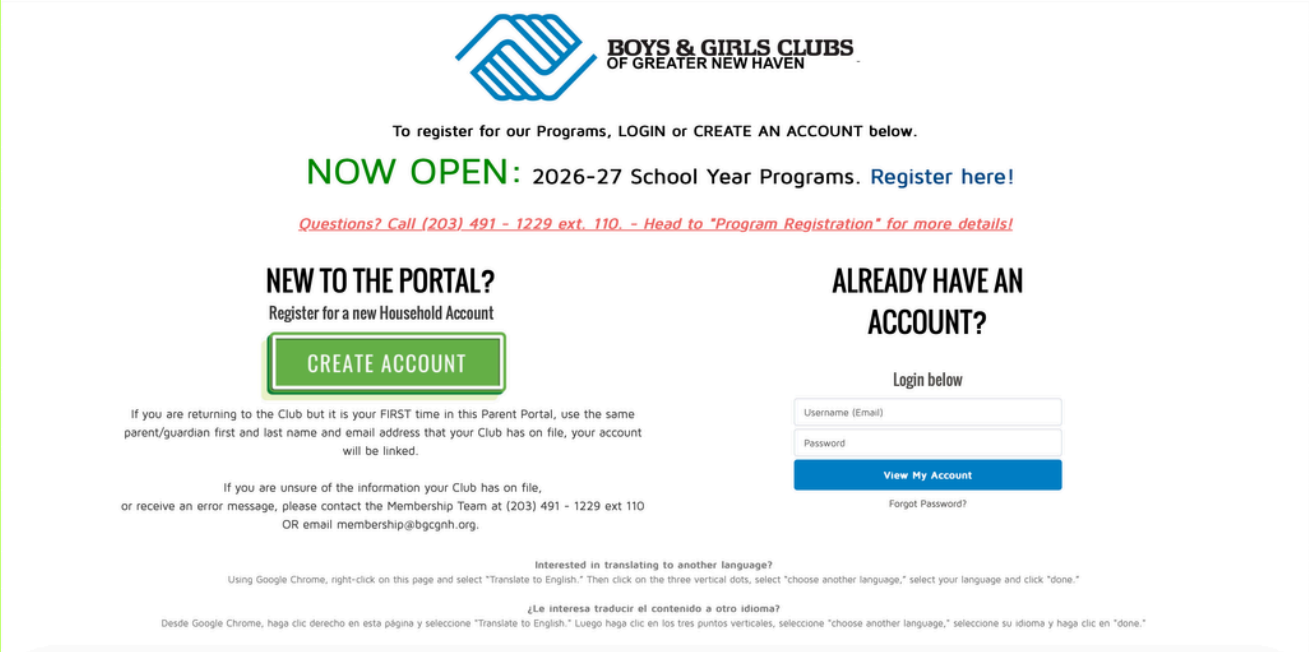
**Recommendation:** Include specific program examples, photographs, and supporting research where appropriate. Shorter descriptions and a more organized layout could help families understand the differences between programs.

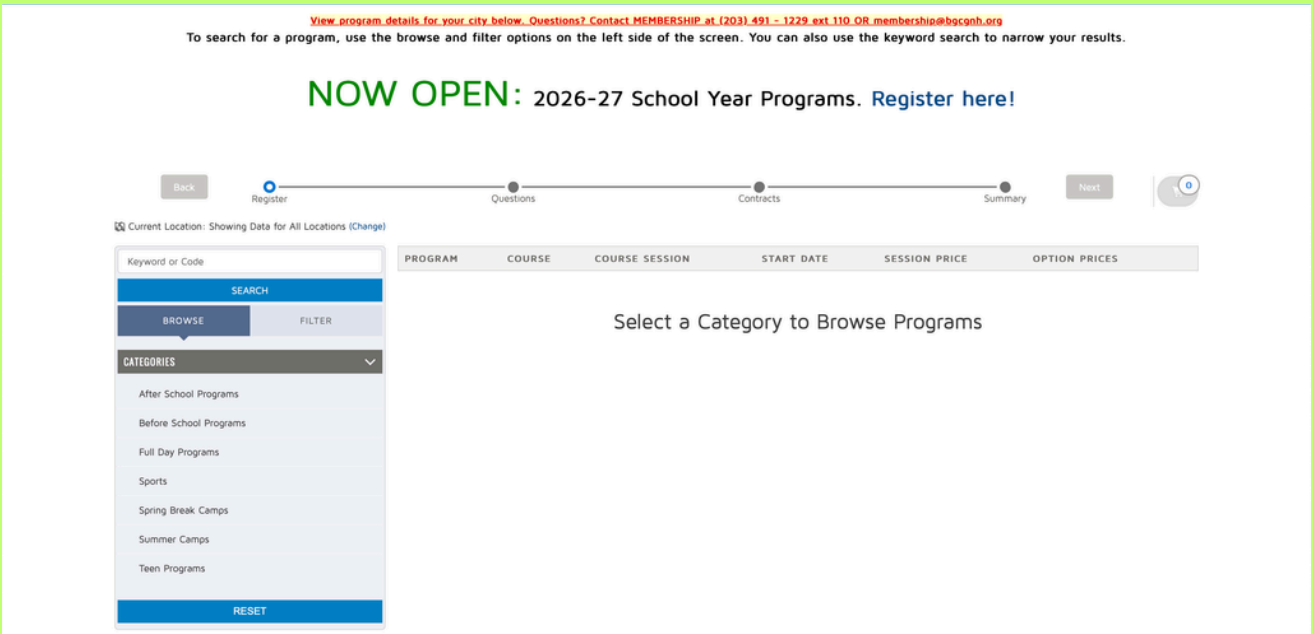
**4. Become a Member — Registration**

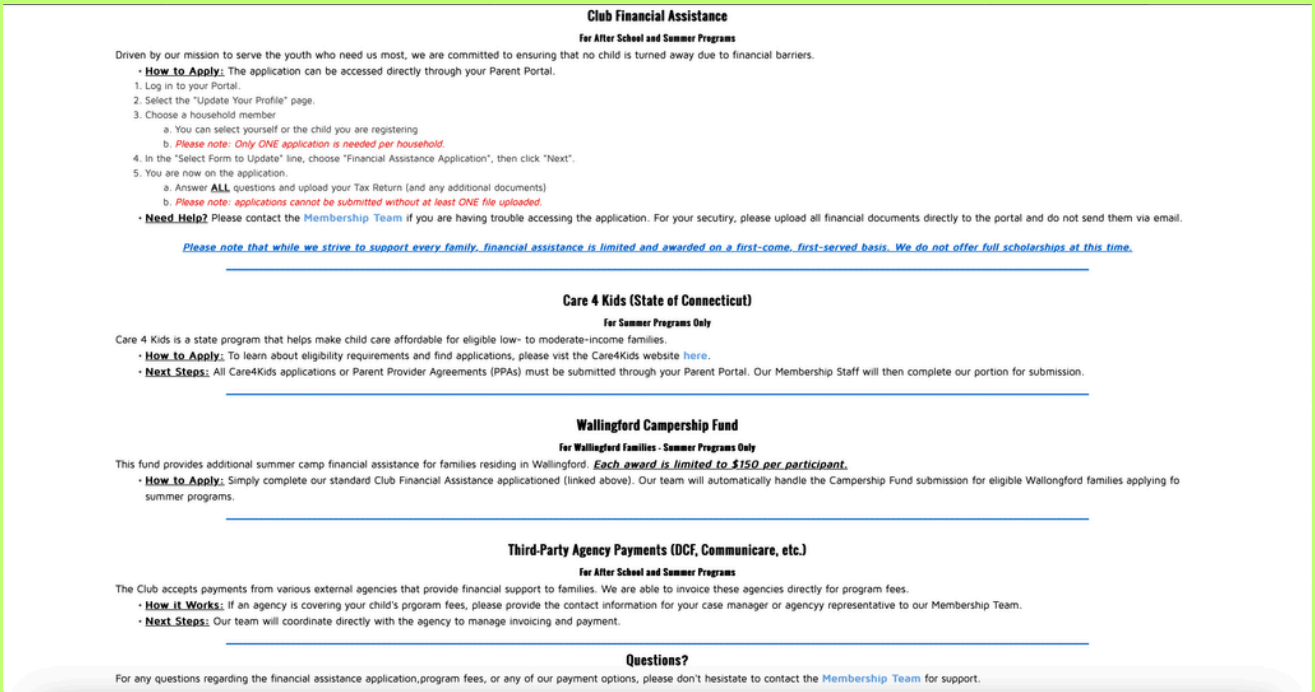
**Strengths:** The membership section provides enrollment-related information and includes a phone number and extension for families who need assistance.

**Areas for Improvement:** The registration pathway involves multiple buttons and pages, making it difficult to identify where the actual enrollment process begins. The registration portal also contains competing text styles and several account-related options that may overwhelm first-time visitors. Additionally, the information is presented in English, which could create barriers for families who primarily speak other languages.

As one of the most important parts of the website, I felt this was the most confusing.



## Club Financial Assistance

**For After School and Summer Programs**

Driven by our mission to serve the youth who need us most, we are committed to ensuring that no child is turned away due to financial barriers.

- **How to Apply:** The application can be accessed directly through your Parent Portal.
  1. Log in to your Portal.
  2. Select the "Update Your Profile" page.
  3. Choose a household member
     a. You can select yourself or the child you are registering
     b. *Please note: Only ONE application is needed per household.*
  4. In the "Select Form to Update" line, choose "Financial Assistance Application", then click "Next".
  5. You are now on the application.
     a. Answer **ALL** questions and upload your Tax Return (and any additional documents)
     b. *Please note: applications cannot be submitted without at least ONE file uploaded.*
- **Need Help?** Please contact the Membership Team if you are having trouble accessing the application. For your secutiry, please upload all financial documents directly to the portal and do not send them via email.

***Please note that while we strive to support every family, financial assistance is limited and awarded on a first-come, first-served basis. We do not offer full scholarships at this time.***

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## Care 4 Kids (State of Connecticut)

**For Summer Programs Only**

Care 4 Kids is a state program that helps make child care affordable for eligible low- to moderate-income families.

- **How to Apply:** To learn about eligibility requirements and find applications, please vist the Care4Kids website here.
- **Next Steps:** All Care4Kids applications or Parent Provider Agreements (PPAs) must be submitted through your Parent Portal. Our Membership Staff will then complete our portion for submission.

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## Wallingford Campership Fund

**For Wallingford Families - Summer Programs Only**

This fund provides additional summer camp financial assistance for families residing in Wallingford. ***Each award is limited to $150 per participant.***

- **How to Apply:** Simply complete our standard Club Financial Assistance applicationed (linked above). Our team will automatically handle the Campership Fund submission for eligible Wallongford families applying fo summer programs.

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## Third-Party Agency Payments (DCF, Communicare, etc.)

**For After School and Summer Programs**

The Club accepts payments from various external agencies that provide financial support to families. We are able to invoice these agencies directly for program fees.

- **How it Works:** If an agency is covering your child's prgoram fees, please provide the contact information for your case manager or agencyy representative to our Membership Team.
- **Next Steps:** Our team will coordinate directly with the agency to manage invoicing and payment.

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## Questions?

For any questions regarding the financial assistance application,program fees, or any of our payment options, please don't hesistate to contact the Membership Team for support.

**Recommendation:** Provide a direct registration link, simplify the instructions, and consider multilingual guidance to help families navigate the enrollment process independently.

**5. New Haven Club — Local Programming**

**Strengths:** The New Haven Club page organizes programming by age group and provides information about opportunities for younger members and teenagers, including evening activities.

**Areas for Improvement:** Sports and recreational programming could receive greater emphasis. Based on my experience working at the Club, sports activities attracted significant participation, with some students attending specifically for these opportunities. However, the website could do more to communicate what these activities involve and when they take place.

**Recommendation:** Include seasonal schedules, current program flyers, and additional photographs showing children and teenagers participating in activities. This would give families a clearer understanding of what is available at the New Haven location.

**6. Careers — Employment Opportunities**

**Strengths:** The Careers page is one of the more straightforward sections of the website. It provides brief but effective descriptions of available positions and directs visitors to job listings through Indeed. The information is relatively easy to understand, allowing prospective employees to explore opportunities without navigating extensive content.

**Areas for Improvement:** Although the page is generally effective, it could more clearly communicate when visitors are being redirected to an external employment platform.

**Recommendation:** Maintain the concise job descriptions while making external application links easily identifiable.

**7. Instagram — Cross-Platform Content**

**Strengths:** BGCGNH uses Instagram to promote organizational events and important milestones. These posts help maintain community awareness and recognize the organization's history and achievements.

**Areas for Improvement:** During my review, content celebrating the organization's 155th anniversary appeared especially prominent, while photographs and updates showcasing everyday programming were less visible. Some promotional flyers also appeared visually crowded, with multiple design elements, making the flyer difficult to analyze.

**Recommendation:** Establish a more balanced content strategy that highlights everyday Club activities alongside fundraising campaigns and organizational milestones. Sharing more photographs of youth programs, recreational activities, and community events could help prospective families better understand what participation at BGCGNH looks like.

Overall, BGCGNH's website successfully communicates the organization's mission and impact through various elements. However, my review identified opportunities to improve how visitors access and understand its resources. The complicated registration process, inconsistent visual formatting, and limited details about certain programs may make navigation more difficult for families unfamiliar with the organization. Addressing these concerns could strengthen the website's effectiveness as a resource for the Greater New Haven community.

# Technical SEO - Screaming Frog

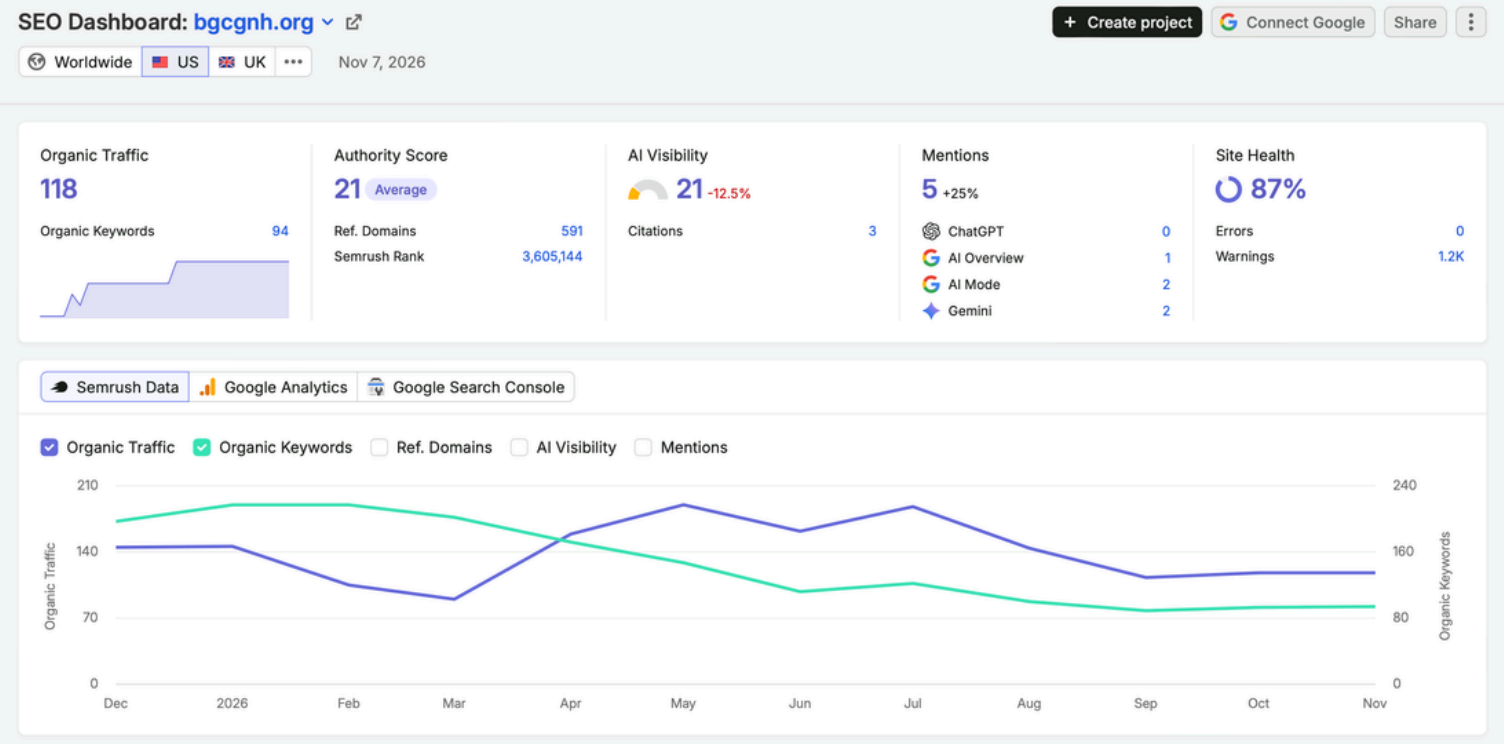
Using Screaming Frog SEO Spider, I analyzed the website's technical SEO performance, focusing on page titles, meta descriptions, heading structures, and image alt text. The crawl identified 19 page titles exceeding 60 characters, eight pages missing meta descriptions, and 18 pages without H1 headings. These findings suggest inconsistencies in how the website's content is organized and presented to search engines. Additionally, 140 images were flagged for missing or empty alternative text, raising concerns about how effectively visual content is communicated to users relying on assistive technology. Although the website contains valuable information about its programs and services, improving these technical elements could strengthen its search visibility, accessibility, and overall content structure.

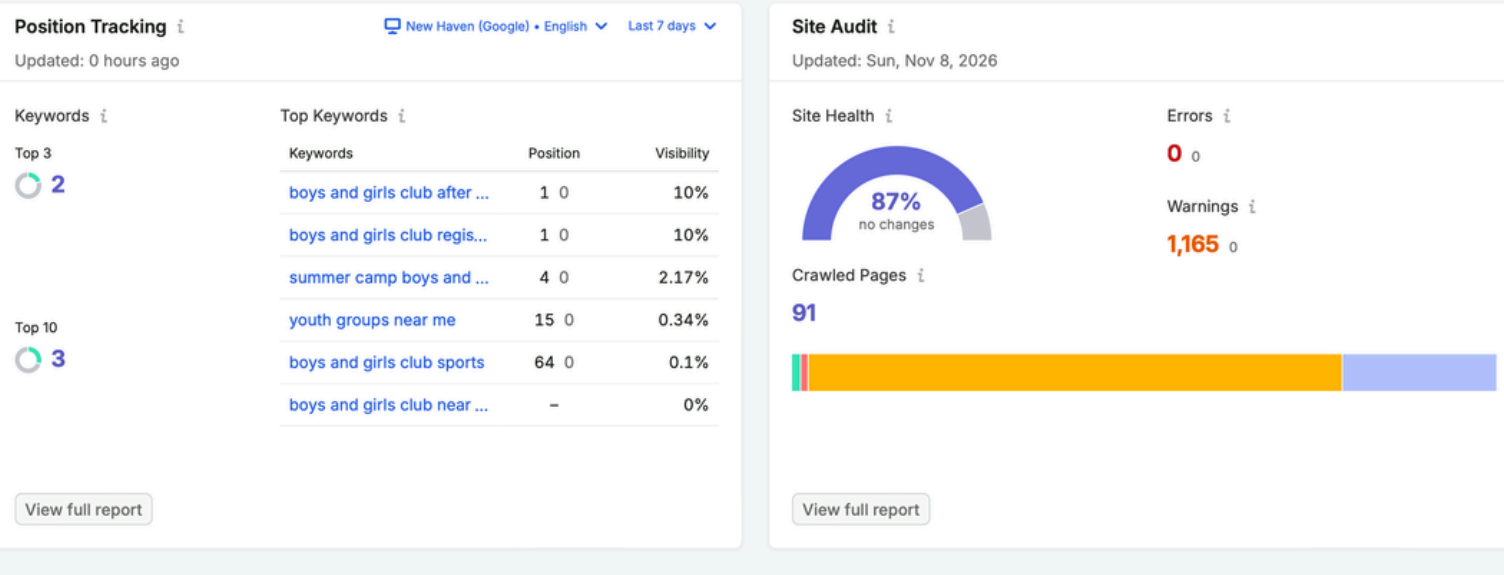
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|---|---|---|---|
| Page titles over 60 characters | 19 pages | 57.58% | Titles may be cut off in search results |
| Missing H1 headings | 18 pages | 54.55% | Makes page structure less clear |
| Missing meta descriptions | 8 pages | 24.24% | Missed opportunity to summarize pages in search results |
| Images with empty alt text | 140 images | 55.78% | May limit accessibility when images convey information |
| Images missing alt attributes | 98 images | 39.04% | Images may lack necessary descriptions for screen readers |
| Images over 100 KB | 126 images | 50.20% | May contribute to slower loading times |

# Semrush

Using Semrush, I evaluated BGCGNH's online visibility, keyword performance, and overall website health. The results showed an Authority Score of 21, an estimated 118 monthly organic visits, 94 organic keywords, and 591 referring domains. The website also received a Site Health score of 87%, with no errors and 1,165 warnings across 91 crawled pages. Although BGCGNH ranked highly for certain searches involving its name, broader keywords related to youth programs and sports

ranked lower. This suggests that the organization has opportunities to reach families who may be searching for local activities without already knowing about the Club. By incorporating more relevant keywords into program descriptions and providing detailed information about available activities, BGCGNH could improve its search visibility and connect with more families throughout the Greater New Haven area.




# Accessibility — WAVE and manual review

Using WAVE, I evaluated the accessibility of BGCGNH's homepage and identified 14 accessibility errors, 59 contrast errors, and 101 alerts requiring further review. These findings aligned with several concerns I noticed during my own evaluation, particularly inconsistent typography and text placed over busy images. For example, the Who We Are page features historical information over a photograph that becomes easier to read only when visitors hover over it. This could make

the content difficult to access for users navigating on mobile devices or those who may not recognize the interactive feature. Screaming Frog also flagged 140 images with missing or empty alternative text, suggesting that the website's visual content could benefit from further accessibility review. Beyond these technical concerns, I noticed that the registration process and English-language instructions may create additional barriers for families unfamiliar with the website.

# Three-way SEO comparison: Screaming Frog and AI

To evaluate the accuracy of my SEO findings, I compared Screaming Frog's results with a ChatGPT-assisted review and my own observations of three BGCGNH pages: Who We Are, What We Do, and Become a Member. Screaming Frog identified one H1 heading on each page, which aligned with the main headings visible during the AI review. The page titles were also relevant to their content and fell within the recommended 60-character limit according to Screaming Frog. However, ChatGPT could not independently verify the meta descriptions because the retrieved webpage content did not provide access to the necessary HTML tags. My manual review helped me look beyond these technical measurements and consider how the content was presented to visitors. For example, although the Become a Member page had a clear heading structure, the registration process still felt unnecessarily complicated. This comparison showed me that technical SEO performance does not always reflect the overall user experience. While Screaming Frog was more effective at identifying issues across the website, AI helped interpret selected findings, and my manual review provided context for how those issues could affect families trying to access the organization's services.

# Conclusion

This audit found that while BGCGNH effectively communicates its mission, its website could better support families seeking information about programs and enrollment. The findings highlight the need for clearer navigation, improved accessibility, and more consistent program updates. Having worked at the organization, I recognize how important it is for families to access these resources without unnecessary barriers. Addressing these issues would help BGCGNH strengthen its online presence while making its services easier to find and use.