

CONTENT ANALYSIS: OCEAN CONSERVANCY

1 Introduction

This audit analyzes the online presence of Ocean Conservancy, a non-profit marine life organization. Tools like Screaming Frog were used to assess the site's Search Engine Optimization (SEO), and site accessibility was evaluated using Wave.com. Additionally, the website's imagery, writing, and organization were reviewed.

Ocean Conservancy is a nonprofit organization established in 1972 by Bill Kurdish, whose mission was to educate and encourage people to care about animals.

Ocean Conservancy is focused on solving global ocean issues. Their goals include promoting sustainable ocean policies, reducing marine pollution, and addressing the impacts of climate change on ocean ecosystems.

Their audience consists of environmental activists, policymakers, and individuals interested in ocean health and sustainability. Ocean Conservancy provides educational resources, advocates for ocean protection policies, and organizes volunteer activities such as coastal cleanups. They meet the needs of those passionate about marine conservation and engage communities in ocean preservation.

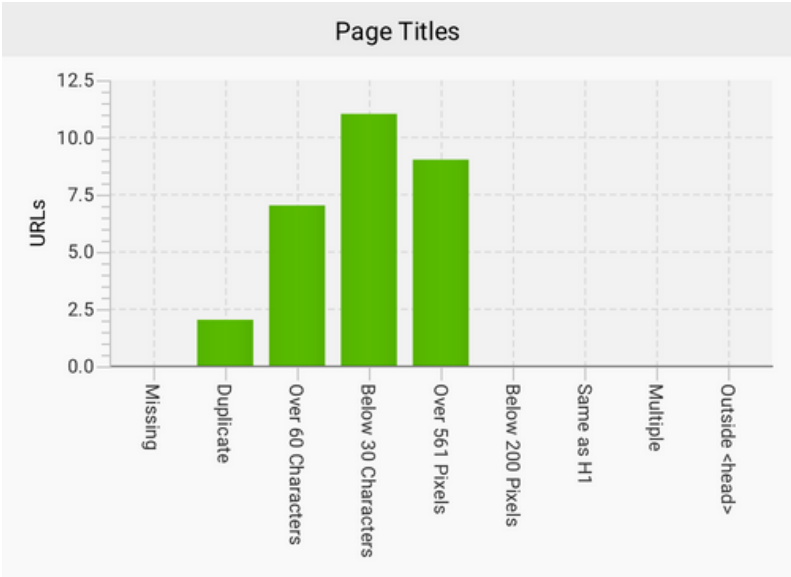


2 SEO Analytics

Page Titles

While some pages have descriptive titles that effectively convey the content such as: "Fighting for Trash Free Seas", many titles are either duplicates or lack detailed information.

For instance, titles like "Action Center" or "Publications" are quite cryptic and don't tell the user what specific actions they can take or what kind of publications are available. The ideal scenario is to have unique titles for each page, with a length between 55 and 70 characters.



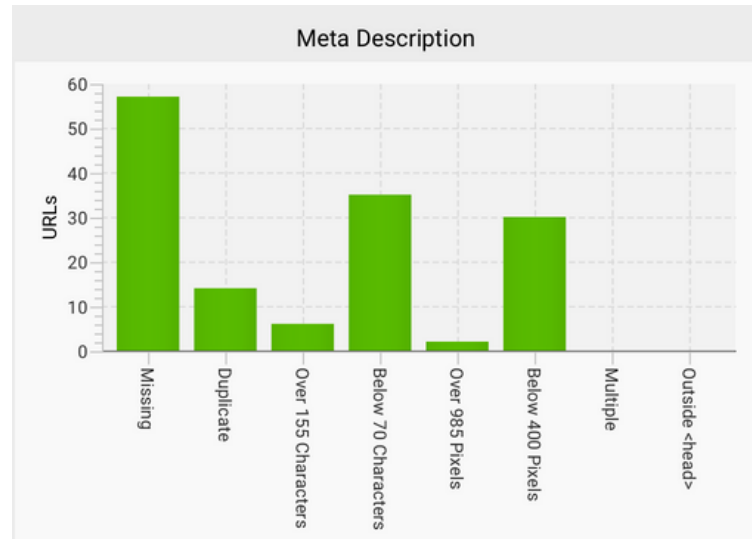
The current range on the website is broad, with some titles being as short as 23 characters ("Map - Ocean Conservancy") and others reaching 90 characters ("How States are Leading the Charge in Combating Ocean Plastic Pollution - Ocean Conservancy"). While longer titles can be descriptive, excessively long ones might get cut off in search results, reducing their effectiveness. It is important to make sure that a URL title is explanatory, yet short and effective.

Address	Occurrences	Title 1
https://oceanconservancy.org/	1	Home - Ocean Conservancy
https://oceanconservancy.org/trash-free-seas/	1	Fighting for Trash Free Seas - Ocean Conservancy
https://oceanconservancy.org/blog/authors/	1	Meet the Authors - Ocean Conservancy
https://oceanconservancy.org/trash-free-seas/international-coastal-cleanup/	1	International Coastal Cleanup® - Ocean Conservancy
https://oceanconservancy.org/protecting-the-arctic/	1	Protecting the Arctic - Ocean Conservancy
https://oceanconservancy.org/protecting-florida/harmful-algal-blooms/	1	Harmful Algal Blooms - Ocean Conservancy
https://oceanconservancy.org/contact/	1	Contact - Ocean Conservancy
https://oceanconservancy.org/programs/	1	Programs - Ocean Conservancy
https://oceanconservancy.org/trash-free-seas/boating-community/	1	Boating Community - Ocean Conservancy
https://oceanconservancy.org/is/shores-forward-initiative/cap-assessment/	1	CAP Assessment - Ocean Conservancy
https://oceanconservancy.org/government-relations/	1	Government Relations - Ocean Conservancy
https://oceanconservancy.org/wildlife-library/?_programs_dropdown=smart-ocean-planning	1	Wildlife Library - Ocean Conservancy
https://oceanconservancy.org/wildlife-library/	1	Wildlife Library - Ocean Conservancy
https://oceanconservancy.org/trash-free-seas/take-deep-dive/	1	Trash Free Seas: Take a Deep Dive - Ocean Conservancy
https://oceanconservancy.org/action-center/?_action_category=wildlife	1	Action Center - Ocean Conservancy
https://oceanconservancy.org/blog/2024/08/26/megamouth-sharks-megacool/	1	Megamouth Sharks are Megacool - Ocean Conservancy
https://oceanconservancy.org/people/angela-noakes/	1	Angela Noakes Archives - Ocean Conservancy

3 SEO Analytics

MetaData

Ocean Conservancy's website demonstrates a mix of strengths and weaknesses when it comes to meta descriptions. While some descriptions provide concise and informative summaries of the page content, others are either too short or too vague. The website's meta descriptions range in length from 34 to 192 characters. The recommended character length for a meta description is 120-150.



Some descriptions are clear and descriptive, explaining what the user can expect to find on the page. For example, "Ocean Conservancy has been at the forefront of the trash free seas challenge for more than 30 years. Ocean trash has serious consequences, but there is hope" summarizes the page's content and encourages engagement. On the other hand, some descriptions are vague and uninformative. "Meet a new source of clean-ocean energy," for instance, is too short and doesn't provide any context about what the user will find on the page.

Header Elements

Ocean Conservancy's website reveals that the use of H1 headings is effective, accurately describing the content of each page. However, multiple instances of "Our Mission" and "Our Programs" as H2 headings were identified. To enhance user experience, Ocean Conservancy should use unique H2 headings for each subheading within a page, tailoring them to accurately represent the content of each section.



4 Accessibility

Alternative Text

Ocean Conservancy's website demonstrates mixed results when it comes to image alt tags and accessibility. While a majority of images have alt text, approximately 7%, are missing this crucial element. Alt text provides a textual description of an image, allowing screen reader users to understand the visual content.

To improve accessibility, Ocean Conservancy should ensure that all images have appropriate alt text, and they should address the contrast issues to make the website more inclusive for users with disabilities. This can involve adjusting text colors, background colors, or font sizes to improve readability.



Contrast

The website has around 19 contrast errors. There is very low contrast between text and background colors, contrast of text is necessary for all users and especially those with impaired vision. Text is present that has a contrast ratio less than 4.5:1, or large text (larger than 18 point or 14 point bold) has a contrast ratio less than 3:1.

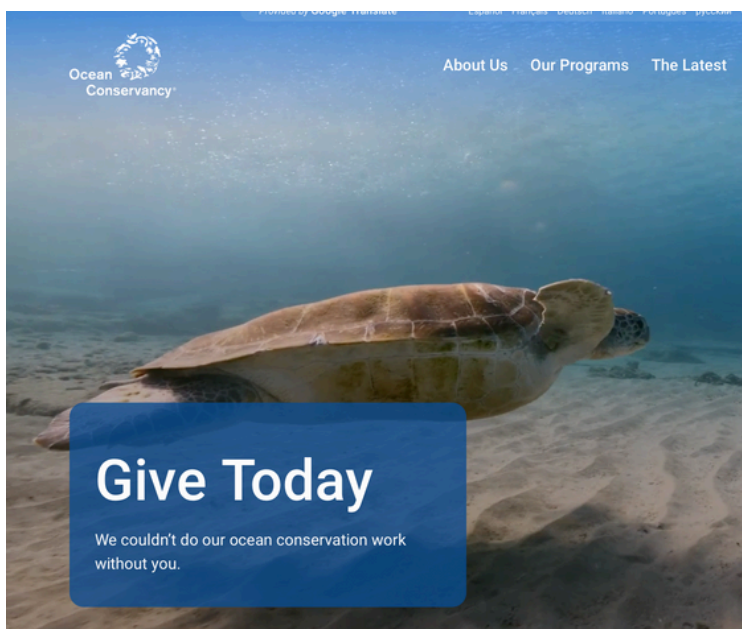
These low contrast ratios can make it challenging to read the content, potentially harming the user experience. Addressing these contrast issues is important to ensure that the website is inclusive and accessible to all users.

5 Content

Imagery and Videos

The Ocean Conservancy website is designed to be professional and engaging, making it easy for visitors to feel comfortable donating to the cause. The website features stunning and even heartbreaking images that show the beauty and challenges of the ocean. When you first visit the website, you are greeted with a video of a sea turtle swimming underwater, which immediately captures your attention and immerses you in the cause.

The website also includes a pop-up that encourages visitors to donate, and it provides information on how to get involved in ocean cleanup efforts. There's a section called "The Latest" where you can explore relevant topics, and at the bottom of the page, you'll find a slideshow of endangered species that Ocean Conservancy is working to protect.



The website uses a variety of content types, including:

- **Photography:** Images of people working together to clean up beaches, beautiful sea life, colorful underwater scenes, endangered sea creatures, and sea animals being impacted by trash or toxic pollutants.
- **Interactive map:** A map that shows where you can get involved in local cleanups around the world.
- **Videos:** Marine life in their natural habitats.

These content types are used effectively to communicate the importance of ocean conservation and to inspire visitors to take action. The website's overall design and content make it a valuable resource for anyone interested in learning more about ocean conservation and getting involved.

6 Content

Content Distribution

The Ocean Conservancy uses several social media platforms to share their content, including Facebook, X (formerly Twitter), Instagram, and LinkedIn.



Instagram

- This platform focuses on visually appealing images and interactive stories to draw people in.
- 460,000 followers



X

- This platform features GIFs of sea life, a mix of images and informative links, calls to action, and the latest news updates.
- 426,500 followers



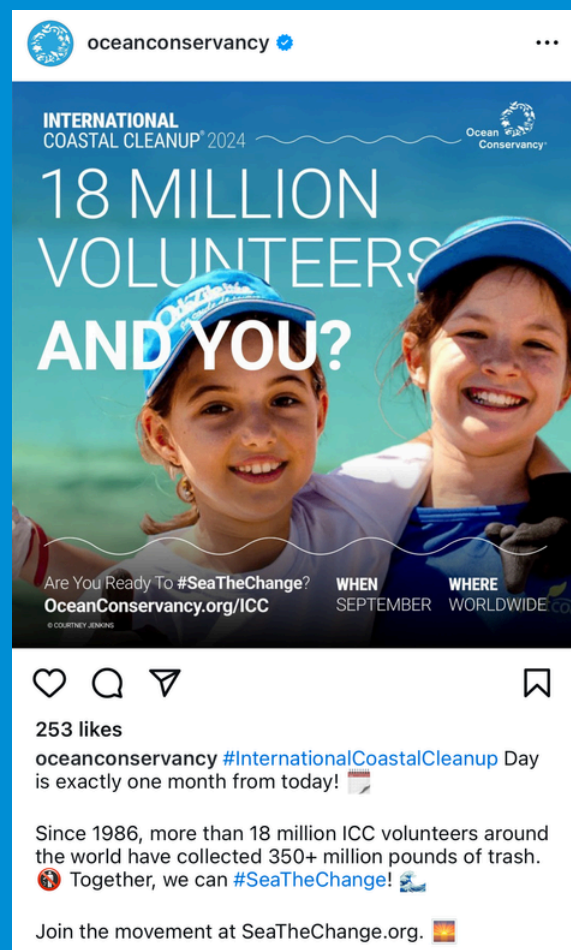
Facebook

- This platform is used for more informative posts featuring calls to action, still include visually appealing elements.
- 1,000,000 followers



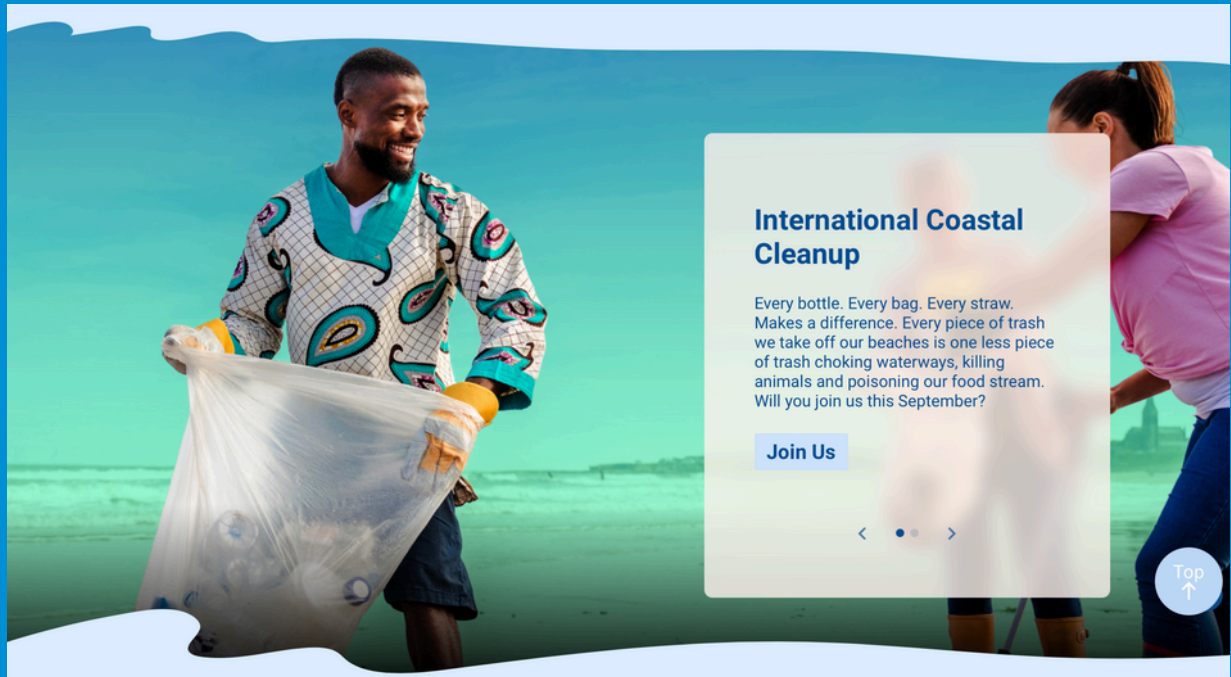
LinkedIn

- This platform is used for informative and text heavy posts.
- 207,600 followers



Overall, Ocean Conservancy shares similar content across all platforms, but Instagram is the most visually focused. This helps them reach a wider audience and engage people with different interests.

7 Writing



Ocean Conservancy's writing targets a general audience concerned with environmental issues, particularly ocean health. The content is clear, accessible, and uses persuasive language to engage individuals, activists, and policymakers.

The tone is educational yet action-oriented, aiming to inspire advocacy and donations while highlighting scientific information. The voice remains consistent throughout the site, balancing urgency with optimism. This aligns with its mission to inform and empower readers to protect the oceans.



8 Architecture

Mobile-friendly: The Ocean Conservancy site is mobile-friendly with responsive design, adapting well to smaller screens.

User-friendly navigation: The navigation is intuitive with clearly labeled sections.

Breadcrumbs and waypoints: There are no traditional breadcrumb trails, but the menu and internal links serve as waypoints for navigating.

Search function: The search function that works to deliver relevant results quickly and covers a range of topics on ocean conservation.



The Ocean Conservancy website is designed to be mobile-friendly, meaning it looks good and works well on smaller screens like phones. The navigation is easy to use, with labels for each section. While there are not any traditional breadcrumbs, users can use the menu and internal links to navigate around the website. There's also a search function that works well, helping you find information on different topics related to ocean conservation.

Provided by Google Translate

Español Français Deutsch Italiano Português русский বাংলা 中文 日本語

9 Summary

Ocean Conservancy's website is professional, visually appealing, and well-structured, delivering clear calls to action and engaging content. While the site generally follows best practices in web design and content strategy, improving certain accessibility issues and optimizing some meta descriptions could enhance user experience further.

Current Successes

- Well written text
- Strong CTA's
- Multimedia use
- Encouraging tone of voice
- Visually appealing images
- User friendly design

Future Opportunities

- Alt text on all images to convey content/function
- Improve the contrast between text and background colors, especially for smaller text
- Larger text may require less contrast
- Provide alt attributes for all images, even spacer images

Overall, Ocean Conservancy's website has been successful in raising awareness of ocean conservation issues, inspiring action, and driving donations and volunteer participation.

