JerseySTEM Audit Report

Introduction and Audit Scope

An audit was conducted of https://www.jerseystem.org/ to assess content and functionality as well as SEO.

Criteria

The following criteria were measured for each web page:
- Clarity of copy
- Distracting or off putting item(s) on the page
- CTA
- Quality of images
- Broken links
- SEO
    - Unique visitors over the last 90 days
    - Title tag
    - Meta description

Key Findings

<u>Content and Functionality</u>

The following issues occurred on multiple pages. See audit table for specifics on each page:

Issue	Recommendation
Content needs editing	Edit content
"JerseySTEM" is sometimes written as "Jersey**STEM.**" This is distracting.	Change to "JerseySTEM"
Use of "underserved"	change "underserved" to "underrepresented"
Pinterest save button on images	remove Pinterest button from image
Become a Sponsor, Donate broken links at bottom of page	Fix dead links
info@jerseystem.org does not open as a new email	Fix dead link
Copy references middle school and high school girls	Aren't the programs only for middle school girls? Edit content?

Home Page

Issue	Recommendation
Top navigation is relisted in the footer.	This is redundant, but not sure what to replace it with. Also edit copy in bottom carousel; Change Donate button link to Donate page because Paypal is not the only way to donate. See audit table for carousel content ideas for redesign.

Redundant Pages

Issue	Recommendation
https://www.jerseystem.org/privacy	This does not need to be its own page if it's this short. It also only had 20 unique visitors over the last 90 days. This copy is also very casual in tone. Who is the audience? Are we saying that we don't store the girls' data who participate in the program? Is there additional copy that should be added and/or do we even need to state a Privacy Policy? If so, can we add to the bottom of the About Us or Program pages?
https://www.jerseystem.org/executive-summary This page is redundant with the Sponsor page (https://www.jerseystem.org/sponsor). Also, nothing is listed under Colleges at the bottom.	This info should be added to the Sponsor page, and then this page should be removed. Also, the top image is low resolution.

Page Design

Issue	Recommendation
https://www.jerseystem.org/get-involved Page design is confusing: content doesn't match images. There is also no CTA to get in touch, sign up to volunteer, or to apply to be a sponsor.	Redesign page and add CTA to volunteer link to volunteer sign up page: https://volunteers-jerseystem.icims.com/jobs/intro?hashed=-625974438&mobile=false&width=1120&height=500&bga=true&needsRedirect=false&jan1offset=-300&jun1offset=-240
https://www.jerseystem.org/donate Image header is inconsistent with the style of other pages.	Change or remove header images?

https://www.jerseystem.org/amazonsmile Image header is inconsistent with the style of other pages.	Change or remove header images?

Blog

What is the purpose of the blog?

SEO

The only page that currently has a meta description is the homepage.
All pages need new title tags and new meta descriptions inserted in Wix. Title tags and meta descriptions need to be added when new pages and blog posts are created in Wix.

Wix also advises:
Important: Keep in mind that publishing your site does not automatically update the information in search results, as it takes time for search engines to crawl and update your site information. To speed up this process we recommend the following:
Verify your site with Google Search Console.
Submit your sitemap directly to Google each time you publish new changes to your site.