

ID	URL	Page Title	Title 1 Length	Content Description	Unique Visitors	Links work?	CTA?	Images ok?	Anything distracting or offputting?	How can we make it better?	Action needed	KND pathforward/ status
1	https://www.jerseystem.org/	HOME jerseySTEM	17	Overview of organization with CTA to Get Involved or Donate	1007	Y	Y	Y	top navigation relisted in footer	Carousel at bottom: What We Do and Who We Are are redundant, but given space limitations of carousel keep both for now (maybe combine in redesign), change "underserved" to "underrepresented"; top navigation in header is redundant and poor UI	edit copy in bottom carousel; IF remove top navigation from footer, what will replace it?; change Donate button link to Donate page b/c Paypal is not only way to donate	
2	https://www.jerseystem.org/about-us	ABOUT US jerseySTEM	21	Mission, Goals, Leadership Tea	317	None	N	Y	Pinterest save bu	Mission: middle and high school girls?, change "underserved" to "underrepresented"	copy edit; remove Pinterest button in Partners section	
3	https://www.jerseystem.org/privacy	PRIVACY POLICY jerseySTEM	27	privacy policy	20	None	N	None		This does not need to be its own page if it's this short. 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 the copy to the bottom of the About Us or Programs page?	edit/rewrite Privacy Policy? Add to existing page?: About Us under Partners section	
4	https://www.jerseystem.org/programs	PROGRAMS jerseySTEM	21	Programs overview	200	info@jerseystem.org does not open as an email	N	Y	JerseySTEM	Add middle school & high school? girls to both descriptions, change "underserved" to "underrepresented"	edit copy	
5	https://www.jerseystem.org/outreach-pr	Outreach Programs jerseySTEM	30	Outreach program description	162	info@jerseystem.org does not open as an email	N	None	JerseySTEM	Add middle school & high school? girls to first paragraph, change "underserved" to "underrepresented"	edit copy	
6	https://www.jerseystem.org/local-club-pr	Local Club Programs jerseySTEM	32	Local Clubs program description	127	info@jerseystem.org does not open as an email	N	Y	JerseySTEM		Add mention of middle school and high school? girls to clarify program description	
7	https://www.jerseystem.org/get-involved	GET INVOLVED jerseySTEM	25	how someone can volunteer or b	166	Y	N	Y	Page design	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&bg=true&seedsRedirect=false&jan1offset=300&jun1offset=240	
8	https://www.jerseystem.org/sponsor	Become a Sponsor jerseySTEM	29	Why become a corporate spons	61	info@jerseystem.org does not open as an email	Y	None	JerseySTEM, random bolding of words in first list of		copy edit	
9	https://www.jerseystem.org/executive-su	Corporate Sponsors jerseySTEM	31	Jersey STEM info for potential c	63	info@jerseystem.org does not open as an email	N	Top image is low	Pinterest save bu		This info should be added to Sponsor page and then this page should be removed.	
10	https://volunteers-jerseystem.icims.com	JOIN US		redirect to volunteer sign up site	n/a	Y	Y	None			Remove this page and add Join Us as subpage under GET INVOLVED	
11	https://www.jerseystem.org/	CONTRIBUTE		no link	N/A		Y sub page menu	None		A little awkward that CONTRIBUTE navigation doesn't link to page since all other top navs link to pages and then have subpages	?	
12	https://www.jerseystem.org/donate	DONATE jerseySTEM	19	overview of program with CTA to	43	Y	Y	Y	JerseySTEM, Pir	https://www.paypal.com/donate?token=szhPtwNjOCZhikKpue_rT7b2HNY7zon8M2kymQZNV:4Y0kezzC0KpSzhpV55sq_5P4amoxDC1IMiEvQ ; edit copy; change "underprivileged" to "underrepresented"; image header inconsistent with style of other pages, copy is redundant from other pages	fix image header. remove Pinterest button from body image. copy should reflect new copy on bottom of https://www.jerseystem.org/scholarship-college-program-instructors ; edit copy on Paypal page	
13	https://www.jerseystem.org/scholarship	SCHOLARSHIP FOR PROGRAM INSTRUCTORS j		donate to the 2022 scholarship fund		Y	Y	Y				
14	https://www.jerseystem.org/amazonsmile	AMAZON SMILE jerseySTEM	25	CTA to shop using Amazon Smil	23	Y	Y	Y	Large font	image header inconsistent with style of other pages, font is larger than on other pages. NOTE: JerseySTEM not bold	Fix design issues; copy: explain that a portion of proceeds from shopping goes to JerseySTEM	
15	https://www.jerseystem.org/contact-us	CONTACT US jerseySTEM	23	Contact Us Form	158	Y	Y	None				
16	https://www.jerseystem.org/blog	BLOG jerseySTEM	17	List of most recent blog posts in	131	Log In/Sign Up button in upper right hand corner.; What is its purpose?	N	Y	Save to Pinterest button in all intro and body images		What is the purpose of the blog?, All blog posts need copy editing; remove save Pinterest button from all images	
17	https://www.jerseystem.org/post/the-real	The Reality of STEM Contributions from Women			Y	Y	Y					
18	https://www.jerseystem.org/post/meet-to	Meet Tonya - Volunteering to Groor	60		32	Become a Sponsor at bottom of page broken	Y					
19	https://www.jerseystem.org/post/meet-sa	Meet Sabrina - Volunteering to Supr	50		14	Become a Sponsor at bottom of page broken	Y					

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20	https://www.jerseystem.org/post/are-you	Are You Smarter Than a Sixth Grader	36		39	Become a Sponsor, Donate at bottom of page broken	Y					
21	https://www.jerseystem.org/post/meet-k	Meet Karen - Volunteering to Motivate	49		26		N					
22	https://www.jerseystem.org/post/jerseystem	JerseySTEM in 2022 – Needed More	42		35	Become a Sponsor at bottom of page broken					Change "Support JerseySTEM" at bottom of page to "Donate" so consistent button in all blog posts	
23	https://www.jerseystem.org/post/infographic	Infographic: Exploring the STEM Enrichment Programs	70		16	Become a Sponsor at bottom of page broken	Y					
24	https://www.jerseystem.org/post/2022-stem	2022 STEM Enrichment Programs (Infographic)	38		12		Y					
25	https://www.jerseystem.org/post/meet-selwyn	Meet Selwyn - Volunteering to Give	49		15	The chance of becoming a CEO is influenced by your "name or month of birth" broken link (https://hanswisbrun.nl/wp-content/uploads/2015/07/Zomerbabies.pdf); Become a Sponsor at bottom of page broken	Y					

ID	URL	Page Title	New Title Tag	Title Tag Length	Content Descrip	Visitors	New Meta Desc	Meta Descriptio	Meta Descriptio	Meta Keywords	Meta Keywords	H1-1	H1-1 Length	H1-2	H1-2 Length	H2-1	H2-1 Length	H2-2	H2-2 Length
					JerseySTEM is a														
1	https://www.jerseystem.org/	HOME JerseySTEM Home Jersey		26		1007	We offer dedicate	247	1993		JERSEYSTEM		10	Bridging gaps in	66	GET INVOLVED	12	BECOME A MEN	34
2	https://www.jerseystem.org/about-us/	ABOUT US JerseySTEM About Us JerseySTEM		30		317	JerseySTEM is a	210	0		JERSEYSTEM		10	Bridging gaps in	66	ABOUT US	8	The	3
3	https://www.jerseystem.org/privacy-policy/	PRIVACY POLICY JerseySTEM Privacy Policy JerseySTEM		36		20	We don't store y	33	0		JERSEYSTEM		10	Bridging gaps in	66	Privacy Policy	14		0
4	https://www.jerseystem.org/programs/	PROGRAMS JerseySTEM Programs JerseySTEM		30		200	Our Local Club a	153	0		JERSEYSTEM		10	Bridging gaps in	66	PROGRAMS	8		0
5	https://www.jerseystem.org/outreach/	OUTREACH JerseySTEM Outreach Programs JerseySTEM		39		162	With our Outreach	168	0		JERSEYSTEM		10	Bridging gaps in	66	Outreach Progra	17		0
6	https://www.jerseystem.org/local-club/	LOCAL CLUB JerseySTEM Local Club Programs JerseySTEM		41		127	Our Local Club P	137	0		JERSEYSTEM		10	Bridging gaps in	66	Local Club Progr	19		0
7	https://www.jerseystem.org/get-involved/	GET INVOLVED JerseySTEM Get Involved JerseySTEM		34		166	Volunteers are re	115	0		JERSEYSTEM		10	Bridging gaps in	66	GET INVOLVED	12	Become a	8
8	https://www.jerseystem.org/become-a-sponsor/	BECOME A SPONSOR JerseySTEM Become a Sponsor JerseySTEM		38		61	As a JerseySTEM	122	0		JERSEYSTEM		10	Bridging gaps in	66	Become a Spons	16		0
9	https://www.jerseystem.org/corporate-sponsors/	CORPORATE SPONSORS JerseySTEM Corporate Sponsors JerseySTEM		40		63	Partner with Jers	193	0		JERSEYSTEM		10	Bridging gaps in	66	Become a Corpo	26		0
10	https://www.jerseystem.org/join-us/	JOIN US JerseySTEM Join Us JerseySTEM																	
11	https://www.jerseystem.org/contribute/	CONTRIBUTE JerseySTEM Contribute JerseySTEM																	
12	https://www.jerseystem.org/donate/	DONATE JerseySTEM Donate JerseySTEM		28		43	Your donation wil	119	0		JERSEYSTEM		10	Bridging gaps in	66	GET INVOLVED	12	DONATE	6
13	https://www.jerseystem.org/scholarship-program/	SCHOLARSHIP PROGRAM JerseySTEM Scholarship Program JerseySTEM																	
14	https://www.jerseystem.org/amazon-smile/	AMAZON SMILE JerseySTEM Amazon Smile JerseySTEM		34		23	Enable Amazon t	132	0		JERSEYSTEM		10	Bridging gaps in	66	GET INVOLVED	12	AMAZON SMILE	12
15	https://www.jerseystem.org/contact-us/	CONTACT US JerseySTEM Contact Us JerseySTEM		32		158	Enter your inform	40	0		JERSEYSTEM		10	Bridging gaps in	66	CONTACT US	10		0
16	https://www.jerseystem.org/blog/	BLOG JerseySTEM Blog JerseySTEM		26		131	Find out all the w	108	0		JERSEYSTEM		10	Bridging gaps in	66	Meet Karen - Vol	49	Meet Sabrina - V	50
17	https://www.jerseystem.org/the-reality-of-st/	THE REALITY OF ST JerseySTEM The Reality of ST JerseySTEM		66		17	It's likely impossi	220											
18	https://www.jerseystem.org/meet-tonya/	MEET TONYA JerseySTEM Meet Tonya JerseySTEM		54		32	Meet volunteer T	131	649		JERSEYSTEM		10	Bridging gaps in	66	Recent Posts	12		0
19	https://www.jerseystem.org/meet-sabrina/	MEET SABRINA JerseySTEM Meet Sabrina JerseySTEM		56		14	Sabrina knows st	124	632		JERSEYSTEM		10	Bridging gaps in	66	Recent Posts	12		0
20	https://www.jerseystem.org/are-you-smarter-are-you-smarter/	ARE YOU SMARTER JerseySTEM Are You Smarter JerseySTEM		64		39	Meet Ellie. She's	157	1018		JERSEYSTEM		10	Bridging gaps in	66	Recent Posts	12		0
21	https://www.jerseystem.org/meet-karen/	MEET KAREN JerseySTEM Meet Karen JerseySTEM		54		26	Volunteer Karen	129	861		JERSEYSTEM		10	Bridging gaps in	66	Recent Posts	12		0
22	https://www.jerseystem.org/jerseystem-in-2-outreach/	JERSEYSTEM IN 2 OUTREACH JerseySTEM JerseySTEM in 2 outreach JerseySTEM		48		35	Learn what's in s	87	573		JERSEYSTEM		10	Bridging gaps in	66	Recent Posts	12		0
23	https://www.jerseystem.org/infographic-explicit-black-history-mor/	INFOGRAPHIC: EXPLICIT BLACK HISTORY MOR JerseySTEM Infographic: Expl black history mor JerseySTEM		62		16	Despite a rich leg	107	1123		JERSEYSTEM		10	Bridging gaps in	66	Recent Posts	12		0
24	https://www.jerseystem.org/2022-stem-enrichment-prog/	2022 STEM ENRICHMENT PROG JerseySTEM 2022 STEM enrichment prog JerseySTEM		59		12	JerseySTEM has	207	1360		JERSEYSTEM		10	Bridging gaps in	66	Recent Posts	12		0
25	https://www.jerseystem.org/meet-selwyn/	MEET SELWYN JerseySTEM Meet Selwyn JerseySTEM		55		15	Meet Selwyn, a J	135	657		JERSEYSTEM		10	Bridging gaps in	66	Recent Posts	12		0

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.](#)

Ideas, Inspo, General Comments	
https://girlswhocode.com/	