

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	<a href="https://www.jerseystem.org/">https://www.jerseystem.org/</a>	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	<a href="https://www.jerseystem.org/about-us">https://www.jerseystem.org/about-us</a>	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	<a href="https://www.jerseystem.org/privacy">https://www.jerseystem.org/privacy</a>	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	<a href="https://www.jerseystem.org/programs">https://www.jerseystem.org/programs</a>	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	<a href="https://www.jerseystem.org/outreach-pr">https://www.jerseystem.org/outreach-pr</a>	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	<a href="https://www.jerseystem.org/local-club-pr">https://www.jerseystem.org/local-club-pr</a>	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	<a href="https://www.jerseystem.org/get-involved">https://www.jerseystem.org/get-involved</a>	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: <a href="https://volunteers-jerseystem.icims.com/jobs/intro?hashed=625974438&amp;mobile=false&amp;width=1120&amp;height=500&amp;bg=true&amp;nedsRedirect=false&amp;jan1offset=300&amp;jun1offset=240">https://volunteers-jerseystem.icims.com/jobs/intro?hashed=625974438&amp;mobile=false&amp;width=1120&amp;height=500&amp;bg=true&amp;nedsRedirect=false&amp;jan1offset=300&amp;jun1offset=240</a>	
8	<a href="https://www.jerseystem.org/sponsor">https://www.jerseystem.org/sponsor</a>	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	<a href="https://www.jerseystem.org/executive-su">https://www.jerseystem.org/executive-su</a>	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	<a href="https://volunteers-jerseystem.icims.com">https://volunteers-jerseystem.icims.com</a>	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	<a href="https://www.jerseystem.org/">https://www.jerseystem.org/</a>	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	<a href="https://www.jerseystem.org/donate">https://www.jerseystem.org/donate</a>	DONATE   jerseySTEM	19	overview of program with CTA to	43	Y	Y	Y	JerseySTEM, Pir	<a href="https://www.paypal.com/donate?token=szhPtwNjOCZhikKpue_rT7b2HNY7zon8M2kymQZNV:4Y0kezzC0k6Sz4P755sq_5P4amoxDC1IMi6vQ">https://www.paypal.com/donate?token=szhPtwNjOCZhikKpue_rT7b2HNY7zon8M2kymQZNV:4Y0kezzC0k6Sz4P755sq_5P4amoxDC1IMi6vQ</a> ; 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 <a href="https://www.jerseystem.org/scholarship-college-program-instructors">https://www.jerseystem.org/scholarship-college-program-instructors</a> ; edit copy on Paypal page	
13	<a href="https://www.jerseystem.org/scholarship">https://www.jerseystem.org/scholarship</a>	SCHOLARSHIP FOR PROGRAM INSTRUCTORS   j		donate to the 2022 scholarship fund		Y	Y	Y				
14	<a href="https://www.jerseystem.org/amazonsmile">https://www.jerseystem.org/amazonsmile</a>	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	<a href="https://www.jerseystem.org/contact-us">https://www.jerseystem.org/contact-us</a>	CONTACT US   jerseySTEM	23	Contact Us Form	158	Y	Y	None				
16	<a href="https://www.jerseystem.org/blog">https://www.jerseystem.org/blog</a>	BLOG   jerseySTEM	17	List of most recent blog posts in	131	Y	Y	Y	Save to Pinterest button in all intro and body images	Log In/Sign Up button in upper right hand corner.; What is its purpose?	What is the purpose of the blog?, All blog posts need copy editing; remove save Pinterest button from all images	
17	<a href="https://www.jerseystem.org/post/the-real">https://www.jerseystem.org/post/the-real</a>	The Reality of STEM Contributions from Women				Y	Y					
18	<a href="https://www.jerseystem.org/post/meet-to">https://www.jerseystem.org/post/meet-to</a>	Meet Tonya - Volunteering to Groor	60		32	Y	Y	Y		Become a Sponsor at bottom of page broken		
19	<a href="https://www.jerseystem.org/post/meet-sa">https://www.jerseystem.org/post/meet-sa</a>	Meet Sabrina - Volunteering to Supr	50		14	Y	Y	Y		Become a Sponsor at bottom of page broken		

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20	<a href="https://www.jerseySTEM.org/post/are-you">https://www.jerseySTEM.org/post/are-you</a>	Are You Smarter Than a Sixth Grader	36		39	Become a Sponsor, Donate at bottom of page broken	Y					
21	<a href="https://www.jerseySTEM.org/post/meet-k">https://www.jerseySTEM.org/post/meet-k</a>	Meet Karen - Volunteering to Motivate	49		26		N					
22	<a href="https://www.jerseySTEM.org/post/jerseySTEM">https://www.jerseySTEM.org/post/jerseySTEM</a>	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	<a href="https://www.jerseySTEM.org/post/infographic">https://www.jerseySTEM.org/post/infographic</a>	Infographic: Exploring the STEM Enrichment Programs	70		16	Become a Sponsor at bottom of page broken	Y					
24	<a href="https://www.jerseySTEM.org/post/2022-stem">https://www.jerseySTEM.org/post/2022-stem</a>	2022 STEM Enrichment Programs (Infographic)	38		12		Y					
25	<a href="https://www.jerseySTEM.org/post/meet-selwyn">https://www.jerseySTEM.org/post/meet-selwyn</a>	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					







Ideas, Inspo, General Comments	
<a href="https://girlswhocode.com/">https://girlswhocode.com/</a>	