



content audit & analysis:

# CASA-PUEBLITO

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c a s a p u e b l i t o . o r g

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## OVERVIEW

Casa-Pueblito is a Canadian based organization that formed in 1992. The mission of Casa-Pueblito is to

**“facilitate community development and intercultural learning with a focus on youth in Canada and Latin America.”**

They work closely with Latin communities and put an emphasis on resolving problems surrounding gender equality, food and water security, education and culture, health and sanitation and environmental justice.

The main purpose of casapueblito.org is to spread awareness about their organization, collect donations, and acquire volunteers for their ongoing projects and solidarity trips.

## SEO ANALYSIS

The Screaming Frog SEO Tool was used to help unveil some findings on the SEO of casapueblito.org. The following was determined based on the use of titles and meta descriptions throughout the website.

### Page Titles

The Casa-Pueblito website holds 70 HTML pages. All 70 of these pages include a title. While this is good, there are ways that the organization can better optimize this content. Typically, page titles are recommended to fall between the character range of 55 and 70. Only 10 of the 70 page titles (14.3%) on casapueblito.org fall within this range. Nineteen of the page titles (27.1%) contain 71 or more characters. This can become an issue for SEO seeing as search engines can sometimes cut off your page title if it is too long. The longest title comes in at 111 characters (shown below).

**“International Women’s Day: The Social, Economic, Cultural and Political Achievements of Women — Casa - Pueblito”**

The remaining 41 page titles (58.6%) come in with under 55 characters. This means that opportunities are being missed to insert a few more words that can potentially boost SEO. The shortest page title is only 15 characters (shown below).

**“Casa - Pueblito”**

By taking a look at the verbiage and grammar used in each title we can obtain some additional take-aways.

One detail worth noting is the use of the hyphen in each page title. In the samples above you can see an em-dash is used to separate the descriptive element of the title from the organization’s name. Extra spaces are used before and after every use of this hyphen. This error is also present on each page title that displays the organization’s name, adding an extra space before and after the hyphen that separates “Casa” from “Pueblito.” Since the organization name is on every page title, this means there are two-four extra characters per title. A minimal number, but can these characters be utilized in a better way?

On the next page are two examples of page titles from the existing Casa-Pueblito website. One that is exemplary and another that needs improvement. Read on to see their analysis’.

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*Example 1:*

[Solidarity Trips to Nicaragua—Casa-Pueblito](#)

Above is one of the better page title examples from casapueblito.org. It comes in at 47 characters, just under the recommendation, but not too far off, and contains descriptive words that will guide users. Specific terms such as “Solidarity Trips” and “Nicaragua” will help bring in the right audience. Having the organization name as a part of the page title is also a plus.

As far as suggestions for this title, incorporating the word “volunteer” alongside solidarity may help rope in more prospects since it may be seen as a more commonly used term.

Revision: [Solidarity and Volunteer Trips to Nicaragua—Casa-Pueblito](#)

*Example 2:*

[Casa-Pueblito](#)

The page title above is one that can be improved. This is the title given to the Casa-Pueblito homepage. The issue here is that there are no descriptive words that help guide search engines and users to this destination. What is Casa-Pueblito? From this, we don’t know. The revision below gives more insight to users and more information to search engines. For a smaller name like Casa-Pueblito having this kind of information in your page titles is crucial.

Revision: [Casa-Pueblito—Facilitating Community Development in Latin America](#)

## Meta Descriptions

While looking into the meta descriptions for casapueblito.org it was found that only 27 of the 70 HTML pages (38.6%) were equipped with meta descriptions. These descriptions ranged in length from 4 characters to 1014. The recommended length of meta descriptions is anywhere between 120 and 155 characters. None of the 27 meta descriptions fall within this range. From this information we can conclude that these descriptions can be better optimized. The Event and Blog pages are currently the only ones that have meta descriptions. This means all other meta descriptions for the site will be chosen by a search engine. Examples and analyses of existing meta descriptions are below.

*Example 1:*

[Join us for a Grey Cup party on Sunday, November 25th! Come out and support Casa - Pueblito, and enjoy raffles, food, door prizes, 50/50 squares and a silent auction.](#)

Above is one of the better examples of a meta description from the Casa-Pueblito website. It gives search engines some general information to go off of and also includes a clear benefit statement, “...enjoy raffles, food, door prizes, 50/50 squares and silent auction.” This information may encourage users to click.

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*Example 2:*

## BLOG

Here is a meta description from the other side of the spectrum. At only four characters, this meta description is being under utilized. There is no context and zero description of what this blog is about. The page title that coincides with this meta description is *BLOG—Casa-Pueblito*. The chances of this webpage popping up in a search is very slim due to the lack of information given in both the title and meta description. In addition, unless a user is already familiar with Casa-Pueblito, this content will not entice them to click on this page link if it were to come up.

An important thing to note is that the Blog link is one that appears in the main navigation on casapueblito.org. It is important that your main pages are prioritized in terms of having titles and meta descriptions. None of the other main nav pages on the Casa-Pueblito website have a meta description at all, which can ultimately hurt SEO and clicks. While it is good that they have meta data for the singular event and blog pages, the work would be better suited for the more prominent pages.

## INFORMATION ARCHITECTURE

After taking a close look at the Casa-Pueblito website it has been determined that its information architecture is in a decent standing. The links in the main nav are intuitive and offer important information to users. They lead you to answering questions such as, “Who is Casa-Pueblito and what do they do?” and “How can I get involved?” Overall, the site is well organized.

There were some areas where the information architecture could be improved. For instance, there is a lack of navigation in the footer. While the footer does include contact information and external links to the Casa-Pueblito social media pages, there are no links for the main navigation of the site. These can be useful especially considering some of the pages on casapueblito.org have a long scroll.

## CONTENT

Webpage copy, blog articles, newsletter PDFs, photography, and voice dictation are the forms on content used throughout the Casa-Pueblito website.

As far as the copy on casapueblito.org it appears to be well written. All content is easy to read and understand. The purpose behind the text is clear and also concise. Many of the pages have clear calls-to-action, which guide users with ease to where they want to go.

The voice dictation feature that appears on the website is a great media addition that creates further accessibility to users, specifically those with certain disabilities. Voice dictation appears on most pages, but not all. If this could be made consistent throughout the site it would be even better, helping the site to become as user friendly as possible.

The images and photography on the site are of good quality and depict stories and information about who and what

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Casa-Pueblito is. However, some image placements should be revised in order to deliver the best experience for users. For instance, the large image that appears at the top of the homepage also appears at the top of every other webpage throughout casapueblito.org. At first glance, this makes it seem as though all of the pages look the same, which in turn may make users think they didn't navigate away from the page they wanted to. This can also lead users to believe that the nav is broken.

Casa-Pueblito has multiple platforms in which it shares content, aside from casapueblito.org. These platforms consist of YouTube, Facebook, Instagram, and Twitter. Across these platforms messaging and content is shared consistently.

## COMPETITIVE ANALYSIS

A competitive analysis between two organizations, Casa-Pueblito and United Planet, was performed in order to reveal strengths and/or weaknesses in casapueblito.org. The decision behind using United Planet as the competitor site was based off the fact that it has a similar mission and similar goals to Casa-Pueblito. Both look to help develop communities that are in need through volunteer and solidarity trips.

Here are the findings:

1. **Interactivity:** After visiting unitedplanet.org, it was apparent that there is a gap in the Casa-Pueblito website for interactive media. Simple features, such as hover effects, can help to clue a user into clicking on a certain piece of content. Similarly, the use of toggles can help users expand and collapse information. The use of video content is another way to grab the attention of your audience. All of these effects are a part of the United Planet site and add a little extra to the user experience.

Where Casa-Pueblito can incorporate these features:

- **Hover effects:** Add to all call to action buttons or linked images
- **Toggles:** Utilize for blog posts. Blog posts on the Casa-Pueblito site are all fully posted on one page, which creates a very long continuous scroll. This makes older blogs difficult to access.
- **Videos:** These would be great to add to the *Our Project* page in order to share the organization's impact. Since there is a Casa-Pueblito YouTube page this should be definite addition to the site considering the content is available.

2. **Content:** Overall the written copy for both Casa-Pueblito and United Planet overlap quite a bit. Both contain information about who they are, what their missions are, what impact they have made over the years, and how you can become a part of their organization. They also use similar forms of content such as blog posts, testimonials, newsletters, and photography. For imagery, both websites choose to display photographs of volunteers working as well as who they are helping..

3. **Platforms:** Each of these organizations use multiple platforms in order to promote their cause. Besides their websites they both use Facebook, Twitter, YouTube, and Instagram. A stand-out platform on the United Planet website was SoundCloud. United Planet hosts a podcast called United Planet Radio. This is a space that many companies and organizations are welcoming and could be a platform that Casa-Pueblito may want to consider.