

MSMI 605-02 Digital Audit: Peninsula Humane Society & SPCA

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Section 1: Overview of organizations online presence using the POE framework

Peninsula Humane Society & SPCA's online presence can be best represented using the POE framework. This framework illustrates the organization's paid, owned, and earned content. For paid content, the organization uses Facebook Ads and Google Search (SEM). For owned media, the organization has their website, social media feeds, and Whiskers and Tales Newsletter. Finally, their earned content is from the engagements (comments, likes, shares) on social media posts, reviews on Petfinder and Facebook, and SEO backlinks (external article features) For reference, see *Figure 1.1*. The following sections include a detailed audit of the client's current digital marketing platforms, along with strengths and weaknesses for each of them.

Section 2: Website

The Peninsula Humane Society's website has a modern and visually appealing design that is easy on the eyes. The navigation menu is prominently placed at the top of the homepage and provides clear links to all the relevant pages. The user experience (UX) is smooth and intuitive, with a clear information architecture (IA) that makes it easy for users to find what they are looking for. The user interface (UI) is also clean and easy to navigate, with a consistent color scheme and typography.

One of the standout features of the Peninsula Humane Society's website is its wealth of educational resources on pet care, spaying/neutering, and other related topics. These resources are easily accessible through the navigation menu and provide valuable information to pet owners and animal lovers alike.

However, there are some areas for improvement on the website. There is a lack of multimedia content to engage users, such as videos or interactive graphics. Additionally, the amount of text on some pages can be overwhelming and could benefit from more visual aids to break up the content. The website is also not as clear on mobile devices, with some elements being difficult to click on or navigate.

Overall, the Peninsula Humane Society's website is a valuable resource for pet owners and animal lovers. While there are some areas for improvement, the modern design and wealth of educational resources make it a great resource for those looking to learn more about animal care and welfare.

The Peninsula Humane Society & SPCA's website is designed effectively so that the consumer can easily and quickly understand their purpose as soon as they land on the homepage. Their color scheme and brand logo are displayed in a prominent location on the website's header, ensuring that it is easily visible to the user. Upon first entering the landing page, there are features that stand out to the viewers, most notably are the banners and donation tabs. While the banners mostly promote the adoption of pets, there is a banner that advertises adding PHS SPCA into one's will. As seen in *Figure 2.1*, when combined with the 3 other donation tabs present, the quantity of advertisements becomes overwhelming for a consumer looking to adopt an animal.

The website's search engine does not entirely work in the benefit of the visitor. *Figure 2.2* shows the results when searching for "dogs for adoption". The actual page the user may request shows up as the fourth option, with the first three results consisting of letter-style articles that cover issues that may be seen among pet owners. While these articles may contain some useful information, they are not necessarily the specific page or resource that the user was looking for. Unfortunately, this issue is not uncommon, as it can occur with many different types of search queries. As a result, users may have to spend additional time scrolling through the search results to find the information they are looking for.

PHS SPCA has a clearly defined mission, reflected in the products and services they provide while also ensuring the for donations to keep their business active. The various tabs shown in the landing page and the drop down menu provide a vast amount of information for the user to understand every aspect of the organization. The four tabs in the landing page: Adopt, Volunteer, Donate, and Lost or Found Animal provide an ease of access for the user. However, there is a lack of a call to action for the adopting or volunteering sections. *Figure 2.3* shows the information underneath each tab on the landing page. As shown in the image, the donation tab is the only one with a call to action at the end of the section "Your gift makes a difference!". In conjunction with *Figure 2.4's* minimum selection being \$50 (please note that the minimum amount one can manually enter is \$5), the donations section may have the overall effect of sounding desperate to first-time visitors to the website.

Section 3: Social Media

The Peninsula Humane Society has an active presence on social media, using Facebook, Instagram, Youtube, and TikTok to promote adoptions, engage with supporters, and share stories on rescued animals. The organization's social media strategy focuses on creating compelling and shareable content that inspires people to take action and support their mission. With a large following on Facebook, and a growing presence on Instagram, the Peninsula Humane Society has the potential to increase its impact through its social media channels.

The Facebook page has a strong following of 14k + followers. The content is primarily focused on adoption opportunities, event updates, and profile information about the different types of animals they have at the shelter. The organization makes good use of this channel through posting frequent and informative posts to generate awareness about adoption opportunities. Additionally, basic information such as contact details, opening hours, and links to the website are clearly visible and easily accessible. Similar to Facebook, the brand's Instagram account has a strong frequency of content, ensuring that followers are regularly updated on adoption and event information.

Although the organization's Facebook following is strong, and posting is frequent, there is little engagement with likes, comments, interactions, and shares on posts. Furthermore, the brand's logo does not consistently feature across posts and there does not appear to be a consistent theme in terms of visual design such as coloring, text, or layout across social media platforms. This can result in a disjointed and confusing brand image. Youtube and TikTok channels have small followings of under 1,000 subscribers, which indicates lack of awareness and engagement among viewers. This is likely due to infrequent uploads and limited variety in video content, which can make it difficult to maintain interest and engagement. The call to action (CTA) across the brand's media platforms could be improved as the CTA's features are not compelling or clear, which reduces the effectiveness at guiding the audience towards the desired action. *Figure 3.1* shows an adoption post which lacks a clear and compelling CTA.

Overall, the Peninsula Humane Society's social media presence shows potential for greater impact and reach. The organization has a strong following on Facebook and growing presence on Instagram, but there is room for improvements with content consistency in terms of logo features, color, text, and CTA's across media platforms. The TikTok account is in early stages, and there is an opportunity to create engaging and shareable content that appeals to a younger audience, but video content on TikTok and Youtube needs to be more frequent and varied. It is recommended that Peninsula Humane Society create a brand guide that outlines the visual and messaging element of the brand. This guide will provide direction about how to achieve clear and consistent communication both visually and in terms of tone and voice. This will help ensure that the brand is presented consistently across all touchpoints, and help to build trust and strong brand recognition with consumers.

Section 4: Search Engines

To monitor the PHS SPCA website's search engine visibility and identify technical issues such as toxic backlinks, keyword gaps and other factors that can negatively impact search engine rankings (all search engine audits have been made as of February 24, 2023), we have compared PHS SPCA's performance with the following four competitors in the Bay Area: [Berkeley Humane](#)

[Society](#), [San Francisco SPCA](#), [Alameda Animal Shelter](#), and [San Francisco Department of Animal Care & Control](#).

To garner insights on metrics that assess keyword research and search volume and rankings and conduct an in-depth SEO analysis and audit, we have used the SaaS platform SemRush.

4.1 Keyword research

PHS SPCA ranks high when searched by name, and appears in the first search engine results page (SERP) when keywords such as “bay area humane societies” and “bay area animal shelters” are looked up on Google. The URL structures for specific web pages also contain relevant keyword phrases, which increases their discoverability on search engines.

However, PHS SPCA is not the first result when keywords such as “bay area humane societies”, “bay area animal shelters,” “dog adoption,” and “cat adoption” are looked up. Moreover, PHS SPCA’s homepage does not have an appropriate title tag (*Figure 4.1*) which receives heavy weight in calculating relevance on the search engine results page (SERP). It does not target keyword phrases such as “adopt,” “donate,” “animal shelter” and more.

Additionally, one of the search results that pops up on the first SERP when a “Peninsula Humane Society” search is performed is a [negatively worded article](#), which can not only have detrimental effects on the searcher’s first impression of the shelter, but also hints that PHS SPCA is not boosting its rankings by using effective keywords to be able to rank above articles like these.

4.2 Organic rankings

PHS SPCA is high on the competitive positioning bubble map for organic search traffic and rankings (*Figure 4.2*) compared to its competing domains, which are determined based on two metrics: Common Keywords & Organic/Paid Keywords. The size of these bubbles for a domain are determined based on the amount of Organic / Paid Keywords they are ranking for as well as the amount of traffic they are receiving from these keywords. The bigger the numbers for both metrics for a domain compared to the queried domain, the bigger the bubble is. The more keywords the competitor is ranking for, the more to the right the domain will appear on the map. Lastly, the more traffic the competitor is receiving, the more the domain will move up on the map.

4.3 Off-page SEO (backlinks)

The number of backlinks is high, which is a good indicator of popularity to a search engine, thereby boosting the website rankings (*Figure 4.3*). Most of the anchors used to refer to PHS SPCA’s website are SEO-friendly (*Figure 4.4*) because they are relevant to the linked-to page, succinct and

have low keyword density. Others, however, such as “click here to open,” are too generic, and there need to be additional .

However, PHS SPCA has a high number of toxic backlinks (*Figure 4.5*). Moreover, the authority score, which measures the domain’s reputability and accounts for the number and quality of PHS SPCA’s backlinks, organic search traffic, and overall authenticity of its profile, is low. On the other hand, the PHS domain has a good backlink profile and is niche relevant, and a link from this domain would likely benefit other websites (*Figure 4.6*). PHS SPCA is also referred to mostly by low-authority websites and domains (*Figure 4.7*).

PHS SPCA can try to replicate [the backlinks of domains that link to all the analyzed competitors but not to PHS](#). It can do this by: (a) Finding backlink prospects from various sources, (b) Reaching out to the domain owners and asking them for backlinks and (c) Keeping track of the progress of its outreach campaigns (regularly checking). PHS SPCA also needs richer anchor text containing more desirable, target keywords, or keywords they would like to rank for, such as “animal shelter” and “humane society.” At the same time, it is crucial to not overdo PHS’s rich anchor text as this is not how people normally or naturally link, and could lead to Google seeing PHS content as "over-optimized."

The authority score needs to be increased, and is dependent on 3 main factors, which PHS SPCA should keep in mind: (a) Link Power: quality and quantity of backlinks, (b) Organic Traffic: estimated monthly average of traffic (c) Spam Factors (Natural Profile): indicators of manipulation or spam in the link profile

Section 5: Email + (E- newsletter)

The final part of our audit on Peninsula Humane Society is an analysis of their email marketing efforts. To begin, the process of subscribing to their email list is straightforward but requires a double opt-in method which, if contacts are not careful they could miss this and not make it into the email list. Meaning, once you subscribe to their email list on their website you have to lookout for an email asking you again if you are sure you want to subscribe to their email list. Although this could limit peninsula’s email list, this is an optimal strategy because they ensure having subscribers that definitely want to receive their emails and communicate with them, over having contacts who are uninterested.

Promptly after double opting-in, contacts receive a welcome email from the president of the Humane Society. As seen in *Figure 5.1*, the email has a catchy subject line “A warm and furry welcome” and it clearly has their logo at the top which makes it known to the contact who the email is from. The template is clear and simple and the footer has all the elements necessary for an email.

The images of the animals in the header are professional and cute; however, the background and style of the header with the “Welcome” copy is outdated and not aesthetically pleasing therefore, it should be redesigned and updated. The goal of this email is clear because it confirms to a contact that they are now added to Peninsula's email list and most importantly, they set the expectation to their contact by letting them know what kind of emails they will be receiving from them and how often which is important.

Next, we analyze Peninsula's E-newsletter “Whiskers & Tails” as seen in *Figure 5.2* in the appendix. These emails are compliant with all the elements necessary in the footer and the images of the email are professional. However, the templates for these newsletters are not ideal because the reader has to scroll really far down to see each section and it makes it feel like the email is unorganized and too long, especially when using a mobile device. Although the goal of the e-newsletters are straightforward because they contain information and news about the shelter, it is quite difficult to follow along when reading through. This is because there is no clear flow of information and starts from a story about a dog's adoptiversary all the way to asking people for car donations. This unorganized information can throw off a contact by making them feel like they got information overload. To further support this point, throughout the newsletters there are a variety of different CTA's that are unclear to the overall goal and message of the newsletter. They contain donation CTA's, adopting CTA's, and follow on social media CTA's all in one email. It is important to have one bold CTA in every email for contacts to know exactly what they are being asked to do. Lastly, the e-newsletters get sent out only once per month, which is not often enough considering the amount of content they include in just one newsletter email.

The final type of email to discuss for this audit is the donation emails. The goal of these emails sent by Peninsula are straightforward but are lacking in their type of messaging. The issue with these emails is that they use an emotional approach that comes off as negative, seen in *Figure 5.3* below. It also doesn't help that these types of emails are the ones they send the most which is not necessarily bad, however the way they are trying to get people to donate is by making them feel guilty and sad which is not ideal for their target audience. Their messaging strategy could be improved if they understood their target audience better and realized that most animal lovers do not want to be reminded of the tragedies so many animals go through before arriving at the shelter. It is important to mention that not all of their donation emails are sad because we did receive a Valentine's Day themed donation email that was heart-warming and cute which appeals to their target audience more effectively. As far as the layout, the template is fine, the footer is compliant with all standards and the design is simple. Additionally, the CTA on these emails are definitely used appropriately because they are noticeable by being contrasting and big compared to the rest of the text.

Appendix

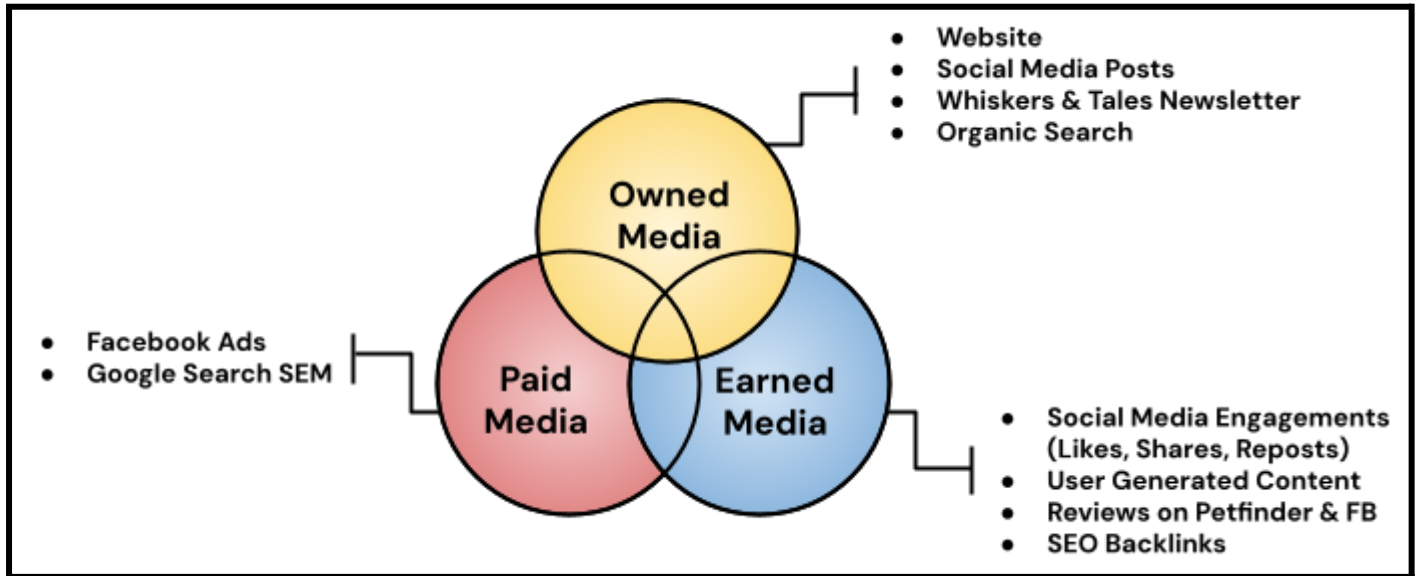


Figure 1.1 POE Framework for PHS SPCA



Figure 2.1- Landing Page

On leash, Lucy barks at other dogs she meets

Dear Miss Behavin': My dog Lucy barks at other dogs she sees in our neighborhood, and it's starting to make our walks unpleasant. How can I get her to be more relaxed and quiet when she sees other dogs? Reply: This is one of the most common questions that dog...

Yes, the right dogs and cats can get along fine

Dear Miss Behavin': Can dogs and cats really get along? The answer is: Yes! In the right circumstances with the right personalities, dogs and cats can get along and even learn to enjoy one another's company. The exception to dog and cat friendships are often dogs with...

Adoption Resources

Visit our Center for Compassion to find the perfect pet to add to your family. Here are some frequently asked questions and resources about adoption.

Available Dogs

Figure 2.2- Search results within website



Adopt

Find your forever friend at our Center for Compassion in Burlingame, where we have [dogs](#), [cats](#), [small animals](#), and [exotic animals](#) available for adoption.



Volunteer

We are currently using a focused recruitment approach to meet the needs of the shelter. Whenever there is a volunteer need at the shelter, we will send recruitment emails to all applicants who meet the basic criteria for the role. Please complete an [application here](#) to be added to that contact list. All volunteers need to be fully vaccinated against COVID-19.



Donate

PHS/SPCA receives no funding from national groups. Donations made to us stay here to help animals in our community. Your gift makes a difference!



Lost or Found an Animal?

Have you found a sick, injured or orphaned wild animal, a stray domestic animal or lost an animal in San Mateo County? Please click [here for more information](#) or call 650-340-7022.

Figure 2.3- Information tabs




Peninsula Humane Society & SPCA

Help Local Animals

PHS/SPCA provides warm beds, nutritious food, veterinary care and loving attention for the thousands of lost, stray, unwanted and/or injured domestic and wild animals that come through our doors each year. We depend on the support of community members and concerned animal lovers to help us provide for these animals in need.

[How Your Donation Helps](#) • [Monthly Giving](#) • [Contact Us](#)

Secure donation

Give once

♥ Monthly

\$600

\$400

\$170

\$120

\$85

\$50

\$120

USD

☐

Give in honor or in memory

Designate to Where the Need is Gre...

Donate

Figure 2.4- Donation Tab



Figure 3.1 Facebook Adoption Posts

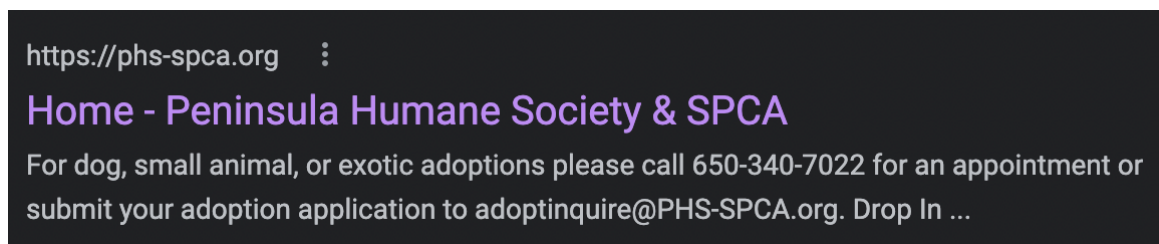


Figure 4.1: Title tag

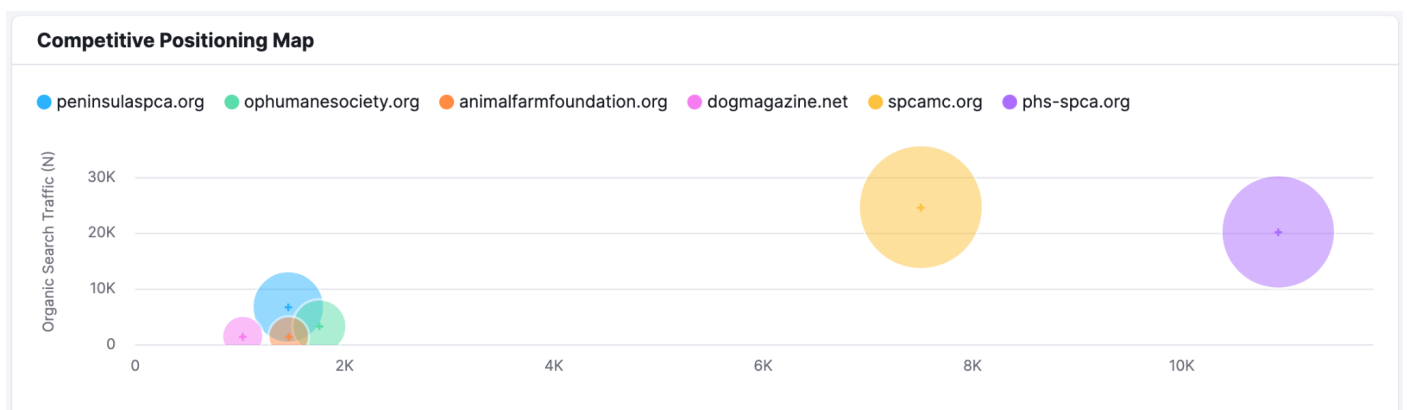


Figure 4.2: Competitive Positioning Map

Backlinks: Totals

Root Domain: https://phs-spca.org/

Total Backlinks

18.4K

The number of links pointing to the queried URL

Authority Score

38

Authority Score is our proprietary metric used to measure overall quality of domain and influence on SEO. The score is based on the number of backlinks, referring domains, organic search traffic, and other data.

Referring IPs

1.8K

The number of IPs pointing to the queried URL

Referring Domains

1.9K

The number of Domains pointing to the queried URL

Figure 4.3: Backlinks Totals

Backlink Audit: Top Anchors

Project Scope: Root domain (phs-spca.org) | Report Scope: All links | Last update: Feb 24, 2023

Anchor	Percentage	Backlinks
<Empty Anchor>	12.1%	902
Peninsula Humane Society & SPCA	11.1%	830
phs-spca.org	10.2%	756
Click here to open	6.7%	499
www.phs-spca.org	5.9%	443
www.PHS-SPCA.org	4.2%	314
Peninsula Humane Society	3.7%	272

Figure 4.4: Backlink anchors

Backlink Audit: Summary

Project Scope: Root domain (phs-spca.org) | Report Scope: All links | Last update: Feb 24, 2023

Overall Toxic Score

HIGH

Referring Domains

1,338

Analyzed Backlinks

7,448

new	91
broken	144
lost	477

Figure 4.5: Backlink toxicity score

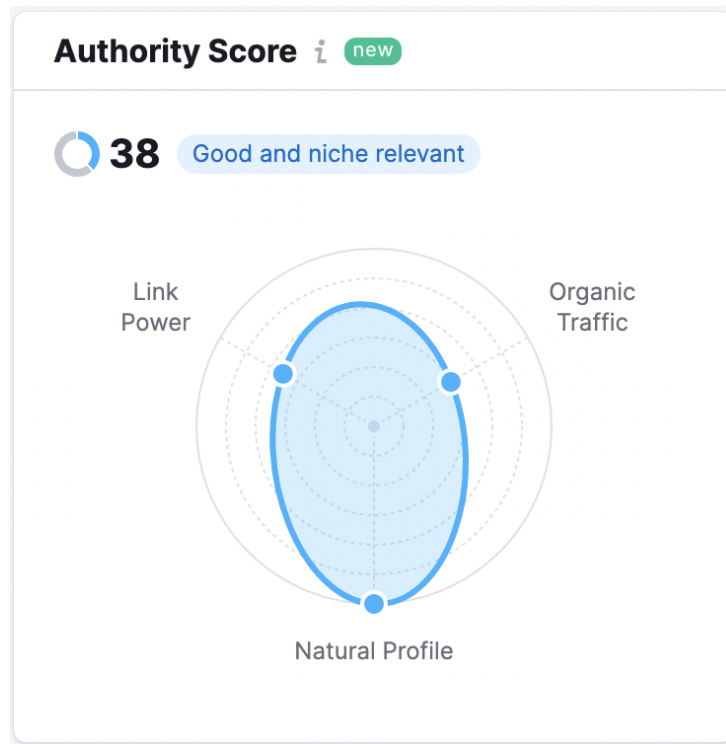


Figure 4.6: PHS SPCA website’s authority score

Backlinks: Referring Domains by Authority Score

Root Domain: phs-spca.org

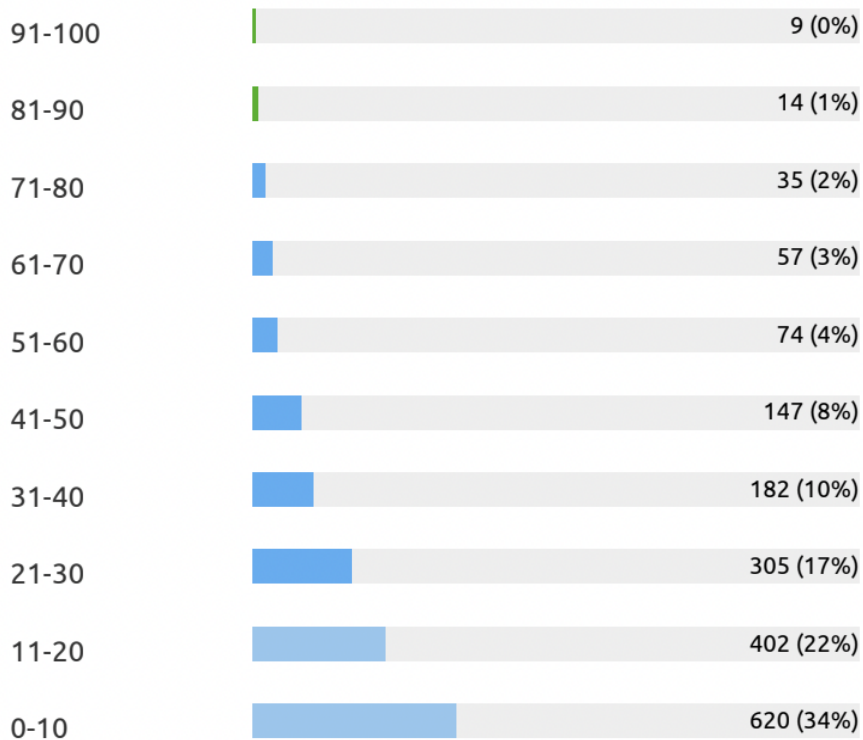


Figure 4.7: Authority score of referring domains

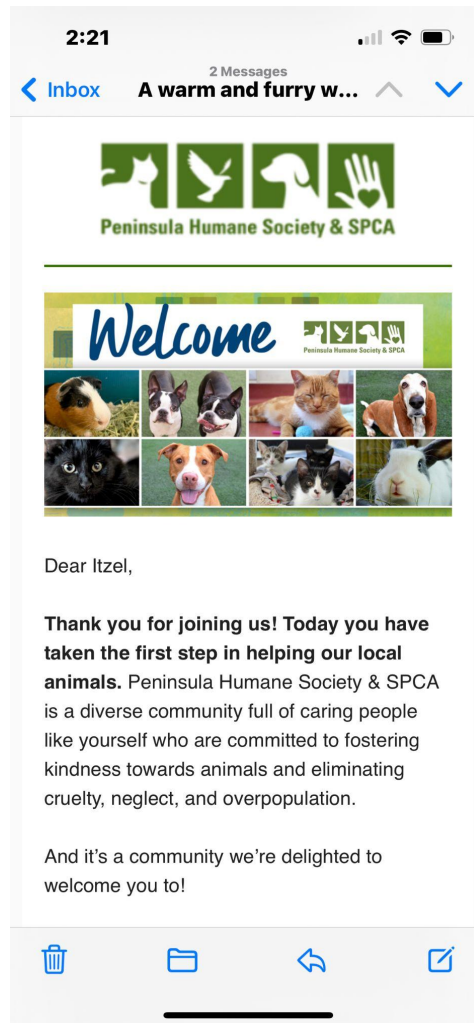


Figure 5.1 - Welcome Email



Figure 5.2 - E-newsletter



Buffy,

Puppies are normally bundles of tail-wagging energy, eager to play and snuggle. But poor little 3-month-old Hubert was subdued, hesitant, and depressed when he arrived at Peninsula Humane Society & SPCA.

When our humane investigators rescued him, Hubert walked low to the ground with a slow strange gait. His breathing was abnormal, his neck was swollen and tender, and his little eyes were pinkish and red with enlarged blood vessels. **All this suggested Hubert suffered blunt force trauma or had been strangled.**



Figure 5.3 - Donation Email

References

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