

Content Analysis:

Coral Reef Alliance

➤ <https://coral.org/en/>



CORAL
REEF ALLIANCE

Introduction

Working to protect reefs and marine life, the charity organization Coral Reef Alliance (CORAL) has recently released a new website. This report audits and analyzes the online presence of CORAL. Tools such as Screaming Frog and Wave.com were used to help ensure CORAL follows best practices for search engine optimization (SEO) and web accessibility, respectively. Imagery, writing, and site organization were also reviewed.

About CORAL

From local communities from Honduras to Hawaii to reefs around the globe, CORAL uses cutting-edge science to research reefs and help them adapt to climate change to protect them and help them survive. Millions of people depend on coral reefs for fishing, income, and coastal protection. Not only does CORAL literally dive into their research, but they also provides educational tools specifically for tour guides to help educate tourists. CORAL has developed “Train the Trainers” with comprehensive videos and helpful pdf guides and presentations.

After 30 years, CORAL has become a leader in the scientific research of coral to protect reefs. They work with local communities, scientists, and NGOs to help spread their knowledge. The mission of CORAL is to save coral reefs through science, research, and education.



Audience

The Audience of CORAL consists of people who care for the environment who are potential donors, tourists, operators, corporate sports, scientists, or volunteers. Much of CORAL’s research is done in Honduras, Guatemala, Belize and Mexico, so a portion of the audience speaks Spanish.

Source: coral.org

SEO Analytics

With the help of Screaming Frog, an SEO analysis was performed focusing on page titles, metadata, H1 and H2 header, and alt tags for images. These elements are essential to a website's success because they help increase search results rankings, thus making them more likely to be clicked by potential users.

Page Titles

CORAL has a unique page title for their English language pages. They are very descriptive and easy to understand. The longest page title is 163 characters, and the shortest is 21. The optimal range for page titles is between 55-70 characters.

Although the page titles are different, it would be beneficial for CORAL to make each approximately 60 characters, which is optimal. Additionally, to help reach the Spanish-speaking audience, the page title should be translated.

"New report confirms, coral reefs are in trouble-but there's still hope - Coral Reef Alliance." This example page title contains 92 characters, finishes with a positive sentiment, and ends with the website's name, a SEO best practice.

Source: Exposure Ninja <https://justread.link/UBhx6YpTd>

Address	Occurrences ▲	Title 1
https://coral.org/en/blog/whos-the-real-dory/	1	Who's the Real Dory? - Coral Reef Alliance
https://coral.org/en/blog/who-should-pick-the-winners-of-climate-change/	1	Who Should Pick the Winners of Climate Change? - Coral Reef Alliance
https://coral.org/en/where-we-work/	1	Where We Work - Coral Reef Alliance
https://coral.org/en/coral-reefs-101/geography/	1	Where are Coral Reefs? - Coral Reef Alliance
https://coral.org/en/blog/category/what-you-can-do/	1	What you can do Archives - Coral Reef Alliance
https://coral.org/en/coral-reefs-101/what-do-corals-reefs-need-to-survive/	1	What Do Corals Reefs Need to Survive? - Coral Reef Alliance
https://coral.org/es/donde-trabajamos/hawaiian-islands/maui/west-maui/	1	West Maui - Coral Reef Alliance
https://coral.org/en/where-we-work/hawaiian-islands/maui/west-maui/	1	West Maui - Coral Reef Alliance
https://coral.org/en/blog/we-still-have-a-chance-to-save-coral-reefs-will-we-ta...	1	We Still Have a Chance to Save Coral Reefs. Will We Take it? - Coral Reef Alliance
https://coral.org/en/blog/want-to-protect-fisheries-involve-the-community/	1	Want to Protect Fisheries? Involve the Community. - Coral Reef Alliance
https://coral.org/en/blog/snorkeling-with-the-mayor-of-maui-county/	1	Visiting Reefs and Rain Gardens with the Mayor of Maui County - Coral Reef Alliance
https://coral.org/es/instrumentos/videos/	1	Videos - Coral Reef Alliance
https://coral.org/en/tools/videos/	1	Videos - Coral Reef Alliance
https://coral.org/en/blog/category/videos/	1	Videos Archives - Coral Reef Alliance
https://coral.org/es/blog/category/videos-es/	1	Videos Archives - Coral Reef Alliance
https://coral.org/en/where-we-work/mesoamerican-region/honduras/utila/	1	Utila - Coral Reef Alliance
https://coral.org/es/donde-trabajamos/mesoamerican-region/honduras/utila/	1	Utila - Coral Reef Alliance
https://coral.org/en/blog/uniting-dominicans-saving-coral-reefs/	1	Uniting Dominicans, Saving Coral Reefs - Coral Reef Alliance



SEO Analytics cont.

MetaData

After reviewing CORAL's MetaData, the analysis showed each meta description unique to the page and different from the page title, which is optimal for SEO. The length of the meta descriptions ranged from 89 to 425 characters, and the industry suggested range is between 125 - 155. Therefore, many of CORAL's descriptions would be truncated in search results description fields. As with the page title, the meta descriptions on the Spanish pages were not translated.

Header Elements

On all of CORAL's pages, H1 tags were easy to identify and provided a clear brief explanation of the page. A great example found was "What do Coral Reefs Need to Survive?" The H1 headline is short, direct, and piques a user's interest to learn more. However, all of CORAL's website pages had subheads that carried the same text color and weight; they were not defined as H2 elements in Screaming Frog. Of the 484 H2 tags identified, most were labeled 'primary sidebar' or 'footer'; only 28% were unique H2 values.

The screenshot displays the CORAL Reef Alliance website. The header includes the logo, navigation links (About, Our Work, Resources, Support), language options (English | Español), and a Donate button. The main content area features a large image of a coral reef with the H1 headline "What Do Corals Reefs Need to Survive?". A red circle with the text "H1" points to this headline. Below the headline, there is a sidebar with links under the heading "CORAL REEF ECOLOGY": Coral Polyps, Hard Corals, Soft Corals, and How Reefs Are Made. The main text block discusses the conditions corals need to survive. A vertical "DONATE" button is visible on the right side of the image.

H1

What Do Corals Reefs Need to Survive?

CORAL REEF ECOLOGY

- Coral Polyps
- Hard Corals
- Soft Corals
- How Reefs Are Made

Corals have a set range of conditions that they need in order to survive. When it comes down to it, coral reefs are actually fairly finicky organisms—if these conditions aren't met, corals can become stressed and diseased, and even die.

Clean Water

DONATE

Accessibility

Web accessibility allows people with disabilities such as auditory, visual, physical, and more to use the internet. It also helps those with “temporary” disabilities, such as viewing the content in bright sunlight or someone with internet connectivity issues. About 15-20% of the population has a disability; therefore, it is imperative to incorporate accessibility into a website.

Source: <https://www.w3.org/WAI/fundamentals/accessibility-intro/>

Alternative Text

Using Wave, the web accessibility evaluation tool, the scan results indicated that most of the images on the page did not contain alternative text. Scream frog showed 56% of the pictures were missing alternative text as well. After much digging, the only alternative text found was for the logo image and a few images of coral. All were very brief and not descriptive.

Contrast

Making certain elements on a page have enough contrast, so they are readable is important to accessibility. Although the blue color is used throughout the CORAL for their menu and subhead work well for design aesthetics, it was flagged by wave.com as not having enough contrast for WCAG standards (Web content accessibility guideline). The blue color used has a contrast ratio of 3.4:1, and the standard is 4.5:1.



Content

Overall the design of the CORAL website is very professional, which gives the audience a sense of security when considering donating to the cause. The site features large beautiful imagery of the coral reefs and marine life. In addition, the main image on the homepage enlarges to draw the viewer's eye in.

The first headline is direct and states the organization's purpose very simply: "We believe in coral reefs." the audience immediately knows what the organization is about. Additionally, the call to action is clear: "Support Coral" invites the reader to donate, and it feels very positive. Finally, if the user is interested in learning more, the hierarchy of the page is set up such that they can quickly skim headlines and subheads or take their time to learn more.

Imagery & Videos

Photography of scuba divers, scientists, and marine life is abundant throughout the site. The colorful imagery serves to show donors who and what is involved with the charity. In addition, the images showcase the communities positively affected by CORAL scientific efforts.

Numerous videos throughout the site help explain the activities of the organization. Most of the interviewees are employees of the charity, and they show pride in their work. The videos are placed within articles to help explain the subject in more depth.

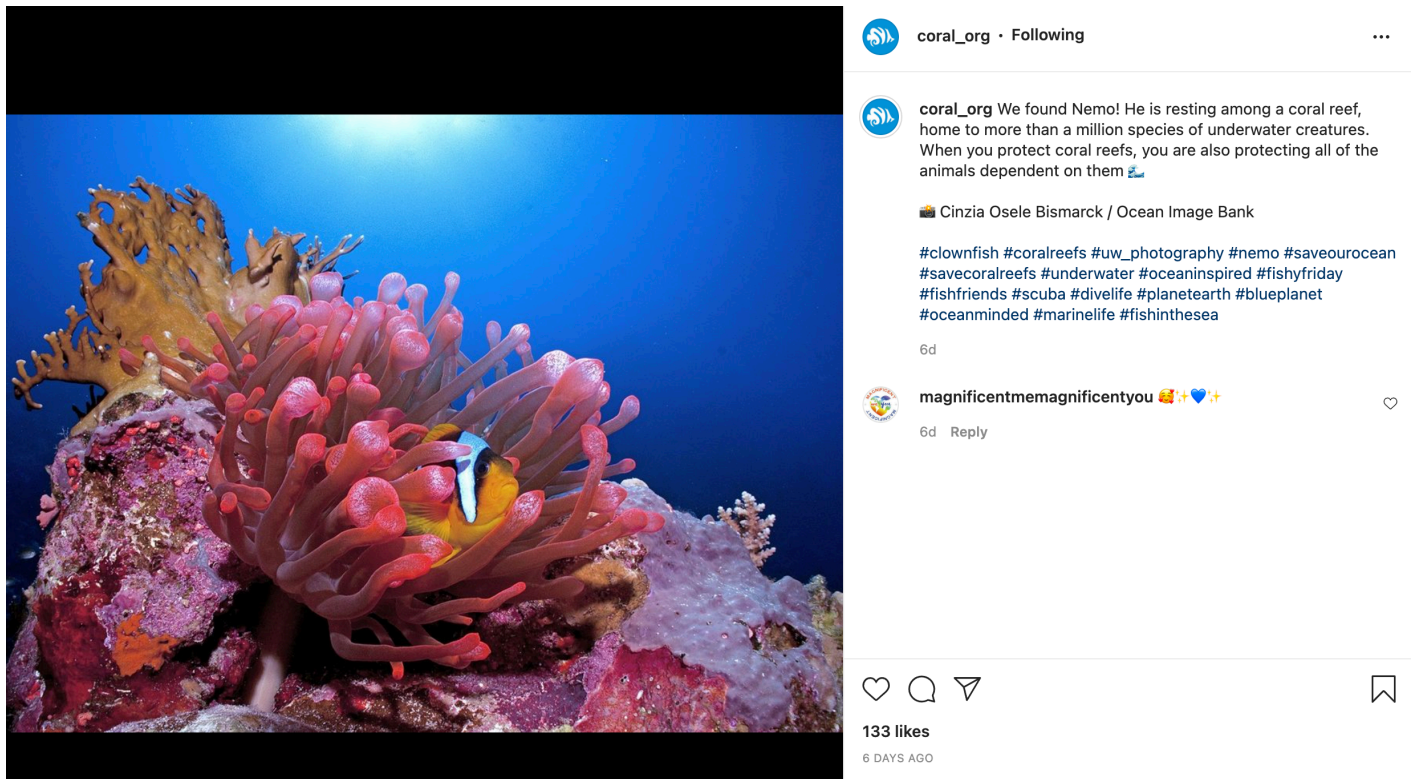
CORAL has also taken the time to create a training area that contains learning module videos. Each is clearly labeled with descriptions, so users understand how to take the course. Additionally, training pdfs and helpful guides are available for educational use.



Content cont.

Content Distribution

CORAL has a presence on Facebook, Instagram, and Twitter, with posts appearing daily. As is standard practice for many brands, the same post is used in each channel. However, CORAL does post unique content to Instagram's 'stories' portions. The posts are educational, contain 1-2 descriptive sentences, and are written in a friendly tone. In addition, each post is accompanied by a stunning photo or video of underwater life.



Sample CORAL instagram post.



8,285
Followers



163,716
Followers



9,776
Followers

Writing

Referencing stylemanual.gov.au, the writing on CORAL has a welcoming and friendly tone which encourages readers to learn more. Each headline is concise and meaningful. For example, on the Mission & History page, the headline is “Our mission is to save the world’s coral reefs.” The above statement, along with the rest of the website, uses the preferred active voice.

Even though the website contains rich scientific information, the headline, subheads, and articles are written in layman’s terms so they are easy to understand. The language used is plain everyday words, and when a word or acronym is unfamiliar, it is followed up with an explanation.

Why are coral reefs so important?

- **275 million people** live within 19 miles (30km) of coral reefs.
- **Over 100 countries** benefit from the recreational value of coral reefs.
- **350 million people** travel to coral reefs each year.



Coral reefs are at the center of many coastal and island cultures around the world. For example, in the Kumulipo, the Hawaiian creation chant, the coral polyp was the first organism created, and from that all other life forms sprung forth.

Though coral reefs face numerous threats, we can save them by keeping them healthy.

[Find Out How](#)



Architecture

Making sure a website is organized well and items, such as a logo or the menu are easy to find are a vital part of good site architecture. When elements of a website are intuitively placed, users are more likely to stay on the site and look around.

First, the CORAL website is responsive, so it is built for any size monitor and is mobile-friendly. When viewing the site on a mobile device, all of the images and articles stack up to make vertical scrolling easy. There is also a condensed menu in the upper left, indicated by the universal three lines, to show more information on the site. Many website users universally accept the three-line 'hamburger' icon as the menu.

While analyzing the menu more, limiting the menu options to four helps not overwhelm users with so many choices. When a user does make a selection, the submenu options are also categorized with approximately 3-5 options. In addition to the menu, the language option and donate button are present on every page, making it easy for users to find and click.

The CORAL website also leaves 'breadcrumbs' on certain pages to help users understand where they are on the website and help them get back if need be. Unfortunately, there is no search function on the site.



Summary

The world's coral reefs are vast and beautiful, and it is with an organization like CORAL that helps keep them that way. The CORAL website is a reflection of all of the positive work they do. Overall, the site has a professional appearance and structure; however, some areas can be improved.

Current Successes

- Unique meta descriptions
- Excellent writing, including CTA's
- Responsive, Mobile-Friendly site
- Site structure and organized navigation
- Beautiful imagery
- Easy to follow content hierarchy
- Social Media posts at regular intervals

Future Opportunities

- Improve accessibility - increase type contrast and include alt text for images
- Translate Page Title and Meta description to Spanish
- Adjust Page Titles and Meta descriptions to the optimal length
- Label H2 elements

With the opportunities outlined above, CORAL would increase their SEO, reach more of the Spanish-speaking population, and become more accessible to those with disabilities. CORAL will be able to reach a larger audience to increase donations and continue saving coral reefs.

