Online Marketing Strategy Guidelines for Non-profits: Case Study on Developing Web Presence for Guatemalan Ecotourism Organization

Interactive Qualifying Project Report completed in partial fulfillment of the Bachelor of Science degree at Worcester Polytechnic Institute, Worcester, MA

Submitted to: Professor Sonia Chernova (advisor)

In Cooperation With: Seven Hills Global Outreach & ASODILL

Onyedikachi J. Anyansi

July 23, 2012
# Table of Contents

Title Page................................................................................................................................. i

Table of Contents..................................................................................................................... ii

Abstract...................................................................................................................................... iv

Acknowledgements.................................................................................................................... v

1 Introduction ............................................................................................................................ 1
  1.1 Goals ................................................................................................................................. 2

2 Background ............................................................................................................................ 4
  2.1 Online Marketing for Non-profits ..................................................................................... 4
  2.2 Current CMS Solutions ...................................................................................................... 8
  2.3 Online Translation Technologies ....................................................................................... 10
  2.5 Proposed Methodology ....................................................................................................... 11

3 Methodology .......................................................................................................................... 12
  3.1 Research and Choices ....................................................................................................... 12
    3.1.1 Content Management Systems ..................................................................................... 12
    3.1.2 Hosting .......................................................................................................................... 14
    3.1.3 Template and Design ................................................................................................... 15
    3.1.4 Domain Name ............................................................................................................... 16
    3.1.5 Online Translation ....................................................................................................... 17
  3.2 Preliminary Website Design ............................................................................................... 18
    3.2.1 Researching ASODILL and Obtaining ASODILL Information ..................................... 18
    3.2.2 Determine Site Structure ............................................................................................ 19
    3.2.3 Drafting Site Content .................................................................................................. 21
  3.3 Implementing the Site with Wordpress .............................................................................. 23
    3.3.1 Setting up a Staging Area for Site Creation ................................................................. 23
    3.3.2 Building out the Site .................................................................................................. 25
  3.4 Image Editing ..................................................................................................................... 25

4 Results and Analysis .............................................................................................................. 28
  4.1 Determining Analysis Method .......................................................................................... 28
  4.2 Questionnaire Data and Analysis ...................................................................................... 30
    4.2.1 Design ......................................................................................................................... 30
    4.2.2 Navigability and Comprehension ............................................................................... 31
    4.2.2 Communicating ASODILL’s Message ......................................................................... 36
    4.2.4 Potential to Reach Online Audiences ...................................................................... 38
Abstract

With the emergence of the internet, organizations of all kinds have been using the web to spread information to a global audience. Many non-profits see the potential in establishing a web presence, however they lack the means and knowledge to do so. The primary goal of this project was to create a set of guidelines that non-profit organizations can follow to make their online marketing endeavors a success.

To accomplish this, we implemented an online marketing strategy for the Guatemalan non-profit ASODILL. Based on preliminary research into website design, online translation, and content management systems we developed a website for ASODILL that acts as a marketing vehicle for the organization and encompasses ASODILL’s social media endeavors. Additionally, the website is simple to update and supports automatic translation into multiple languages. We conducted a preliminary evaluation of the site through surveys given to arbitrary internet users. Our results indicate that the research and development guidelines we followed resulted in a professional, easy to navigate site that met the sponsor’s goals. If deemed successful over the long term, the guidelines generated through this project will be used by other similar organizations to establish their own web presence.
Acknowledgements

This project would not have been successful without the help and guidance of several individuals. I would like to express my deep gratitude to these people.

First I would like to thank my sponsors, Ashley Emerson and Jesse Mattleman from Seven Hills Global Outreach. Their support was paramount to the success of this project. I commend them on the great work they do in helping their affiliates accomplish great things for their local communities.

I would also like to acknowledge the members at ASODILL, especially Pascual Rafael, whose has been completely dedicated to fulfilling ASODILL’s mission and brought that same dedication to this project and helped push me to do better. I would like to thank Lila Trowbridge, a SHGO intern who was stationed in Guatemala for the summer. Her work helping translating ASODILL documents and acting as a mediator between ASODILL and me was integral to the success of this project.

I would like to thank my WPI advisor, Professor Sonia Chernova. Her continuous guidance helped to keep me focused on our goals and helped me stay organized throughout this process. Her suggestions have resulted in a higher quality project and paper.

Finally I would like to acknowledge the people who took the time to complete the questionnaire for this project. Their efforts gave me the information needed to accurately analyze the success of this project.
1 Introduction

The internet is a useful tool for reaching large audiences. Businesses and organizations have made it a priority to establish an online presence and have created websites in order to market their brand. The goal of this IQP is to work with Seven Hills Global Outreach [11] to research and implement the various ways organizations and non-profits focused on third world countries can use the internet to help spread awareness of their progressive initiatives.

Seven Hills Global Outreach (SHGO) is an organization whose goal is to support the humanitarian efforts of health, education and human services organizations in developing nations through technical assistance, social venture opportunities and related collaborative efforts. SHGO partners with various affiliate groups from around the world, and makes it their mission to help that group succeed in creating economic, environmental and social growth in their country.

ASODILL is a SHGO affiliate organization whose mission is to facilitate social change in Guatemala through eco-tourism. Their aim is to promote sustainable development in Loma Linda, Guatemala and to take up dynamic social and economic activities for the Guatemalan community. They believe that this eco-tourism project can:

- Help concretize local development in Loma Linda by bringing economic activity to the area
- Concretize knowledge of natural spaces and traditional environmental practices, and a respect for, the countryside/land of and around Loma Linda. By using the natural space
in Loma Linda as a resource for tourism, the natural world becomes of immense value to not just the tourists but also the residents.

- Assist with protection of the environment. Due to the increased value the residents place on the natural space, they will be motivated to protect the environment.
- Offer an experience that is comfortable, safe, and enjoyable for those around the world who want to experience nature.

This project will focus on using the internet to promote the ASODILL organization and spread information about its mission. It will entail creating an online presence for ASODILL through the use of social media and an official website. This will allow ASODILL to spread their message and reach a larger audience. The strategies used in researching and developing this site will be assessed to determine whether they fit the goals of Seven Hills Global Outreach so that the process can be extended to developing sites for other SHGO affiliates and non-profits.

1.1 Goals

We identified the following goals for this project:

1. Work with Seven Hills Global Outreach to research methods for marketing and spreading awareness online as well as the potential impacts of such online tools.
   a. Through a focused website.
   b. Through social media.
2. Implement a website/social media accounts for Seven Hills’ affiliate ASODILL.
   a. Provide mechanisms/content management system for the GEO to use to directly upload and publish information.
   b. Research and implement ways to overcome the translation issue for writing posts in a native language and then translating to English/other languages.
   c. Make sure the GEO can easily learn how to use the technology
3. Assessment:
   a. Get feedback from ASODILL and SHGO
b. Survey first time viewers to the site to determine how well the site meets the goals.

4. Come up with a set of guidelines that will help other similar organizations establish their own web presence.
2 Background

This section will present the information obtained during the research stage of this project. All the subjects that may contribute to the success of this project will be research in-depth. This will help to create a solid foundation for which to implement the internet marketing strategy for ASODILL.

2.1 Online Marketing for Non-profits

As the internet becomes more ubiquitous in the lives of people everywhere, groups of all varieties are beginning to establish an online presence in order to connect with people on a larger scale. The web has been an incredible resource for distributing information. Many businesses and organizations have utilized the internet to increase awareness about their brand and have been able to reach people from all over the world. Having a website can be a much cheaper alternative or addition to other marketing avenues and is more effective at reaching certain types of individuals. This can make it very useful for non-profits trying to spread awareness since, due to the nature of the organization, they tend to be lacking in the funds necessary for advertising in more conventional means, such as television or print ads.

For this project, research was done to determine the best ways to leverage the web to help non-profits build awareness about their brand and spread information about their mission. There are many examples of non-profits who have had immense success with online marketing. I will look into how they the methods they used for their websites and try to determine why they were successful.
There are 3 main non-profits that I looked at, all of which have really well done sites and easily utilize the web for great gain.

Charity Water [5] is a non-profit dedicated to bringing clean and safe drinking water to people in developing countries. Their website not only promotes their brand but also explains why their cause is important using beautiful graphics and leveraging the visual display abilities of the web.

*Fig 2.1: Homepage of charitywater.org*

Pencils of Promise (POP) [10] is trying to give every child on the planet access to a quality education by working in developing countries to build sustainable school-systems. This non-profit’s site is designed beautifully and rocks a pencil-sketching theme which is an extension of POP’s brand. The site displays detailed information about how their organization
works which lets the site viewer better determine whether they should support POP. They even display the completed schools on the site, so you can quickly see the progress they’ve made.

Fig 2.2: Homepage of pencilsofpromise.org

Kiva.org [7] is a non-profit and micro-lending platform. It allows more privileged people to loan very small amounts of money to people in developing countries. These people are able to use these loans to start small scale lifestyle businesses and support their families. These individuals can utilize these small cash donations immensely. The internet is great at connecting many people all over the world, and Kiva uses this in a very ingenious way by allowing anyone with an internet access to donate money for these small scale loans. Kiva makes it more personal by allowing the lender to receive periodic updates about how their loan is being
utilized, and the progress that has been made for the receiver. This lets the lender directly see the impact they are having on people by supporting Kiva’s cause.

Fig 2.3: Homepage of kiva.org

Each of these sites has been successful with their online marketing strategies and in my research I tried to determine how we could learn from their example. The research helped me create a set of guidelines or methodologies that Seven Hills Foundation or other non-profits can use to create successful websites.

**Guideline:** One thing each of these sites shared in common was their highly visual nature. They relied on icons, buttons, and mostly images to make the site stand out. Organizations and non-profits that want to make a site stand out should liberally use visual elements on their webpages instead of only text.
Social Media is another huge avenue for marketing. Social Media includes various web-based technologies which leverage the internet’s strength as a communications platform to facilitate dialogue and conversation. This includes social networks like Facebook [6] and Twitter [12], news aggregators like Reddit [17] and Digg [1], and various online message boards.

In recent times, many businesses have begun to focus more heavily on social media as they have begun to see the immense power such technologies can have in spreading information and getting people talking about your organization. Many have even begun to hire social media ‘experts’ and ‘gurus’ to help them with their social media strategies. Many resources exist online that help to teach these organizations how to leverage social media for furthering their business goals.

I will research social media and various social media strategies and determine how they can be applied to non-profits. Such research will help further the goal of helping non-profits maintain a useful web-presence and connect with people from all over the globe.

2.2 Current CMS Solutions

A content management system (CMS) is a computer or web application that allows for publishing and editing content for a website. They are generally used by organizations that have various kinds of content that they want to display on their site such as text, images and video. The typical user of a CMS is a news/journalist site or blogging site, however CMS’s fit a wide array of usecases. CMS’s work well because they include a built-in system in which site owners can create and add posts. Without using a CMS, a site owner would be forced to design and write the HTML, CSS, and sometimes javascript, required to actually display content on a web
Non-profits can benefit from using CMS’s to power websites so that they have an easy way to spread information about their cause.

One potential CMS solution is to use a free pre-made dynamic content management system. The main options are Wordpress and Expression Engine. Using one of these systems removes the hassle of developing a CMS from scratch and allows even non-coders to have a CMS up and running in no time. There are many templates that can be used in conjunction with these options which gives the site-owner multiple options for how the website should look and how the CMS displays the content. The CMS does, however, retain the ability to customize the site by further developing plugins for the CMS. However the extent that you can build on top of and tweak the CMS differs depending on which CMS you choose.

One issue that some site-owners have with premade solutions is that it does not allow for much flexibility and freedom in developing custom features on the website. The premade solutions force the developer to adhere the CMS’s way of doing things and can restrict them from getting really creative. For site-owners where this is a concern, they might consider instead using a web framework to create their own content management system.

Web frameworks are libraries built on top of programming languages that can be used to develop sites and applications such as content management systems. Ruby on Rails, built on top of the ruby language, and Django, built on top of python, are two of the major frameworks and are used to support many major web applications. Using these tools, CMS’s can be built that cater directly to the needs of the organization behind the site. It allows for immense flexibility and power to be creative with the CMS. Frameworks are also useful because they
handle many of the difficult programming tasks for you, so building the system is not as difficult as it would be if you were just building it from scratch with only python, ruby, or PHP.

The problem with this methodology however, is that building a custom CMS still requires a good amount of programming work. It is not nearly as easy to set up and keep running as the premade CMS solutions. A non-profit might not have the budget for building and supporting their own custom CMS.

2.3 Online Translation Technologies

Seven Hills Foundation wants to help connect their affiliates in developing countries with the rest of the world by using the Web. However, a major issue arises when posting content to the web. Since these affiliate groups are not generally based in English speaking countries, they tend not to be able to speak and write in English. However, since many of the people they are trying to reach online speak English, they will have difficulty catering to those audiences when they speak a different language.

Online translation technologies will need to be used in order to alleviate this problem. Such technologies need to make it simple to translate text from one language to multiple other languages in order to reach the largest audience.

Google website translator [13] is a tool that site-owners can add to their site to translate text to the language a viewer can actually read. In my research, I will determine whether Google website translator is the correct tool for the job, and if not try to determine other potential solutions.

Microsoft/Bing translator [8] is a similar tool that allows for site translation. It is a widget that webmasters can include in the code of their site that will allow for dynamic translation for the entire web page to occur when anyone visits the page.
There are also many Wordpress specific translation tool options that can be leveraged if the choice of CMS ends up being Wordpress. I found an article that would be a great resource for pointing us in the direction of these tools [9]. In order to properly assess the best translation tools, during the implementation phase of this project, I tried out a few of them on the actual site.

### 2.5 Proposed Methodology

I will further research the topics presented earlier in this proposal and use that information to guide the development and implementation of a website for one of SHGO’s affiliates, ASODILL, the Guatemalan eco-tourism site. The development of this website will be used as a case study to assess the methods and strategies used in bringing ASODILL online. If deemed successful, the process can be used to create a set of guidelines that other non-profits and similar organizations can used to implement their own internet marketing strategy and web presence.

The site will use a premade content management system that will cater to the needs of Seven Hills. I will then create social media accounts for ASODILL and integrate that into the website. We will design the system so that it will be easy to use.

Once the site is implemented, we will assess how well the site fits Seven Hills’ goals. To accomplish this, we will ask participants to use and browse the site and then have them fill out a questionnaire to determine how well the site meets Seven Hills’ goals.
3 Methodology

This section will go over the process taken to research and implement an online market strategy for ASODILL. It will also discuss the problems faced during the process.

3.1 Research and Choices

In order to successfully create an online presence for ASODILL, there were multiple decisions to make regarding tools/strategies that would be used. The project began with a research stage in which we researched content management systems, hosting options, the design of the site, domain names, and online translation technologies. With the results of the research, we made educated choices regarding these issues. This section will talk about the research that was completed as well as and which decisions were made and why.

3.1.1 Content Management Systems

In order to develop a professional site for ASODILL, we had to determine which content management system to use. Creating a CMS using a web framework such as Django or Ruby on Rails was a possibility. However, there are a few issues with going down that route. Creating a CMS from scratch would vastly increase the preliminary work required to build the site. Using a pre-made solution would save us the need of spending development time on creating the site infrastructure and let the focus be completely on what the site will look like.

Another issue with building our own custom solution is that the design of the site would have to be completely built and designed from scratch. This would also increase the development time and work. This would also require finding a designer to actually provide
ASODILL with a design. Premade solutions like, Wordpress and Expression Engine, have marketplaces for design templates. This would allow ASODILL to find and purchase a great site design and be able to implement it into the premade CMS easily.

ASODILL and many non-profits do not have a tech or IT employee on staff. Using a custom CMS solution would require the organization to be able to maintain and manage the site and its accompanying codebase. This is not feasible. Premade solutions simplify this issue since there are a large team of developers whose sole job it is to continue to support the codebase behind the premade solution. The software also tries to make it as user-friendly and simple as possible to make any necessary changes. This allows it to be more accessible to the average person.

It makes sense to go with a premade CMS. The question now is: “Which premade solution should we use?” The two major contenders are Wordpress and Expression Engine. Expression Engine would be a decent choice over Wordpress because it gives the site builder a little more control over the structure of the site than Wordpress does.

Wordpress however is much more popular and widely used. It is battle-tested which gives site owners confidence that it is reliable. Because of its popularity, the template marketplace for Wordpress is much larger and more diverse then Expression Engine. This gives ASODILL a greater selection of designs to choose from. Wordpress’ popularity also positively affects it in other ways. There are many more tools and plugins for Wordpress than for Expression Engine. Many hosting providers even have 1-click installations for Wordpress sites. Expression Engine does not really share that luxury. There are many more tutorials and resources regarding Wordpress than Expression Engine which is quite useful when problems
arise. All these reasons led to the conclusion that Wordpress would be the best choice for a content management system.

**Guideline:** When building a site, resource-limited organizations would benefit from using a premade content management system, preferably Wordpress. The ease of implementing Wordpress and the number of resources and additional plugins in its ecosystem make it the best choice.

### 3.1.2 Hosting

Since ASODILL had no physical infrastructure or hardware, the site needed to be hosted by a third party source. Research was done to choose the best hosting providers. Simplicity and cost were the driving factors in this decision. On the Wordpress site, there is a list of recommended providers [14]. From there, Bluehost and Dreamhost seemed like the best choices.

**Guideline:** Using a hosting provider to host a site is much simpler for an organization because they don’t have to manage any hardware or infrastructure.

We initially went with Dreamhost because they had 1-click installation, fairly cheap prices (including a sale they were currently on) and they had received great reviews through the blogosphere. Dreamhost eventually did not work out because when we went to purchase the hosting, the price ended up not being what was advertised. We moved onto Bluehost, however despite having great prices and 1 click installation, after reading about some negative experiences others had with Bluehost we decided to look elsewhere.

GoDaddy seemed like another decent choice. Their prices were cheaper than Dreamhost and they also had a dedicated 1-click Wordpress install. Seven Hills Global Outreach also had experience using their services in the past. The process for buying hosting from
Godaddy also appeared to be very simple. Because of these reasons Godaddy was chosen as the hosting provider for this project.

3.1.3 Template and Design

The look and feel of any website is incredibly important. SHGO wanted the site to be very visual and eye-catching, while ASODILL wanted to make sure the site looked professional and fitting of their organization. Any decision for design had to encompass these two ideals.

Buying a template was the simplest way to obtain high quality design without investing a great deal of money into hiring a designer. Wordpress has their own set of themes and templates [15], however their selection is quite limited and none of them seem to relate to ASODILL’s cause. There are many sites that sell Wordpress templates. WPhub.com and Themeforest.com were the major ones.

**Guideline:** Buying a premade theme is much easier and more cost-effective than hiring a designer to design a site from scratch. Theme marketplaces such as themeforest.com are great ways to find themes that fit an organization.

After searching through the both sites and previewing various templates, I picked a selection of four template options that I thought were all suitable for ASODILL (see Appendix C). After getting some feedback from SHGO, I narrowed the selection to two themes. We gave ASODILL the final choice between which of the two templates he wanted to go ahead with. He chose the Green Forest theme, the more visual of the two templates.
3.1.4 Domain Name

The choice for domain name turned out to be quite simple. Asodill.org was available for registration so that became the obvious choice. Asodill.com had already been purchased by a Peace Corps volunteer already working in Loma Linda, so he would be able to redirect any queries to asodill.com to asodill.org. Namecheap.com was chosen as the domain name registrar because it was widely praised throughout the blogosphere.
3.1.5 Online Translation

Online translation plays a pivotal role in allowing the ASODILL site to be accessible to as many people as possible. Online translation is not an easy problem so the choice of which translation technology to use is an important one. The best solution would be a tool that was both precise, so that the translations tended to make sense, and flexible, allowing ASODILL to come in and change the translated text.

Google Translator and Microsoft’s Bing Translator both made for great choices. Their translation technologies tend to be fairly accurate and they are used all over the internet. The issue with using one of them, however, was that Wordpress made it quite difficult to edit the source code of the pages of the site. Since these technologies required adding their custom javascript and html code to the webpage, implementing them this way would be difficult.

The next option was to look into Wordpress plugins. Using the plugin search functionality on Wordpress’ site, I was able to find some valid translation plugin options. I tested a few of the plugins and most of them did not work properly.

I finally came across the Transposh translator plugin. The plugin gives the site owner a plethora of language options to choose from, allowing the site owner to specify the supported translated languages. Transposh also used Google Translate under the hood, so it was able to main the same accuracy of Google’s translation algorithm. Transposh also gives users the ability to edit the translated text. This allows ASODILL to change any bad translations of the site. Transposh is the best choice for translation.

**Guideline:** If online translation is a concern, using a wordpress plugin like Transposh is ideal. This way an organization can allow their site to be
reachable by foreign audiences. Editing translated material with Transposh to correct for any automated translation errors is also very simple.

3.2 Preliminary Website Design

In this section, I present a clear plan for how the site would be structured and what information would be displayed on the site.

3.2.1 Researching ASODILL and Obtaining ASODILL Information

In order to make a great site for ASODILL and determine the best kind of content to show, I needed to have a clear understanding of ASODILL’s goals and mission. To do this, I contacted the head of ASODILL as well as an English speaking ASODILL volunteer. I requested any information they had for me regarding their mission, their service, their plans, anything that would allow me to learn more about ASODILL.

I also drafted a short questionnaire for both SHGO and ASODILL in order to ascertain exactly what they wanted in the website (see Appendix D, E). This allows me to know the goals that I should be keeping in mind as I build out the site.

ASODILL and SHGO sent me a plethora of information relating to ASODILL. I received ASODILL’s eco-tourism report, their Guatemala Preparation and Packing guide, Seven Hill’s GEO Volunteers Handbook, ASODILL’s partnership agreement with SHGO, their funding summary, a summary of their Ecotourism Trails, and some content that they specifically wanted me to add to the site, like their mission statement and a blurb about who they are.
I delved into this content and was able to get an intuitive sense of the beliefs and goals of ASODILL as well as the problem they currently face. I learned about how and when ASODILL was started. I learned about Guatemala’s immense ecological diversity and how it is at risk from over forestation, climate change, and illegal trades for both drugs and animal parts. I learned about ASODILL’s plan to further propagate a thriving eco-tourism industry in Guatemala, in order to help the citizens out of poverty and instill a nation-wide respect for wildlife and biodiversity. I learned about ASODILL’s aim to educate the people, both foreign and local, about the environment and many of these issues. With this increased understanding of ASODILL, I was able to better brainstorm how the site should be structured.

3.2.2 Determine Site Structure

The structure of a website is integral to its success. It is important that users can easily find their way around the site and get to the content they want. If they are struggling to find a certain part of the site, or miss out on interesting content, then it will decrease the engagement between a user and the site and it is likely that they will choose not to spend time with the site and in extension the organization behind it.

The most important goal for the site structure is making it simple to navigate and easy for users to find what they want. The pages that end up on the site should have a clear purpose and part in the overarching topology of the site’s structure. Keeping these ideas in mind, I work to draft up a preliminary sitemap.

First I had to determine what pages I wanted the site to have. There would be the “Home” page, a “Tour” page that went over the different tour options that ASODILL had, a
“Mission” page to explain their mission in greater depth, an “About Us” page to display information about the ASODILL organization, and a “Registration” page to allow viewers to register for an ASODILL tour. I decide that I want these pages to all be accessible from the top bar, there should also be a “Blog” page that stores a collection of ASODILL’s blog posts.

There are some additional pages that I considered in case ASODILL wants to include them. One was a “bird-watching” page in order to cater to bird watchers who would potentially take a tour for simple purpose of viewing the diverse species of birds that live in Loma Linda. This could also help ASODILL rank in search engine results for bird watching in Guatemala. Another potential page I considered was a “Problems” page, whose purpose would be to educate viewers about the environment, societal, and economic problems the Guatemala currently faces. I also considered including a “Guatemala” page in order to allow viewers to learn more about Guatemala as a whole.

I sent ASODILL and SHGO my ideas for the pages I wanted to include and the suggested that I focus on building the basic/important pages right. ASODILL would be able to recommend additional pages later after the core of the site is built.

Next I thought about how I wanted to link to each page of the site. I decided that homepage should probably have links pointing to the “Tour” “Mission” and “Registration” pages. The “Tour” page should include a link to the “Register” page to allow people to easily register for the tour if they view the page and decide they want to. In order to further consider how I wanted the site to be structured and flow, I needed to work out the content I wanted to include on each page.
3.2.3 Drafting Site Content

Once I knew more about ASODILL and I had an idea of the pages I wanted on the site and how they should flow, I was able to start working on creating the copy for each page, as well as arranging how I wanted that text to look and the images that would go along with it.

I began with the most important and most difficult page, the “Home” page. This is incredibly important since it tends to be the first, and sometimes only, page of a site that visitors will see. A home page should grab a visitor’s attention and make them want further click links on the site. It is the beginning of a site’s engagement with a user, and it should start off strong.

Call-to-actions is a term used for elements in a web page that solicit an action from the user [4]. This is incredibly important when considering what should go on a page because the user should always have a sense of what they are supposed to do on web page or how they can continue or access the content they want. A site designer should know what their goal for the user is and structure the site around those actions.

**Guideline:** When building the site, it is imperative to know what goals the site needs to fulfill in an organization’s broader marketing strategy. From these goals, call-to-actions can be formulated which help determine the structure and design of the organization’s web pages.

I chose to go with a slideshow that takes up approximately 3/4s of the page and spans the entire width of the page. The slideshow would be stocked with high quality images to immediately make the site look gorgeous and show off Guatemala’s immense beauty to the viewer. The slideshow would be overlaid with simple text that starts introducing the viewer to the various aspects of ASODILL.
The next 1/4\textsuperscript{th} of the vertical space above the fold (above the fold refers to the section of a page that a viewer can see before they scroll down) would contain three sections spaced equally apart from each other. Each section would highlight a particular part of the site, the “Tour”, “Mission” and “Registration” page. In this section I came up with more simple text that previews what those pages would be about. Each section includes an icon representing the subject matter as well as a link to that particular part of the page. These three sections act as distinct call to actions to allow a viewer to learn more about various aspects of the site as soon as they hit the page (see Fig 3.2).

![Fig 3.2: Section of the homepage of the site designed for ASODILL](image)

Below the fold, I gave myself leeway to add more relevant content. I drafted up another blurb discussing the eco-tours and right below I placed a huge single button suggesting that the viewer learn more about ASODILL’s tours. If the viewer did not click the link above the fold, there would be no way they could miss it now.

Further below, there is a section that expresses how the tours will help ASODILL solve certain problems that ASODILL faces. Again, I decided to split up the page into 3 distinct sections, each highlighting a particular way in which the tours help solve these issues. The three sections focus on, ‘booting the local economies’, ‘protecting the diverse wildlife’ and ‘educating people about the environment’. In an effort to maintain the highly visual nature of the site,
inside each section I included a relevant photo. Below this but still part of the same section, I included another call to action. A button that suggests viewers learn more about ASODILL’s mission.

**Fig 3.3: Mission section on the homepage of the homepage for the site designed for ASODILL**

<table>
<thead>
<tr>
<th>Supercharging the local economies</th>
<th>Protecting the diverse wildlife</th>
<th>Educating people about the environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our goal is to boost the locally driven eco-tourism industry. With a booming eco-tourism industry, the locals can afford to support environmental and societal goals.</td>
<td>Over-exploitation of natural resources and unregulated hunting of wildlife are harming the ecosystem. ASODILL aims to counteract these issues.</td>
<td>The tours provide a great learning experience for guests who want to learn more about the ecosystem while teaching the local citizens how to take care of their local environment.</td>
</tr>
</tbody>
</table>

3.3 **Implementing the Site with Wordpress**

This section will cover the process used to implement the website.

3.3.1 **Setting up a Staging Area for Site Creation**

When implementing a site, it makes sense to do all the initial work in a test-bed/staging area that is not hosted under the final domain name. This way, the work in progress is never seen by the public. The site builder could choose to make the staging area a folder on their own computer and host the Wordpress site on their local machine. It is however important that all the people working and giving feedback on the site have a way to see the progress being made. Hosting the Wordpress site locally would not be ideal since it is imperative that the staging area for the site can host the website online. The test site should be accessible on the web with an
unrecognizable public-facing domain name. It should also not be indexed on search engines as to not confuse the search engine site-crawling robots with duplicate sites.

This was accomplished in this project by using Amazon’s Web Services elastic cloud compute (EC2). EC2 is a service that gives anyone the ability to manage a virtual operating system and in extension, host a website from there. EC2 was a great choice for the staging section because hosting was free as long as the site did not reach a certain threshold of page views. The threshold was orders of magnitude higher than the page views accumulated during this staging process. Another reason EC2 worked well was that it gave me full control over the underlying OS powering the Wordpress site. While this could potentially be useful during this staging process, when the site needs to be maintained by ASODILL, they should not be exposed to or required to deal with the underlying mechanics. This is why EC2 would not be able to work as the final hosting provider.

I created an Amazon EC2 account and launched an instance of the virtual machine. I found a simple set of instructions for installing Wordpress on ec2 and used that to set up the initial Wordpress site [2]. I created a custom login for the admin account on the Wordpress site. This allowed me to have access to Wordpress’ dashboard, which is where most of the content editing occurred.

The next step was to install the theme. After purchasing the green-earth theme, I was able to download the source code for the template. A tutorial was included in the downloaded package. I was able to follow the instructions given to install the theme into Wordpress. In order to do so, I needed to get the code for the theme into the EC2 virtual system. I was able to use the secure file transfer protocol (SFTP) to directly upload the code to the virtual machine. In
order to do this, I used a tool called WInSCP. Once the template code was in the proper place inside the Wordpress folder, I was able to simply turn the theme on inside the Wordpress dashboard.

### 3.3.2 Building out the Site

Once Wordpress and the Green Earth theme was setup correctly, it was time to begin the actual site building process. I began to implement the drafts that I mocked up in the preliminary design phase. The Green Earth tutorial included a plethora of information regarding how to build and customize the site. Using this resource, I was able to implement each of the pages of the site. I was able to specify for each page that I created the link that would point to that page. This helped give viewers a clear idea of where they are within the website and which page they were viewing.

### 3.4 Image Editing

The GreenEarth theme makes use of images in background slideshows. In order to get the most of out of this functionality, beautiful high quality images need to be found and edited to properly fit the specifications while looking vibrant and beautiful. Both ASODILL and SHGO were able to provide a large collection of high quality images.

Since the ASODILL’s mission focused on environmental sustainability, ecotourism, and the eradication of poverty in the area, pictures that represented those ideas were ideal. I found beautiful high quality pictures of Guatemalan waterfalls and volcanos that would be perfect for the slideshow. I also made an effort to find pictures showing some that native Guatemalan wild
life like the quetzal. I also wanted to use pictures that emphasized the community building aspect of ASODILL. I selected pictures of ASODILL members and volunteers going on hikes, working the earth, engaged in group discussion and simply smiling at the camera.

Choosing images was only the first step. Many of the images did not have the desired size, proportion, and lighting to look good on the site and work well in the template. Nearly all of the images were over 1.5 MBs of memory. This is very inefficient in a website, because it forces a viewer to download large files every time they view the site. This leads to long load times. Load time is extremely important because a sites bounce rate (percentage of people who abandon the page before it is completely loaded) increases as load time increases [16]. 40% of people abandon a site that takes longer than just 3 seconds to load. This is crucial because no site owner wants to lose potential viewers and traffic.

**Guideline:** Low image sizes are integral to keeping page load times down. Since users will leave if a page takes too long to load, anything that might help drastically speed up load time is important.

I used Photoshop to do the majority of my image editing. For most of the pictures, especially the ones that went into slide shows, I cropped the tops and bottoms out of the pictures in order to capture more relevant sections of the images in the slideshow. In order to give the images a bright and vibrant feel, I tweaked the contrast and brightness settings of the images. This has a great effect in livening up otherwise dim photos.
After editing the photos, the sizes of the new images were even larger than before. I had to find a way to cut down on the file size. After research I found an online image optimizer tool [3] which attempted to optimize the image and drastically cut down on the file size while retaining most of the high quality. The tool could also resize images. Using both these features, I was able to turn the large photos (both in file size and picture size) that I edited with Photoshop and both reduce the file size and scale down the dimensions. With this strategy of using Photoshop and image optimizer, I was able to populate the site with nice visuals.
4 Results and Analysis

The purpose of this section is to ascertain how well my web-presence strategy will work for ASODILL. It will determine whether or not the process highlighted in this paper is a useful guideline for other non-profit organizations who would like to develop a marketing strategy for the web.

4.1 Determining Analysis Method

One of the most prevalent forms of analyzing how successful a site is performing is by looking at page views. This metric tells the site owner how many times someone viewed the site and can be a good way to judge the popularity of the website. Other metrics include average time on site, average number of pages viewed or even the percentage of users who complete a distinct action (in ASODILL’s case, it might be the percentage of people who registered for a tour).

Unfortunately, this form of site analysis will not work in this specific scenario. At the time of this paper’s publication, the site would not have been online for long enough to have any meaningful data regarding page views/registrations/etc. Due to this, we needed to use a different method of analysis.

Using questionnaires directed at both ASODILL/SHGO and ASODILL’s target audience was the best solution for analyzing how well the website fit the goals of ASODILL and SHGO. A questionnaire was drafted for the two organizations that I worked with. The questions asked members from both groups to specify, on a scale from 1 to 5, how well the website catered to
individual goals (see complete questionnaire in Appendix A). The direct feedback was incredibly important for this analysis.

Another questionnaire, which was taken by individuals with no prior knowledge of ASODILL, was created (see complete questionnaire in Appendix B). The aim of this questionnaire was to gather unbiased information from people viewing the site for the first time. The questionnaire was able to get a sense of their first impressions and helped determine how well their initial thoughts about the site aligned with ASODILL’s and SHGO’s goals. 38 different individuals took the survey. Approximately 51% of respondents were between 13 and 21 years of age while 46% were between 22 and 30 years. One respondent was over 50 years old. 13% of the respondents were female. 100% of the respondents claimed to use the internet daily.

The questionnaire was split into four sections. The first section obtained basic demographical information about the user. In the second section, participants were asked to visit the ASODILL website and browse it for a few minutes. After they completed this task, they were asked basic questions regarding how the site looked and felt. In the next section users were asked to recall various aspects of the site; for example, there were questions regarding ASODILL’s mission statement and their social media. This was meant to test how well the site communicates ASODILL’s core message and how accessible certain features of the site were. The fourth section gave the respondent’s certain tasks to do and they were asked to rate how simple/difficult it was to accomplish the task on the website. The final section asked the respondent questions regarding how they felt and what they learned after viewing the site. This
section was to determine how well the site was able to capture the interest of viewers as well as spread ASODILL’s message.

The results to these questionnaires will provide valuable information that will allow for accurate analysis.

4.2 Questionnaire Data and Analysis

This section will cover the data obtained in the pursuit of analyzing the success of the website. It will discuss both the feedback obtained from ASODILL and SHGO, taken from the questionnaire that members of each organization completed, and the results obtained from a questionnaire given to arbitrary online participants.

4.2.1 Design

The results show that both organizations felt that the website had a professional look and feel, each respondent ranked it at 4 or higher. Both organizations also felt that website had an attractive design and ranked that at a 4 or higher as well.

This sentiment was reflected by first time viewers of the site. 89% of respondents agreed that the site was attractive and had a professional look and feel (combined ratings of 4 and 5). Only 3% of respondents disagreed (combined ratings of 1 and 2).
This data shows that ASODILL and SHGO as well as the users who viewed the site generally believed that looked professional and attractive. At the beginning of this project, ASODILL had concerns about the site looking sufficiently professional. With this response, we see that this concern was adequately alleviated through the use of our research and development process.

4.2.2 Navigability and Comprehension

When asked to rate how well the site performs in terms of ease of navigability, the SHGO respondents gave the site a rating of 5, whereas the ASODILL respondent was neutral. The results from the first-time viewers may be able to shed some light on the neutral score.
89% of respondents agreed that it was easy to navigate through the website; however, only 82% agreed that the text was clearly written and easy to understand. 8 of respondents were neutral, while 11 disagreed with that sentiment.

*Fig 4.3:* It was easy to navigate through different sections of the website

(1–5: strongly disagree – strongly agree)

In the recall section of the questionnaire, questions that determined whether the user knew of a particular feature did not do as well as hoped for. When asked if the site had a blog, only 76% of participant’s knew about the blog. However, when asked to find a particular blog post, 66% of people were able to do so with ease (combined ratings of 1 and 2), while 11% of respondents had some difficulty (combined ratings of 4 and 5).
Only 61% of respondents gave correct answers to the question regarding which social media accounts were accessible through the website. Furthermore, when asked to find ASODILL’s Facebook page, only 64% of respondents felt that it was simple to do, while 24% of participants felt that it was difficult.
Fig 4.8: Find ASODILL’s Facebook page  
(1 – 5: very simple/straightforward – very complex/impossible)

With regards to the online translation, during the recall section, only 74% of users knew you could use the site without speaking English.

Fig 4.9: Could you use this site if you did not speak English?  
(Correct Response: Yes)

The large percentage of participants that responded incorrectly is troublesome, ideally there would be a way to cater to those users. Like the blog, online translation is incredibly important for ASODILL from the get go, especially since the site is in English and most of the site members speak English. Also similar to the section on blogs, it would be ideal if the translation functionality was in a more prominent place on each page. I was not able to figure out how to do this however, the Transposh translation plugin is simply a widget, and the GreenForest theme only allows widget in the footer. A php/javascript developer could go deep into the code and edit the GreenForest theme. However, due to time limitations figuring out how to do this was beyond the scope of the project.
The other task completion exercises resulted in data that shows that in general, the users were not having too much trouble doing the main tasks on the site. 79% of people were easily able to find the mission statement, 84% of respondents had no trouble contacting the organization and registering for tours. Finding pricing information was a simple endeavor for 68% of the respondents while 24% of participants were in the middle regarding its difficulty.

*Fig 4.10:* Find ASODILL’s mission statement
(1 – 5: very simple/straightforward – very complex/impossible)

*Fig 4.11:* Contact ASODILL
(1 – 5: very simple/straightforward – very complex/impossible)

*Fig 4.12:* Register for an ASODILL
(1 – 5: very simple/straightforward – very complex/impossible)
It seems that for the most part, the navigation works decent well and is both decent and comprehensive. Some users however may have more trouble that other when trying to get around the site. I need to keep those users in mind. The small changes I made in response to these results will help to create a much better designed website.

4.2.2 Communicating ASODILL’s Message

Any website should be a reflection of the principles of the organization behind it. As the main component of ASODILL’s website and its main web marketing tool, the site has to be completely in line with ASODILL’s messaging. Determining how well the site communicates ASODILL’s message is integral to a proper analysis.

The average rating from the organizations on ‘How well does the site communicate ASODILL’s goals’, is a 4. A correspondent from ASODILL rated this 3. They elaborated on this by saying that the website did not discuss or display all the projects they are currently working on and only had a focus on the ecotourism aspect. As the site was being built and information about ASODILL was being collected and looked through, no information regarding further projects was mentioned. A major lesson to learn from this criticism is that the site developer should go out of their way to explicitly find out from the non-profit everything they want to see.
in the website. With better communication from both parties, such an issue could have been averted.

**Guideline:** Communication between the organization and site builder is very important. In order to make an effective and useful site, the site builder should know exactly what the organization wants to accomplish with the site and what kind of content they want to show.

When asked to recall information about the organization and their goals and mission, the majority of first-time viewers were able to answer the questions correctly. This seems to show that the text used to communicate information about ASODILL was fairly accurate.

74% of first-time viewers to the site felt that they knew more about ASODILL and the problems they are fighting against (combined ratings of 4 and 5). Only 10% of the respondents disagreed with that notion (combined ratings of 1 and 2).

*Fig 4.14: You now know more about ASODILL and the problem it attempts to solve (1 – 5: strongly disagree – strongly agree)*

After a brief visit to the site, many first-time viewers learned something about ASODILL and their mission. All in all, the website does a great job in communicating at least one aspect of the ASODILL organization (ecotourism). If more information regarding other ASODILL endeavors was discussed, then the site would have been more in tune with the ASODILL organization. In developing a site, constant and clear communication between the organization and the site-builder is key.
4.2.4 Potential to Reach Online Audiences

The overarching goal for the website was to reach new global audiences, those that were inaccessible simply by marketing the local community. ASODILL and SHGO gave the site nearly perfect ratings in the category of ‘potential to reach a larger audience’. They each rated the site a perfect 5 in ‘potential to get people interested in Guatemala and Eco-tourism’. Both these organizations believe that the site will help them expand to more people and evoke interest in others.

Looking at the results for first-time viewers gave us a better notion of how well the site seemed to have an impact on random internet users. When asked if they agreed with the statement: “This site sparked an interest in Guatemala or ecotourism in me” most users (32%) were neutral. However 32% agreed with that sentiment.

*Fig 4.15: This site sparked an interest in Guatemala or ecotourism in me (1 – 5: strongly disagree – strongly agree)*

This data point signals that a third of the users who see the site are more interested about Guatemala or Ecotourism. Such a high turnover rate is ideal for converting viewers into people who might want to support ASODILL and/or take a tour.

68% of respondents agree that this site is a good way to reach audiences outside of Guatemala. Only 11% of people slightly disagree with this notion.
Fig 4.16: This site seems like a good way to reach audiences outside of Guatemala
(1 – 5: strongly disagree – strongly agree)

50% of respondents would consider going on an eco-tour in Guatemala, with another 29% of people neutral.

Fig 4.17: If you were thinking about traveling, you would consider going on an eco-tour in Guatemala
(1 – 5: strongly disagree – strongly agree)

This shows that the potential customer base for ASODILL’s eco-tourism business can be quite large. If 50% of people will consider going on an eco-tour in Guatemala the next time they travel, they might be likely to come back to the site and book a tour. It seems as though the site is able to have a lasting impression on viewers in a similar way to other forms of advertising. Although it might not push a user to act right away, it instills the idea in their head and keeps ASODILL as a potential option.

These results are strong signs that the website will be successful in its online marketing mission. With the advent of the internet, there are people from all over the globe connecting
with one another online. These results suggest that ASODILL will be able to tap into this resource and potentially drive business and definitely spread their message to more people.

4.2.5 Miscellaneous Analysis

One of the goals for this project was to make certain that the site would be extensible and that the non-profit would be able to easily add and remove content from their site. When asked about the ‘ease of updating the website and creating blog-posts’, ASODILL rated the site a 3, and SHGO gave 4’s. This shows that there could be improvement in how the site-editing instructions were written. Using a premade content management solution really helped out here, if custom content management system was used, the instructions and maintenance responsibilities for ASODILL would be much more complicated.

ASODILL rated the online translation technology a 4 while SHGO gave it a 5. This feedback shows that they were very happy with how the online-translation turned out. Our goal of making the site accessible to non-english speakers (such as the spanish-speaking local ASODILL members) has been met.

When asked whether the site integrates well with their social media, the organizations gave above average ratings (two 4 ratings and one 5). Since the social media was not too high a priority for either organization, then simply have a call-to-action Facebook button that directed the viewer to their Facebook page seemed to be enough.
4.3 Modifications due to Analysis

The data obtained from the first-time viewer questionnaire and the feedback received from ASODILL and SHGO showed me which parts of the site could be improved upon. In this section I will discuss the changes that were made to the site because of the analysis.

Since the blog is the method in which ASODILL can update their followers with relevant information, the blog plays an incredibly important role in the website. If over 30% are not aware of the blog, or have difficulty finding the blogs, then they will be missing out on a potentially large opportunity. Despite having the most recent blog posts in the footer, the link to the blog post should be more prominent. In order to solve this issue, I removed the link from the “About Us” sub menu and instead, gave “Blog” its own space in the top navigation. This way it will be much harder to miss.

**Guideline:** Any pages/site-content that a first-time viewer needs to be aware of should be prominently placed on in the top-navigation and not nested under other items. Viewers do not tend to look through menus unless they have something specific they are looking for.

Despite the fact that the majority of people found it simple to find the Facebook page and saw the Facebook link in the first look through of the site, the number of people who had trouble with it was larger than desired. Because of this, I sought solutions to this issue. The goal was to make the Facebook element stand out more so that users would be able to view it more easily. To do this, I replaced the current Facebook icon, a transparent ‘F’ overlayed on a slightly darker transparent circle, with the more distinct conventional Facebook icon that uses the Facebook’s iconic and well-known blue color. Using the more recognizable Facebook icon
seemed to be a good way to make the Facebook icon less ambiguous and more obvious to viewers.

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Facebook Icon Before" /></td>
<td><img src="image2.png" alt="Facebook Icon After" /></td>
</tr>
</tbody>
</table>

In the feedback ASODILL gave, they mentioned how not all of ASODILL’s main projects were highlighted in the website. In order to alleviate this issue, another page discussing another one of ASODILL’s projects (child sponsorship) was added to the site. It also was added to the main page.
5 Conclusion

5.1 Guidelines for Non-profits

Throughout this project, I’ve been compiling a set of guidelines that other non-profits or similar organizations can look to when establishing their own web presence and creating their own site. All of these guidelines are lessons learned from working with ASODILL and, based on the success of this project, we feel that these guidelines could be useful to others.

- **Liberally use visual elements such as buttons, icons, and images in your site.** When first time viewers stumble across a block of text, they usually will not bother to read all of it. Using a large amount of pictures and visual elements along with brief blurbs of text keeps your viewer interested and stimulated. Not only does it provide another mechanism in which a viewer can understand what your site is about, it allows your website to stand out.

- **Use a premade content management system, preferably Wordpress.** Creating and designing great site content is already difficult, building out the underlying codebase for a content management system would be an unnecessary stain on your organizations resources and would require a developer on staff to both develop it and maintain it. Premade solutions make creating websites simpler and have many other advantages. There are a wide array of themes, plugins and support for systems like Wordpress.

- **Use a hosting provider.** Hosting a site in house requires that an organization buys hardware and other infrastructure and hires a technical person to install and maintain
the hardware and software. This is unfeasible and too costly for many organizations.

Buying hosting from a provider removes that complexity.

- **Buy a premade theme.** Hiring a designer to create a design from scratch is another costly and time-intensive process. Not only would you need a designer, but a developer needs to port that design to code which increases the cost. Buying a premade theme is a much simpler option. There are many high quality templates in various marketplaces like themeforest.com that would work well for non-profit sites.

- **Use Transposh for Wordpress online-translation.** Translation is important for reaching foreign audiences and extending your organization’s reach. The Wordpress plugin Transposh serves as an easy way to implement and manage online translation for your site.

- **Know your goals and come up with call-to-actions.** Call-to-actions are one of the most important aspects of a site as they are what you want viewers to be able to accomplish on each page. Create call-to-actions that are line with what you want your site to accomplish. Then you can easily structure your content and layout in a way to highlight these call-to-actions and funnel users towards the correct actions.

- **Maintain strong communication between the site-builder and the organization.** In order to make sure that the site is reflective of your organizations values and accomplishes what you want it to accomplish, you and your site builder should communicate often and in depth so that any potential needs are completely clear. This will make the entire process much easier.
• **Use imageoptimizer.com to drastically reduce the size of images.** Long load times of a website can cause a large fraction of users to leave the site before they even see any content. It is important that site’s load quickly. Since images tend to be the most download-intensive aspects of pages, if you are going to include many images on your web pages, you need to make sure those image file sizes are minimized in order to keep load times quick.

• **Include links to important sections of your site in the top navigation bar.** Many viewers of a site will not go perusing through menus unless they are specifically looking for something. If you want viewers to know about and be able to easily access a particular section of your site, you need to include it in the top navigation of your site.

### 5.2 Final Remarks

We aimed to create a set of guidelines to help non-profits initiate their online marketing endeavors by implementing an online marketing strategy for ASODILL. This project resulted in the successful creation of a strong web presence for ASODILL and allowed them to extend their messaging and marketing to global audiences through the internet. Using the lessons learned during this project, we were able to come up with a set of guidelines for other non-profits or organizations who want establish their own web presences. Following more extensive evaluation of the site in the coming months, we hope that these guidelines (amended if necessary) will serve a broad community of non-profit organizations.
References


Appendix

A: Survey questions for organizations.

Which organization do you represent?

From a scale of 1 to 5, how well does the site accomplish each of these goals:
[Professional look and feel]
[Attractive design]
[Ease of navigating through different sections of the website]
[ Communicates ASODILL's message well]
[Ease of updating the website/creating blog posts]
[Simple and comprehensive translation technology]
[Integrates well with ASODILL social media]
[Has the potential to reach a wider audience]
[Has the potential to get people interested in Guatemala and eco-tourism]

Additional Feedback
B: Survey questions for first-time viewers.

Age?
13 - 21
22 - 30
31 - 40
41 - 50
50+

Gender?
Female
Male

How often do you use the web?
Every day
A couple times a week
Once or twice a week
Less than one time a week

What language(s) do you speak?
English
Spanish
French
Other

Please visit this site: http://ec2-50-16-6-125.compute-1.amazonaws.com/blog/ (copy and paste the link into your url bar) Spend at least 5 minutes browsing the site as you will be asked questions pertaining to the content of the site. After you have sufficiently browsed the site, please respond to the following questions. Rate the following questions from 1 (strongly disagree) to 5 (strongly agree)

The website appearance was attractive.

The website’s appearance looked professional.

It was easy to navigate through different sections of the website.

The text is clearly written and easy to understand.

Recall test
Please don't refer back to the website when answering the questions in this section

What was the name of the organization?

What does this organization do?

Where is this organization located?

What does the site allow you to register for?

Does the site have a blog?

Does the site have any social media links?
Yes, Facebook
Yes, Twitter
Yes, Both Facebook and Twitter
No, there weren't any social media links

Could you use the site if you didn't speak english?
Yes
No

Is there a way to contact the organization?
Yes, the organization's email address is on display
Yes, the organization's phone number is on display
Yes, the site has a contact form
No

---

Complete the following actions
The following section will ask you to complete various actions on the website. Please rate how easy it was for you to complete the actions on a scale from 1 (very simple/straightforward) to 5(very complex/impossible) Here is the link again: http://ec2-50-16-6-125.compute-1.amazonaws.com/blog/

Find ASODILL's mission statement

Find ASODILL's facebook page

View the blog post "Quetzals the Easy Way – Biotopo de Quetzal, Guatemala"

Contact ASODILL

Register for a tour
Find the cost of an overnight stay as a tourist

---

General Questions
Rate the following statements from 1 (strongly disagree) to 5 (strongly agree)
This site sparked an interest in Guatemala or ecotourism in me

This site seems like a good way to reach audiences outside of Guatemala

If you were thinking about traveling, you would consider going on an ecotour in Guatemala

You now know more about ASODILL and the problem it attempts to solve
C: Links to the final four themes selected.

http://themeforest.net/item/cascadia-business-corporate-wordpress-theme/403527?WT.ac=search_thumb&WT.seg_1=search_thumb&WT.z_author=Maximus

http://themeforest.net/item/wisdom-of-life-ngo-and-charity-theme/1778657?WT.ac=search_item&WT.seg_1=search_item&WT.z_author=themebazaar

http://themeforest.net/item/organic-web-environmental-wordpress-theme/2507773?WT.ac=category_item&WT.seg_1=category_item&WT.z_author=colibriinteractive

http://themeforest.net/item/green-earth-environmental-wordpress-theme/2473309?WT.ac=category_thumb&WT.seg_1=category_thumb&WT.z_author=GoodLayers
D: Preliminary questions and answers for ASODILL.

Main Questions for ASODILL:

**What does ASODILL want to use the site to accomplish?**

Para que las personas, nacionales y extranjeras, que no saben de ASODILL puedan encontrar la organización con mayor facilidad. Esta pagina web va a server para turismo específicamente. Queremos que las personas vengan a visitarnos.

So that people, Guatemalans as well as foreigners, who don’t know about ASODILL can find the organization easier. This website is for tourism specifically. We want people to come visit.

**What are ASODILL’s goals for the website?**

1: Aumentar la cantidad de personas que pueden saber de Loma Linda.

To increase the amount of people who know about Loma Linda.

2: Aumentar el numero de visitantes a la comunidad y ASODILL.

To increase the number of visitors to the community and ASODILL.

3: Incrementar el desarrollo economic, social, y cultural de ASODILL y Loma Linda.

Increment the economic, social and cultural development of ASODILL and Loma Linda.

4: Crear un intercambio cultural con los visitantes que llegan a Loma Linda.

Create a cultural exchange with the visitors who arrive in Loma Linda.

**Who is ASODILL’s target audience for the website?**

Esperamos que nos visiten tanto ninos, jovenes, adultos como ancianos, debido a que Loma Linda es un lugar perfecto para diversas ocasiones, pero para los diferentes tours dentro del ecoturismo esta actividad se enfoca específicamente a personas jovenes debido a la dificultad de los terrenos.

Since Loma Linda is a perfect place for a variety of activities, we hope to receive children, adolescents, adults and elderly people. However, for the different tours in ecotourism, this activity should specifically focus in young people since the trails are mountainous and difficult.
E: Preliminary questions and answers for SHGO.

Main Questions:

**Should I be in direct contact with ASODILL and in what capacity?**

Yes, you will be working directly with the SHGO team, the ASODILL management as well as an intern, Lila Trowbridge.

**What are SHGO’s goals for the ASODILL website?**

We hope to raise funds and awareness for ASODILL and boost their virtual presence to bring more tourists and eco tourism to Loma Linda. The funds from which will be reinvested into local community development.

**What SHGO’s goals for ASODILL’s social media campaign?**

We will integrate a limited Social Media campaign on the site through Facebook. The goal for this is to have an easy and accessible venue for updates and engagement.

**What purpose will the online translation technology have for SHGO and the ASODILL?**

The translation technology will be necessary for ASODILL to attract in-country tourists and international visitors.

This will also allow ASODILL to update the website on a regular basis.
Welcome to ASODILL’s Guatemalan Eco-tours!

Our tour will let you experience beautiful waterfalls of the Sacala River, encounter precious and diverse animals like its national quetzal bird, and gaze at some of the world’s few active volcanoes. Learn more about what our tour has to offer.

Learn more about our tours

ASODILL aims to facilitate societal growth and environmental protection.
Tour

Our Tour
Our tour provides you with the opportunity to embark on each one of our routes.
Explore the diverse options below.

- Ruta de Las Brisas (Route of the Breeze)
  This is the most popular short route. The main attraction is the Ozolins River, where the visitors can enjoy the water and abundant vegetation. When visitors travel along the river, they encounter waterfalls and pools. It is 2 km.

- Ruta de las Cenizas

- Ruta a la Cascada Chilamal

- Ruta Seven Hills (A Bird-watching Route)

- Ruta de Cafe (Route of Coffee)

- Ruta al Area Protegida (Route of the Protected Land)
What is ASODILL Sponsorship?

It is a sponsorship program that helps and benefits the children of Lima, Peru in different areas of their development.

When did ASODILL Sponsorship start?
This registration states your intent to attend our tour site in Loma Linda, Guatemala. After you successfully register, we will get back to you with more information.

All fields are required.

Your Name

Your Email

When do you plan on attending?

Will you need accommodation?

- [ ] Overnight stay with food
- [ ] Overnight stay w/o food
- [ ] No accommodation

You are:

- [ ] Tourist
- [ ] Volunteer

Register
About Us

Today the association of ASODILL is comprised of 25 active members. It was originally formed by 12 inhabitants of Loma Linda who, having together decided to give their time and energy to the creation of an association, presented a proposal to the general assembly of the Cooperative of Loma Linda. The proposal stated that all inhabitants of the community were welcome to join ASODILL. Since all work completed for ASODILL is voluntary, it has taken a good while to form the group of men and women who are truly committed to this work.

ASODILL, an site community-based organization, was formed on October 11, 1994 by Fransel Rafael Escobal. ASODILL’s purpose is to promote conservation of the unique natural habitat that surrounds the Loma Linda community, while emphasizing environmental education, local knowledge and capacity, ecotourism, organic farming, and sustainable coffee production.

Since the formation of ASODILL, careful strategic planning has resulted in the creation of the ecotourism project. A series of tour routes has been developed and presented to manyister groups. A tourist hotel was built, largely with donated Association labor, and a donated computer forms the basis of the ASODILL office.

ASODILL is a non-profit organization that is registered under the government of Guatemala through the state organization that is called “Government.” The board of directors includes a president, a vice president, a secretary, a treasurer, and a fiscal advisor. It is legally authorized by the government. In terms of fiscal actions, there is a different governing body, which includes the Commission of Finances. The General Coordinator of the organization is supervised by the general assembly is Francis Rafael Escobal.

ASODILL is a Seven Hills Global Outreach affiliate.
Mission

Our Mission
ASODILL seeks to be a means of formation training and educational growth on the personal as well as collective level. We support training and transformation through sustainable livelihoods and promote the advancement of teaching and learning in the Guatemalan community.

Our Vision
ASODILL seeks to achieve the following goals: To transform the monocultural productive practices into crop diversification. To be an example for new forms of livelihoods that work towards economic improvement and growth for both the members of the association as well as the community. To establish and create micro-businesses, especially those that are youth-oriented, so that the youth of Lina lands can have a new vision of the future. To be a model of work and production through agriculture, tourism and animal raising.
G: Preliminary Version of Home Page

Home page before conducting survey. Differences include: no “Blog” link in the top navigation; no “Sponsorship” link to new sponsorship page in the navigation; Facebook icon changed.

Welcome to ASODILL’s Guatemalan Eco-tours!

Our tour will let you experience beautiful waterfalls of the Occoto River, encounter precious and diverse animals like the national quetzal bird, and gaze at some of the world’s few active volcanos. Learn more about what our tour has to offer.

Learn more about our tours

ASODILL aims to facilitate societal growth and environmental protection.