

CONTENT ANALYSIS

National Park Foundation 

Madison Vale | September 2024



INTRODUCTION

ABOUT NATIONAL PARK FOUNDATION

The National Park Foundation is the official non-profit partner of the National Park Service, serving the mission of protecting and preserving America's national parks while making them accessible for everyone to enjoy.

Through conservation efforts, the National Park Foundation aims to protect the beauty, heritage, and history of the 400+ national parks.

Through partnerships, education programs, and outreach initiatives, the National Park Foundation aims to inspire people of all backgrounds to enjoy, support, and conserve the parks, so they can be experienced for generations to come.

AUDIENCE

The National Park Foundation serves a vast audience that not only includes the general public.

Fostering relationships with donors and sponsors who contribute to preservation and development, volunteers who give their time to preserving ecosystems and heritage, and educators and students who engage in environmental education, outdoor learning experiences, and youth programs are all part of the target audience.



National
Park Foundation™

SEO ANALYTICS

PAGE TITLES

Through using Screaming Frog SEO, an analysis was performed on the National Park Foundation's website focusing on page titles, metadata, h1 & h2 headers, and alt tags on images.

With the optimal page title length being between 55-70 characters, the National Park Foundation tends to hover in the 40's. However, with 400 different pages, they record a lowest character count of 34 and a highest character count of 70.

The National Park Foundation uses a variety of descriptive page titles to give users context. With no repeats, each title is different and includes the name of the article/page followed by "National Park Foundation", allowing audiences to easily understand what they are viewing or clicking onto.

Address	Occurrences	Title 1	Title 1 Length
https://www.nationalparks.org/	1	National Park Foundation The Official Charitable Partner of the...	66
https://www.nationalparks.org/area-of-work/resilience-sustainability	1	Resilience & Sustainability National Park Foundation	54
https://www.nationalparks.org/our-commitment-to-dei	1	Our Commitment to DEI National Park Foundation	48
https://www.nationalparks.org/about-foundation/partnerships/community-partnerships	1	Community Partnerships National Park Foundation	49
https://www.nationalparks.org/privacy-policy	1	Privacy Policy National Park Foundation	41
https://www.nationalparks.org/explore/programs	1	Programs National Park Foundation	35
https://www.nationalparks.org/news-and-updates	1	News & Updates National Park Foundation	41
https://www.nationalparks.org/explore/parks	1	National Parks National Park Foundation	41
https://www.nationalparks.org/stories/finding-her-voice	1	Finding Her Voice National Park Foundation	44
https://www.nationalparks.org/area-of-work/landscape-wildlife-conservation	1	Landscape & Wildlife Conservation National Park Foundation	60
https://www.nationalparks.org/contact	1	Contact NPF National Park Foundation	38
https://www.nationalparks.org/area-of-work/history-culture	1	History & Culture National Park Foundation	44
https://www.nationalparks.org/our-mission-history	1	Our Mission & History National Park Foundation	48
https://www.nationalparks.org/grant-applications	1	Grant Applications National Park Foundation	45
https://www.nationalparks.org/champions-society	1	Champions Society National Park Foundation	44
https://www.nationalparks.org/about-foundation/partnerships/corporate-partnerships	1	Corporate Partnerships National Park Foundation	49
https://www.nationalparks.org/estate-planning	1	Estate Planning National Park Foundation	42
https://www.nationalparks.org/area-of-work/outdoor-exploration/stories	1	National Park Foundation Outdoor Exploration	46
https://www.nationalparks.org/area-of-work/parks-of-the-future	1	Parks of the Future National Park Foundation	46
https://www.nationalparks.org/donor-advised-funds	1	Donor Advised Funds National Park Foundation	46

SEO ANALYTICS CONT.

METADATA

Through an analysis of the sites Metadata, it was found that almost all pages had their own distinct meta description, with 14 instances of duplicates that all appear on the news and updates section of the website.

They have great examples of descriptive metadata that fall within the recommended 125-155 character range such as “Kings Mountain Park remembers the battle victory of the Revolutionary War-the first major American victory following the British invasion at Charleston.”

However, there are instances where the shorter character counts could be improved as they are not descriptive enough. Such as “Creating Connections at the Water’s Edge.”

HEADING ELEMENTS

The website utilizes heading elements on every page with 0% of pages missing an H1 or H2. The H1 element is kept short to draw readers straight to the point while H2 is used to provide further information following H1.

A great example of this is on the home page:

H1 - “Together, We Make Parks Possible”

H2 - “Turning Passion for Our Parks into Action”

The image shows a screenshot of a website's header and hero section. The background is a dark, scenic photograph of a mountain range. The text is white and blue. Annotations include a white circle with 'H1' and an arrow pointing to the main heading, and a blue circle with 'H2' and an arrow pointing to the sub-heading.

Together, We Make Parks Possible ← H1

It takes all of us to help sustain the vast landscapes and history of our national parks. The National Park Foundation helps guide charitable giving to the greatest needs within the National Park Service. See how your gift can help make the parks possible.

[SUPPORT OUR PARKS](#)

Turning Passion for Our Parks into Action ← H2

Thanks to the generosity of our donors, NPF has accomplished a lot of good in the

ACCESSABILITY

ALT TEXT

Web accessibility is an incredibly important piece to consider when looking at a site. This is so that people who may have impairments that make it difficult to use the internet can also have access to the page. Having accessibility tools in place such as alt tags allows for your website to be accessible to a wider audience.

Through utilizing WAVE and Screaming Frog SEO, I found that 18.42% of images did not have any alt text tags. Many of these missing tags belonged to logos and background images.

CONTRAST

Contrast plays an essential role in ensuring content is easily readable, especially for users with visual impairments. Strong contrast allows visitors to easily engage with the information being presented. The National Park Foundation's website is overall successful in maintaining readability through their use of contrast.

However, WAVE flagged 7 instances where contrast could be improved. These instances are areas where light-colored text is placed on a light-colored background, leading to very low contrast levels. While there are only a few instances of this, improving contrast in these areas would enhance the readability.

STRUCTURAL ELEMENTS: Heading Level 1

Together, We Make Parks Possible

1.65, #ffffff, #d1c9ab, false

tabindex=0

CONTRAST ERRORS: Very low contrast It takes all of us to help sustain the vast landscapes and history of our national parks. The National Park Foundation helps guide charitable contributions to meet the greatest needs within the National Park Service. See how your gift can help make the difference possible.

SUPPORT OUR PARKS

ALERT REDUNDANT LINK

CONTENT

DISTRIBUTION

The National Park Foundation is active on five different platforms outside of their website. Their activity on Facebook, Instagram, LinkedIn, YouTube, and X remains consistent content and activity wise across the board. With captions ranging from 1-3 paragraphs, each post provides a detailed description while using the appropriate tags, hashtags, and emojis to go along with it.

Facebook - National Park Foundation
Instagram - @NationalParkFoundation
LinkedIn - National Park Foundation
YouTube - @NationalParkFoundation
X - @NationalParkFdn

IMAGERY & PHOTOS

The National Park Foundation uses photos and videos to effectively showcase its mission and goals. Stunning images of national park landscapes, educational programs, and volunteer efforts highlight the importance of conservation and build up support. By featuring real stories and hands-on experiences, these visuals encourage viewers to get involved through donating, volunteering, or visiting the parks. Each image serves as a reminder of the beauty and significance of preserving these parks.

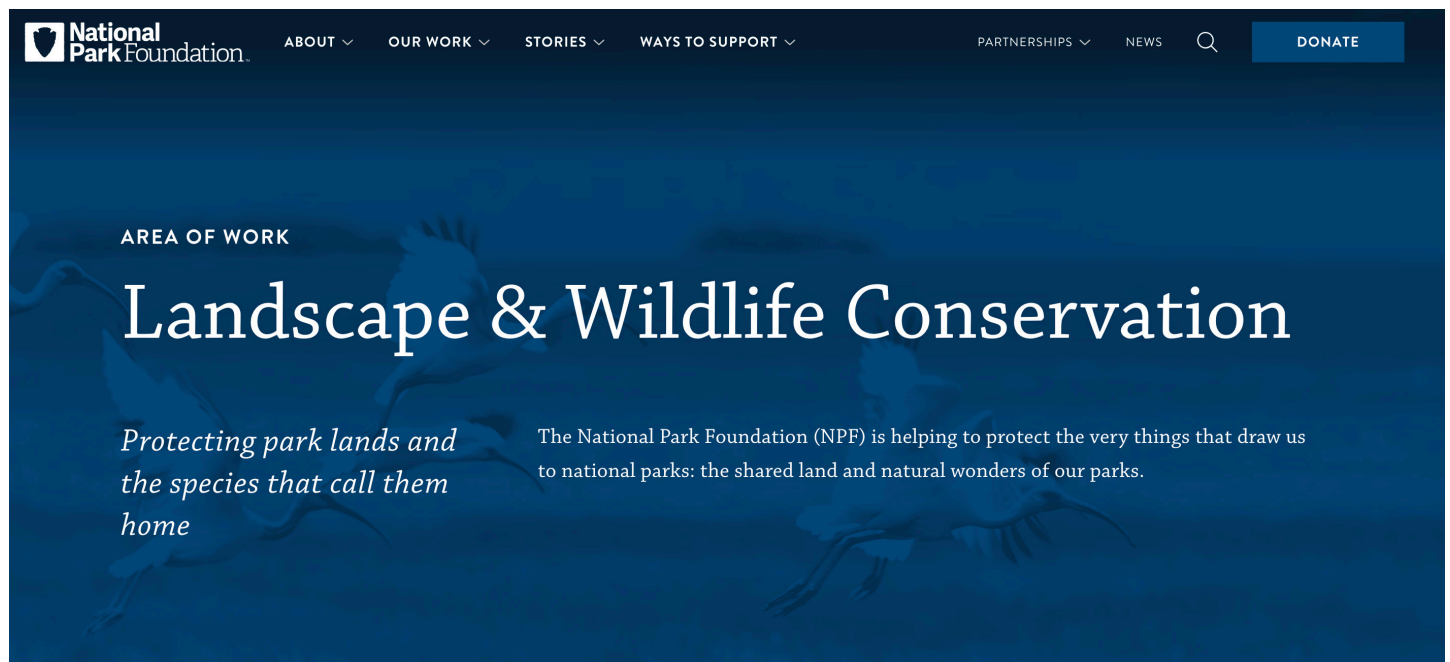


WRITING

WRITING

The writing style of the National Park Foundation's website is clear, engaging, and accessible. Overall, it is written to appeal to a broad audience. With a focus on inclusivity, the goal is to inspire readers to connect with the parks and support their mission.

The language is straightforward which makes the content easy to understand. Their use of storytelling combined with call to action are used as a tool to encourage engagement through donations, volunteer work, or planning a visit to the parks. This writing style paired with the smart use of headings and subheadings allow for an easy reading experience.



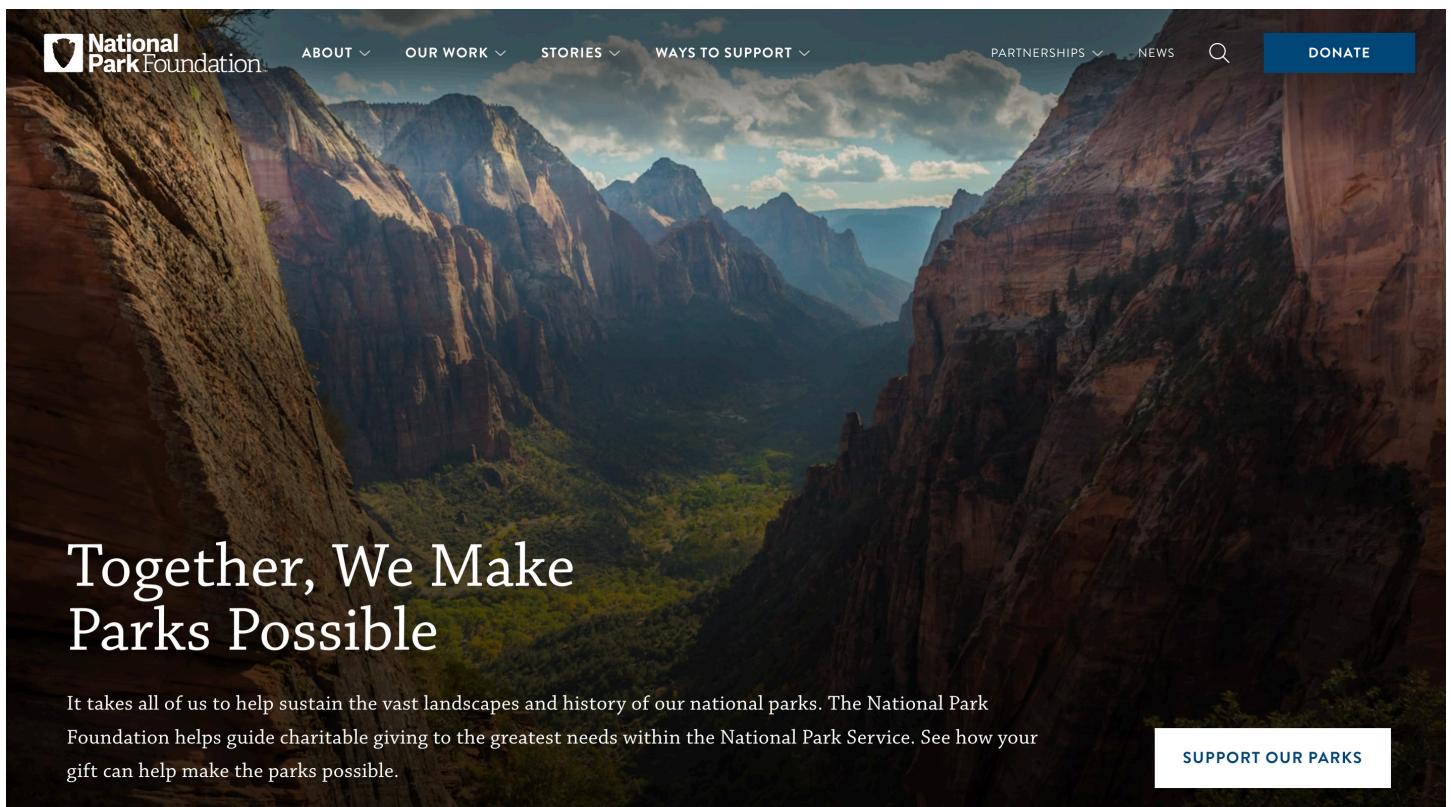
ARCHITECTURE

ARCHITECTURE

The architecture of the National Park Foundation's website is designed with an easy navigation and a positive user experience in mind. The top menu divides the site into sections, "About Us," "Our Work," "Stories," and "Ways To Support," making it easier to find important information quickly.

The homepage also features strong calls-to-action and guides readers to key information like campaigns or park stories. The site also has a good balance between text and visuals, making sure that the reader is not overwhelmed by information/visuals.

The site also adapts well to mobile devices by keeping the layout as clear and functional as it is on the desktop version.



SUMMARY

SUMMARY

With so many parks to highlight, the National Park Foundation does an excellent job of showcasing all it can offer while also emphasizing how important it is to conserve, educate, and donate in order to keep these beautiful parks for everyone to enjoy for years to come.

SUCCESSSES

- Effective and professional writing
- Clean and clear organization
- Strong heading elements
- Productive social media usage
- Mobile friendly site

OPPORTUNITIES

- Improve readability and contrast
- Continue to put in alt text wherever possible
- Provide more descriptive metadata

