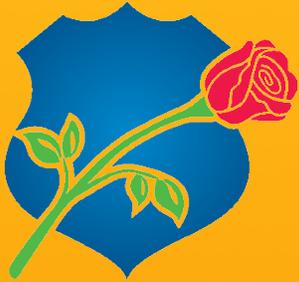




Source: <https://nleomf.org>



National Law Enforcement Officers
MEMORIAL FUND
RESPECT. HONOR. REMEMBER.

Content Audit and Analysis Report

By: Gabe Walerysiak

November 3, 2020

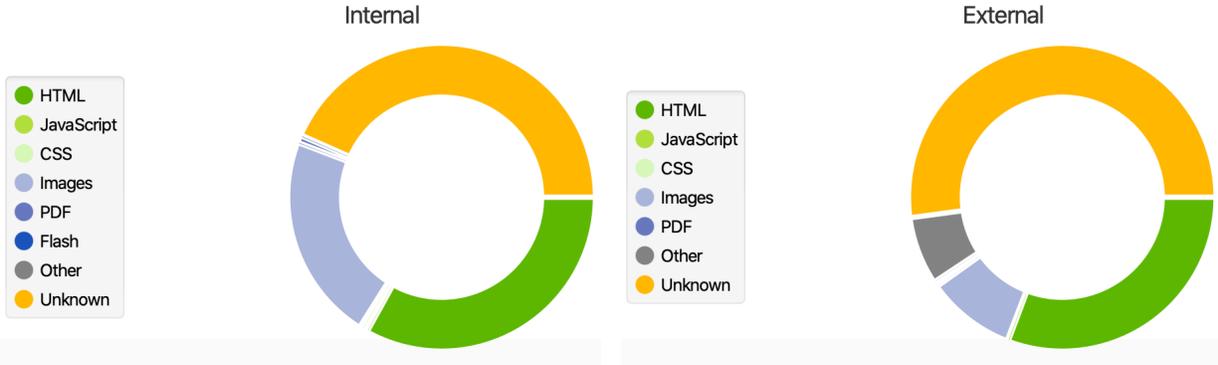
EXECUTIVE SUMMARY

Content audits can help provide a lot of key information regarding pages on a website. This content audit report is for the National Law Enforcement Officers Memorial Fund (<https://nleomf.org>), a non-profit organization that specializes in raising awareness for fallen law enforcement officials. The audit was completed using the Screaming Frog SEO Spider application. The analysis is based off of the audit’s findings and observations across the website and the organization’s various social platforms, such as Facebook, YouTube, Instagram and Twitter. Due to the high volume of pages on the site, a select number of pages were sampled.

CONTENT AUDIT INFORMATION

PAGES

The SEO Spider application provided a lot of details regarding the website for the National Law Enforcement Officers Memorial Fund (NLEOMF). Of all 16,287 elements, 10,228 are internal while 6,059 are external. Among the internal elements, 3,381 are HTML pages and 2,234 are images. Among the external elements, 1,862 are HTML pages and 564 are images.

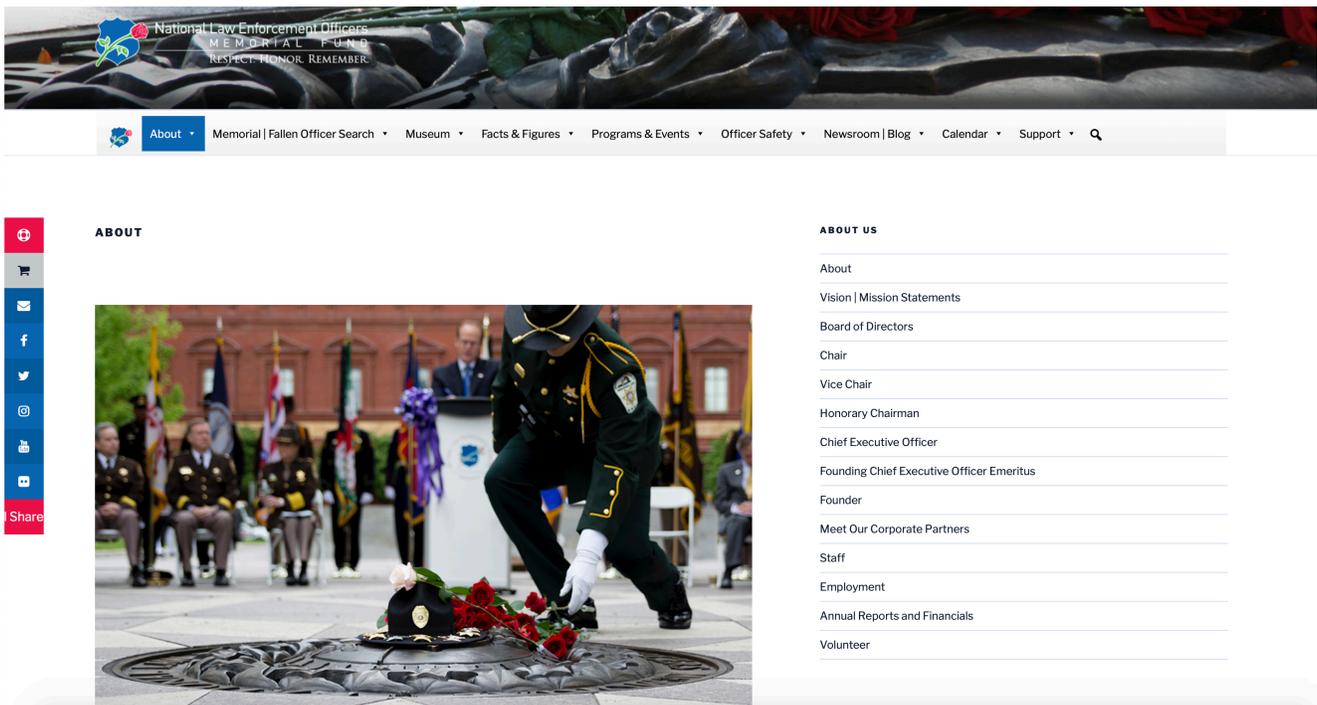


SITE NAVIGATION

Users will not have a difficult time finding their way around the site. There are many different ways to access the information you need. If you scroll down from the home page, you will find updates, blogs, stats, corporate partners and contact information. The menu tab starts at the

bottom of the page once it's loaded, but once you scroll up, the menu tab makes its way to the top, which is the more familiar location for users.

Alongside the top menu navigation bar is a side menu that provides links to all of the pages within the menu that your current page is listed in. For example, if you are looking at a page in the About Us section, then the side menu will have links to the rest of the pages in the About Us section.



TITLE TAGS

Title tags are the names of each page, letting the user know what to expect when they click on that specific title. It is important to make sure they are unique and identifiable, as they appear on Google search results pages and can help drive users to the site. There are 2,654 Page Titles, and most of these titles are unique. There are a few page titles, such as “2020 Run for the Badge: Jen Seals - Run for the Badge,” where the only difference between this and the page of another participant is the name of the participant in the title. The shortest title tag is 20 characters long while the longest is 193 characters. A shorter title tag is effective because it ensures that the entire text will appear on Google’s Search Engine Results Page (SERP). If your title tag is too

long, some key information about your page will be lost and may cause viewers to omit clicking your link.

META DESCRIPTIONS

Meta descriptions are short blurbs that describe the content of a given page. They are usually shown under the title tag in Google searches, but if not, they are hidden in code instead. The NLEOMF has 2,654 meta descriptions (664 in reality, with 1,990 of the pages having blank meta descriptions) and an overwhelming majority of the meta descriptions are duplicates of each other. For example, the meta description, “2020 Run for the Badge 5K to support law enforcement and the National Law Enforcement Museum” is used for 602 different pages. Duplicate content of any kind is never good but it may be even more significant for meta descriptions, which appear under the title tags in SERPs. If search engines identify duplicate content, they may skip the page, causing it to rank lower than it should. In some cases, it is better to leave the meta description blank and have Google create one for you. A poor example of a meta description is seen in the image below: “Virtual Candlelight Vigil Registration.” While it does a decent job mentioning what the page is about, it is the exact same text as what’s used for its corresponding title tag, and therefore renders the meta description useless.

	Address	Occurrences	Meta Description 1	Met
1991	http://support.nleomf.org/virtual/2018-Walking-Tour/build.html	1	Virtual tour generated by Panotour	34
1992	http://support.nleomf.org/site/TR?fr_id=1070&pg=entry	1	Law Enforcement Ride & Run to Remember	38
1993	http://support.nleomf.org/site/PageNavigator/2020VirtualCandlelightVigilRegistratio...	2	Virtual Candlelight Vigil Registration	38
1994	http://support.nleomf.org/site/PageServer?pagename=%2F2020VirtualCandlelightV...	2	Virtual Candlelight Vigil Registration	38
1995	http://support.nleomf.org/site/PageNavigator/rfb_top_fundraisers.html	1	Top Fundraisers for the 2020 National Run for the Badge	55
1996	http://support.nleomf.org/site/TR?fr_id=1280&pg=pfind	1	2020 Run for the Badge 5K to support law enforcement and the N...	92
1997	http://support.nleomf.org/site/TR/Events/Ride&RunToRemember?team_id=8258...	1	2020 Run for the Badge 5K to support law enforcement and the N...	92
1998	http://support.nleomf.org/site/TR/Events/Ride&RunToRemember?px=1983904&p...	1	2020 Run for the Badge 5K to support law enforcement and the N...	92
1999	http://support.nleomf.org/site/TR/Events/Ride&RunToRemember?px=1545770&p...	1	2020 Run for the Badge 5K to support law enforcement and the N...	92
2000	http://support.nleomf.org/site/TR/Events/Ride&RunToRemember?px=1993777&p...	1	2020 Run for the Badge 5K to support law enforcement and the N...	92
2001	http://support.nleomf.org/site/TR/Events/Ride&RunToRemember?px=1746773&p...	1	2020 Run for the Badge 5K to support law enforcement and the N...	92
2002	http://support.nleomf.org/site/TR/Events/Ride&RunToRemember?team_id=8285...	1	2020 Run for the Badge 5K to support law enforcement and the N...	92
2003	http://support.nleomf.org/site/TR/Events/Ride&RunToRemember?px=1925373&p...	1	2020 Run for the Badge 5K to support law enforcement and the N...	92
2004	http://support.nleomf.org/site/TR/Events/Ride&RunToRemember?team_id=8032...	1	2020 Run for the Badge 5K to support law enforcement and the N...	92
2005	http://support.nleomf.org/site/TR/Events/Ride&RunToRemember?px=1668133&p...	1	2020 Run for the Badge 5K to support law enforcement and the N...	92

CONTENT TYPES

The NLEOMF uses a diverse set of content throughout its site. Its main source of content is blogs, where roughly once a month, a blog will be posted on its site, highlighting a certain officer or providing safety instructions and tips. These blogs are mainly used to provide updates within the organization and within the law enforcement field as a whole. There are other types of

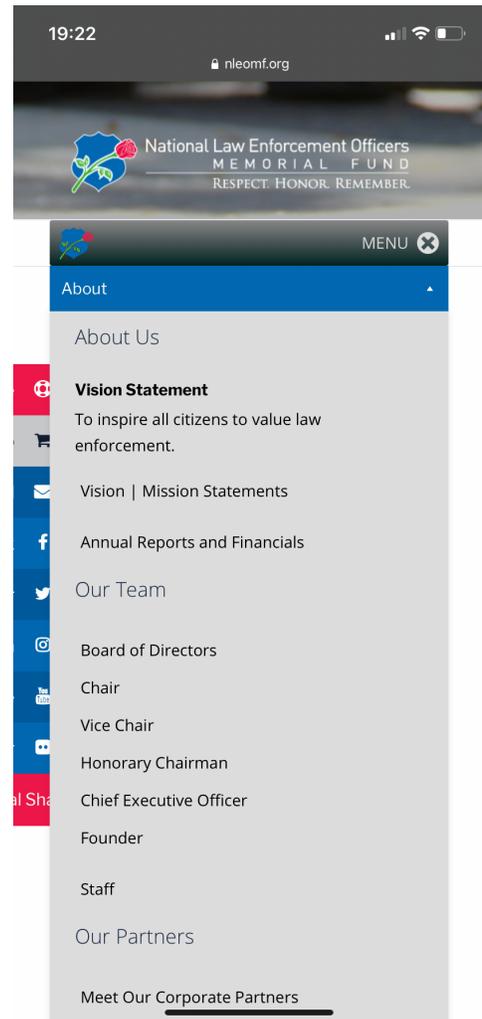
content, such as presentations and videos that the NLEOMF did in collaboration with the National Highway Traffic Safety Administration (NHTSA).

CONTENT PLATFORMS

On the left side of the NLEOMF’s home page are links to all of its social platforms, where it houses its other content. They have a [Facebook page](#) with 288,000 followers, a [Twitter account](#) with 31,500 followers, an [Instagram account](#) with 9,185 followers, a [YouTube channel](#) with 1,830 subscribers, and a [Flickr page](#) with 403 followers. They post various photos and videos to each platform.

MOBILE

The NLEOMF site looks very odd on mobile devices. It responds well, has a clean menu navigation system and large, readable text. The one aspect of the site that does not respond well is the social links side bar. It is just very awkwardly placed on the left and once you tap it, it expands and you cannot compress it back until you click one of the links on that side bar.



CONTENT ANALYSIS

The NLEOMF remains active on their website and across most of their social platforms, and content is pretty consistent and well integrated across all its platforms. They post a blog about once a month and update their Officer Fatalities every day. Their most active platforms are Facebook and Twitter, where they have the highest following and where they post similar photos and articles that link back either to their blog or their museum site. They post photos on their Instagram account a few times per week, and their YouTube and Flickr accounts are much less active, posting only once every few months. They get, by far, the most engagement on their Facebook account. All of the links they post either link back to their site or help support their mission statement.

The writing on the website is very professional, using formal and clear language. Most of their writing sounds very sorrowful due to the tragic and unnecessary deaths that law enforcement officials have experienced. The writing is, however, quite appropriate for its audience as law enforcement officials and their families are pleased to see how committed this organization is to raising awareness for those who have fallen in the line of duty.