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Development of a Website Page Redesign and SEO enhancement to increase Website Visibility and Brand Awareness for students and employers across the UK at The Talent Tap charity, based in Winchester, in 2024

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Executive Summary

The Talent Tap is a not-for-profit charity within the UK, serving as a vital link between business and talented students from diverse underprivileged backgrounds, by presenting valuable opportunities to young people, and enabling businesses to access a diverse talent pool. Many charities lack in digital marketing expertise, therefore the objective of this report seeks to understand how and what the charity can implement to ensure they can increase their brand awareness online to be more digitally present within the social noise of today. This discussion extracts data from a primary questionnaire and industry data online.

An evaluation of the external environment in which the charity sits within discovered the economic crisis, user engagement and accessibility, along with the emergence of technology affecting the charity's ability to maximise success. The internal environment discovered The Talent Tap's current unengaging and low awareness digital marketing strategy for their website, combined with a large number of young people living in deprived areas and only 9% of businesses focusing on social mobility. In relation to their digital presence, it was made evident that the majority of students and employers hadn't heard of the charity, and those that had, had not felt the website was representative of the work the charity does. The underlying factor for this presented a lack of awareness and lack of knowledge in the marketing field. A market analysis discovered the importance of charities to establish a strong digital presence in light of technological advancements with results presenting the requirement for marketing training, website design and SEO optimisation, and the creation of more comprehensive content to provide users with a complete understanding of the charity's mission and service.

Drawn from the analysis, it is recommended that The Talent Tap implement a website and SEO strategy which consists of optimising for mobile, enhancing their content and design in line with competitors, including keyword optimisation. By putting these recommendations into practice, The Talent Tap can achieve their aim of increasing their brand awareness and visibility, thereby expanding their reach and impact within the community it serves.

This research uncovered a void for future researchers to explore the link between social media marketing, SEO and websites and an exploration into how contextual factors and the characteristics of users impact the importance of different aspects of website usability.

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Chapter 1: Introduction

This chapter provides an introductory discussion which includes the organisation's background, justification of the research being undertaken, research aim and scope, research objectives, and the layout of the research project document.

Both the focus of the research and the population targeted were led by the features and necessities of the placement, which focused on identifying the best ways in developing the website and SEO to increase the brand's visibility and awareness for The Talent Tap.

The placement research project was conducted between October to March 2023, and comprised of questionnaires with the charity's stakeholders.

1.1 Organisational background

The research study presented examines The Talent Tap, a non-for-profit charity operating since 2009, with an income of £416,451 for the financial year ending 2023 (Charity Commission for England and Wales, 2024). It is positioned in the educational charity sector, with an office based in Winchester, serving both London and Manchester hubs. The Talent Tap is a charity dedicated to promoting social mobility, with their primary aim to provide life changing, career enhancing opportunities to young people from Year 12 and above. The charity targets students from areas identified as social mobility coldspots across the UK, where factors such as geography, lack of networks, and lack of parental support pose as significant hindrances to opportunity and their futures. The organisation offers the following services: supporting students access work placement opportunities in London or Manchester, mentoring opportunities, employability workshops and bursaries, along with supporting employers by allowing them to access diverse lower-socioeconomic students, to help businesses achieve their efforts of CSR, and provide them with a talent pipeline of highly engaged but hard to reach students. The scale of the organisation operates as a small third sector charity with 9 stakeholders as employees.



Figure 0-i.1: Social Mobility Coldspots The Talent Tap targets (The Talent Tap, 2024)

1.2 Research justification

The organisational problem identified is the charity's low visibility and awareness via their website. The charity will aim to address this by considering a website redesign, along with enhancing their SEO efforts to increase brand awareness, to result in an increase of leads and engagement for further expansion. In the monopolistically competitive environment in which The Talent Tap sits within, charities need innovative marketing tools (Ungerma, et al., 2018), including an effective overhaul of a website to enhance the understanding of a cause, expand a charities reach and create increased backing (Noel, 2024b). Many charities frequently operate with limited budgets and are heavily dependent on the generosity of donors and volunteers (Noel, 2024b), and lack the marketing expertise due to these high costs with market analysis (McDonald & Hugh, 2011). The instability of the current economic climate with businesses cutting costs and donations, also aggravates the poor website visibility and engagement (Charities Aid Foundation, 2023).

Supporting the statement of the lack of brand awareness and visibility for charities, evidence indicates through the assertion 'Mobile traffic to charity websites is increasing, but only a third of charities pass Google's Core Web Vitals' (CharityComms, 2023). This suggests the low levels of visibility and awareness could be as a result of a business's website design and low levels of knowledge of SEO. For example, half of all internet users suggest that they consider a website's design when developing an opinion about a business and whether to continue, with elements such as an easy navigation, appealing graphics and distinct calls-to-action (Haan, 2023). Dwell time is another example for low engagement and awareness of websites, as it could be argued that some people don't have the attention span to read further if they don't feel engaged. Additionally, evidence presented through the statement 'Users dedicate 5.59 seconds to perusing written content on a website' (Yanchycki, 2023) emphasises the research issue whereby people don't engage in a website lacking on design and content. This in turn affects the charity's competitive position, and when there is a resistance in engaging with the website, this results in a lack of leads for the charity, limiting the opportunity to expand their portfolio further.

The research outcomes seek to pinpoint the pain points of the current Talent Tap website that employers and students face and to identify the opportunities to enhance a user's experience. By implementing this outcome, The Talent Tap should be able to support

employers and students seeking an understanding of the charity and acquire the information necessary to make an informed decision, to enable them to bolster their brand awareness and visibility and aid the charity's efforts of portfolio expansion.

1.3 Research aim and scope

The research endeavours to develop suggestions for how The Talent Tap could address low visibility and awareness levels. The outcome of the research is to generate website and SEO recommendations in order for The Talent Tap to successfully redesign a website and devise an SEO strategy, to contribute to the long-term goal of expanding the charity's employer and student portfolio. By administering questionnaires to employers and students, it highlights the downfalls of the current website, the success of various website elements and the improvements necessary in order for increased success.

The research is aimed at employers and current students in the UK owing to convenient access. Information will be collected through a deductive approach, sourcing both qualitative and quantitative primary data in the form of questionnaires, and through secondary data from sources online.

1.4 Research objectives

1. To determine the impact of SEO enhancement on brand visibility and awareness
2. Assess the impact of having a good website for increasing brand visibility and awareness.
3. To identify the key factors contributing to the website's low visibility and limited brand awareness amongst students and employers.

1.5 Structure of the research project document

The structure of the research project will include: an introduction to the report, Chapter 2 exploring the company's internal and external context within the charity sector. Chapter 3 will discuss the methodology, which looks at the chosen data collection methods, Chapter 4 presents the results and analysis of the data, and the key issues that arose. Chapter 5 is a conclusion and summary of the key recommendations drawn from research. The final section will include a reference list, along with an appendices, with documents including the Ethics Review form.

Chapter 2: Organisational background and research context

This section covers the company's background, external context, internal dynamics, and a survey of the existing literature.

2.1 Company background

Established in 2009, The Talent Tap is a non-profit organisation (NPO) overseen by a team of five full-time employees responsible for business development and programme delivery to students and employers. Additionally, four part-time staff members contribute to programme delivery, with one member dedicating a few hours to marketing (Ambrose, 2023). They aid businesses with their CSR targets by providing businesses with students from diverse talent pools, whether that be refugees or students from lower socio-economic areas outside of the businesses' postcode. The Talent Tap's current marketing channels include LinkedIn, Instagram, Facebook, YouTube, email marketing and their website.

One identified weakness facing charities is that websites can be a challenging way to market, with 57% of charities ranking as having a skills gap within this area and a lack of financial backing (Amar & Ramsay, 2023). With this in mind, research states that improving a charity's website and an online presence is one of the top digital priorities necessary within a strategy for a charity to remain visible (Barclay, 2023). This research project provided a solution to this issue by identifying the pain points and opportunities to improve the website.

The Talent Tap business objectives

- Increase our leads and digital presence to support The Talent Tap's objective of expansion into more hubs Southampton or the North East (Ambrose, 2023).
- Improvement to the website to increase leads, with the website's focus to be more product based and corporate based for The Talent Tap to be able to monetise from the website and services (Ambrose, 2023).

Table 2.1: The Talent Tap's business objectives, adapted from (Ambrose, 2023)

2.2 The Talent Tap's offering

The Talent Tap offers a variety of opportunities to students from low socio-economic backgrounds, including work placements, mentoring, networking and pastoral support.

The Talent Tap is aiming to target more students from disadvantaged backgrounds and increase the portfolio of corporate partners that they work with through a revitalised

website and SEO. Table 2.2 displays The Talent Tap’s current and target service providers and customer personas, utilising demographic characteristics proposed by (Fyall, et al., 2008).

CHARACTERISTIC (Fyall, et al., 2008)		EMPLOYERS	STUDENTS
DEMOGRAPHIC	GEOGRAPHIC	<ul style="list-style-type: none"> Based with The Talent Tap’s residential hubs - London and Manchester, with the aim to expand to employers in Southampton or the North East 	<ul style="list-style-type: none"> The Talent Tap works alongside schools within deprived areas to select students whose home postcode sits in the bottom 20% of the most deprived areas of the UK of the social mobility index (Kernaghan, 2024).
	GENDER	<ul style="list-style-type: none"> The businesses teams that The Talent Tap work with are both female and male, depending on the representative’s role. 	<ul style="list-style-type: none"> 53% of the students’ The Talent Tap works with are female, and 44% are male (Kernaghan, 2024).
	AGE		<ul style="list-style-type: none"> Ages 18 to 25 years old
	OCCUPATION	<ul style="list-style-type: none"> The top four sectors in which The Talent Tap work with include Law, Business and Finance, along with STEM (Kernaghan, 2024) 	<ul style="list-style-type: none"> The breakdown of The Talent Tap students who the charity supports is as follows: 37% in sixth form/college, 42% in university, 19% in full-time work and 2% other (Kernaghan, 2024).
	PSYCHOGRAPHIC	<ul style="list-style-type: none"> Inspired by levelling the playing field and contributing to breaking down the barriers of socioeconomics. Many businesses The Talent Tap works with are included within the ‘Social Mobility Employer Index 2024’ 	<ul style="list-style-type: none"> Career-driven and motivated to succeed. Resilient in setbacks Determined and ambitious for what their future holds to achieve their goals Able to use their initiative in seeking out opportunities to further develop Aspiration for change Grateful for The Talent Tap in providing opportunities which they may have not had access to previously.

Table 2.2: The Talent Tap’s target audience – adapted from (Fyall, et al., 2008)

PRODUCT	PRICE
<ul style="list-style-type: none"> The Talent Tap offer a product to both their employers and students, in various ways. <p>FOR STUDENTS:</p> <ul style="list-style-type: none"> Fully funded residential programme, with work placement opportunities Mock recruitment process Professional industry mentor CV based workshops. In-person networking opportunities Signposting to opportunities 1:1 pastoral check-ins <p>FOR EMPLOYERS:</p> <ul style="list-style-type: none"> A tried and tested residential work placement programme, allowing businesses to give back and fulfil their CSR and ESG targets. Access to talented, and cognitively diverse graduates Opportunities for employee volunteerism through interviews, comprehensive corporate mentoring programme and sports fundraising events. Social mobility insights and data 	<ul style="list-style-type: none"> All students are from deprived areas of the UK. The Talent Tap therefore covers the full cost of the residential, and any opportunities offered to the students, making it free of charge for them. The Talent Tap charge £1500 per student, per placement for businesses to take on a student, with the aim to monetise more services such as mentoring to increase the charity's profits, via the promotion of all of our services through a redesign of the website.
PROMOTION	PLACE
<ul style="list-style-type: none"> The Talent Tap promotes all aspects of their charity offering via their website and social media, along with networking, word-of-mouth and school visits. 	<ul style="list-style-type: none"> The two hubs The Talent Tap focuses on providing the students with a residential experience, is London and Manchester, where the students are presented with various opportunities that they wouldn't have otherwise been able to do. London and Manchester as they are major economic centres with diverse industries on offer which provides the cities with a more diverse and wide talent pool In the next 5 years, The Talent Tap would like to expand into more hubs, with the potential of Southampton or the North East.

Table 2.3: 4P's Marketing Mix Model applied to The Talent Tap. Adapted from (McCarthy, 1964)

Below, the brand identity prism depicts the company culture and personality, thereby providing a holistic view of how the charity is viewed both internally and externally.

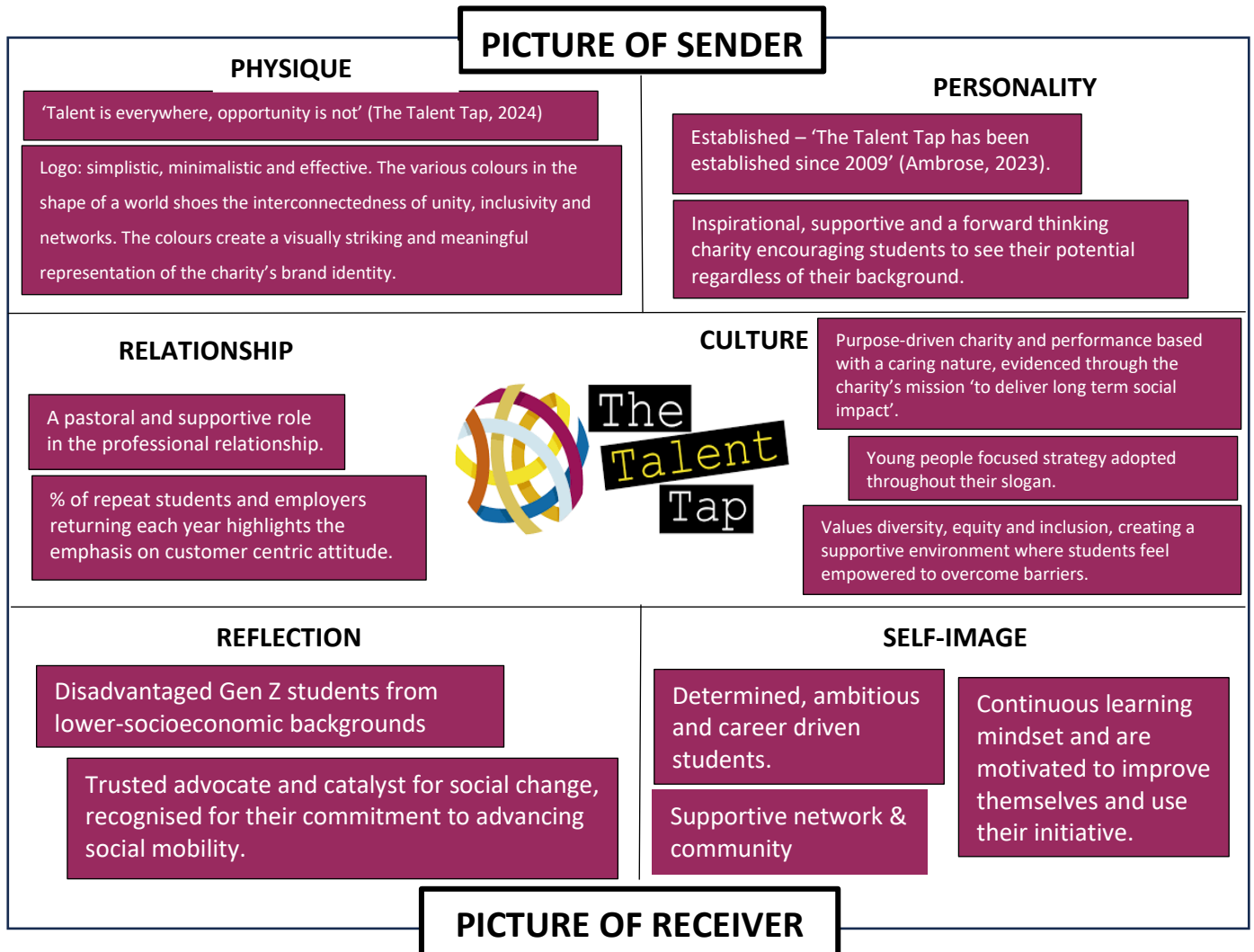


Table 2.4: The Talent Tap's Brand Identity Prism: Presenting the six different yet interrelated sections that conveys to the brand's overall appearance when engaging with employers, and students. Adapted from (Kapferer, 1994)

The Talent Tap, as a service orientated entity, recognises the need to have a distinct identity in the absence of a physical product. Thus, The Talent Tap relies strongly on the social media promotion, the website and active advocacy of the brand's mission and initiatives to enhance the awareness, generate leads and expand.

Supporting this, (Noel, 2024a), highlights that branding is a critical consideration for any charity, and goes beyond merely brand differentiation, it has the potential to inspire and drive impactful leads and advocacy that generates an awareness.

2.3 The Internal Environment

A SWOT analysis of The Talent Tap's marketing operations, and current website promotion was applied to identify the strengths, weaknesses, threats and opportunities of which charity resources and capabilities are probable to be contributors of competitive advantage, and which are not (Gurel, 2017).

STRENGTHS

- Usage of social media is consistent, both in terms of its messaging to the audience, and visual coherence. The Talent Tap has a strong brand logo and colour design, representing the power of connections and networking (Ambrose, 2023).
- LinkedIn following is consistently increasing, increasing word of mouth recommendations, awareness, and loyalty (Ambrose, 2023).
- The Talent Tap team's knowledge and experience within social mobility is strong (Ambrose, 2023).
- SSL encrypted.

WEAKNESSES

- Average position on the web is 24th and cannot be seen on the first search engine results page which indicates poor SEO (Google Search Console, 2024).
- Page performance via desktop is 85, and via a mobile device, it is 47, highlighting usability issues and barriers to engagement (Page Speed Insights, 2024)
- Limited budget to carry out the recommendations necessary (Ambrose, 2023).
- In terms of leads from schools to support students in deprived areas, 90% is The Talent Tap approaching them, with only 10% approaching us (Kernaghan, 2024). Most employers and students find out about The Talent Tap through word-of-mouth, which means it is difficult to trace (Kernaghan, 2024).
- Highly poor search queries rating (Google Search Console, 2024).
- Although some time is invested, The Talent Tap has not been investing money in the website or social media campaigns/ads (Ambrose, 2023).
- No reviews have been made by students/businesses/schools via Google My Business, Bing Places for Business or social media which could damage the charities local SEO effectiveness (Pike, 2022).

OPPORTUNITIES

- Enhance and increase the brand awareness, visibility and leads through a website redesign using feedback from data.
- Persuade and incline positive advocacy to employers and students, where they can leave reviews about The Talent Tap via Google reviews, Facebook, Instagram and LinkedIn.
- Alongside the website redesign, develop the content and copy to enhance The Talent Tap's position in SERPS against competitors.
- 1.9 million children and young people were in low income between 2022-2023 (Francis-Devine, 2024), highlighting a key opportunity for The Talent Tap to raise awareness online to be able to expand their portfolio.

- Only 9% of businesses within the last five years have looked to improve equality and diversity in relation to social mobility, highlighting the key opportunities The Talent Tap has to expand and market to (CIPD, 2023).

THREATS

- The threat of substitutes becoming direct competitors is high, with other competitors investing large amounts of budget into their marketing materials, including the website and SEO to reach the Search Engine Results Page (Dawood, 2018).
- Businesses are less likely to involve themselves with charities like The Talent Tap, with charitable giving by FTSE 100 companies dropping a quarter within a decade (May, 2023)

Table 2.4: SWOT analysis – adapted from (Miller, et al., 2010) (The Talent Tap, 2024) and (Ambrose, 2023)

2.3.1 Low Engagement through their website

The Talent Tap have very low engagement via their website and ranked the lowest when compared to their four main competitors. Using (Similarweb, 2024) competitor analysis tool, it allows The Talent Tap to gather rich insight into the charities landscape, to glean best practice from main competitors, highlighting the importance of enhancing the website and SEO to be able to improve the charities competitive strategy (Ellis, 2024).

Charity	Channel Distribution	Number of visitors per month via website	Device distribution	Average time spent on the website	Domain Authority Score	Links referring to the website	Bounce rates on website	Page loading speed
The Talent Tap	Not available	138	Not available	37 seconds	Not available	230	N/A	1.06
Social Mobility Foundation	Direct – 44.77% Organic search – 53.40%	9976	Desktop – 71.22% Mobile – 28.78%	1 min 39 seconds	36	15,437	38.40%	0.58 seconds
Zero Gravity	Direct – 64.67% Organic search – 35.33%	43	Desktop – 93.64% Mobile – 6.36%	Not available	30	73,771	99.73%	0.73 seconds
Upreach	Direct – 65.40% Organic search – 16.54%	35,073	Desktop – 37.70% Mobile – 62.30%	2 minutes 15 seconds	Not available	Not available	37.91%	0.92 seconds

	Social – 9.4%							
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Table 2.5: Competitive landscape in comparison to The Talent Tap. Sources from (Similarweb, 2024)

(Haan, 2023) proposes that the average time spent on a website is 54 seconds, with users expecting a website to load within two seconds. Table 2.6 illustrates that The Talent Tap did not surpass this and taking into account the other statistics within the table also, it is evident that overall engagement on the website is very poor, suggesting they are either not reaching the right audience, or the content does not capture the attention and engage the intended audience. This provides an opportunity for The Talent Tap to redesign their website and enhance its content and features to engage their target audience more effectively.

Keywords, page loading speed and other features which contribute to the low levels in Table 2.6 will also adversely impact the SEO algorithm and crawling for search engines and not allow The Talent Tap to improve their visibility. Faster page loading speed, and other features such as competitive keywords, will increase the chance of Googlebots crawling the website and improving the SEO ranking which will increase visitation and awareness of the brand (Yoast, 2022).

Porter’s Five Forces, in Table 2.7, explores the charities competitive forces within the industry, and allows The Talent Tap to make enlightened decisions where they can adapt to evolving trends if required (Harvard Business School, 2024).

RIVALRY AMONGST EXISTING COMPETITORS IS MEDIUM.

In the competitive landscape against existing rivals, The Talent Tap faces competition from notable entities such as the Social Mobility Foundation, Upreach, Zero Gravity and Speakers for Schools, as shown in Table 6. These organisations are all non-for-profit social mobility charities. This indicates that the competition does not seem ‘aggressive’ due to the charities relying on the goodwill of donors and businesses’ support. As outlined within Table 6, in terms of their website and digital marketing, the competitors in comparison to The Talent Tap leverage a wide array of social media platforms and exhibit strong website performance, underscoring the competitive rivalry to rank against competitors.

A case in point is the Social Mobility Foundation, which underwent a significant rebranding effort to better articulate its mission to their audience, with the help of the charitable arm JKR foundation, at no cost to the charity (Dawood, 2018). This shows the competitiveness that The Talent Tap faces when looking to rank highly and be visible against charities with highly similar missions.

BARGAINING POWER OF SUPPLIERS IS HIGH

THREAT OF NEW ENTRANTS IS MEDIUM

<p>The Talent Tap has four suppliers: Corporate partners and the donors who support The Talent Tap, along with the Youth Partnership members and Trustees.</p> <p>The bargaining power of all of trustees and Youth Partnership membership is high because they give up their free time and can choose to step down at any point and withdraw support, which The Talent Tap has no control over.</p> <p>The bargaining power of The Talent Tap’s corporate partners is high because these businesses support the charity through pro-bonos and paying the charity to take on multiple students for the work placements. If a business chooses to no longer work with the charity or has limited funds to be able to support the students, then The Talent Tap have limited control over this.</p>	<p>The Talent Tap’s industry has low barriers to entry because the start-up cost for a charity is low.</p> <p>The element of The Talent Tap that increases the barrier of entry is that The Talent Tap is already an established charity. New entrants would need to become a registered organisation, apply to be a charity, apply for grant funding, create in-depth business plans, deliver pitches, sort insurance, DBS checks and employ staff (GOV.UK, 2024)</p>
BARGAINING POWER OF BUYERS IS HIGH	THREAT OF SUBSTITUTES IS MEDIUM
<p>There are many direct and substitute competitors offering this opportunity to students, along with employers to get involved, so both employers and students have a wide selection to choose from with no switching cost.</p> <p>For students, all direct and substitute competitors offer this opportunity free-of-charge due to the students being targeted, are from low socio-economic backgrounds.</p>	<p>There are many substitute competitors, as shown in Table 6. The substitutes have strong marketing and usage of their website.</p>

Table 2.6: Porter’s Five Forces Model, which explores The Talent Tap’s competitiveness in the industry. Adapted from (Porter, 2004)

2.4 The External Environment

A PESTLE analysis was completed to identify the external factors impacting the charity and UK NPOs (Worthington, et al., 2018), which highlights both positive and negative elements, and by leveraging opportunities, addressing risks, and keeping up with trends and legal requirements, the charity can optimise its strategy and maximise its impact in the social mobility space.

POLITICAL

- State of the Nation 2022: The Government introduced a fresh new approach to social mobility with an index, rather than a one-size-fits-all (Social Mobility Commission, 2022)
- In 2020, the government introduced the ‘social value framework’ requiring the public sector to examine how they can develop the economic, social and environmental wellbeing via their procurement practices, benefitting The Talent

Tap with the public sector having to take on board equal opportunities within the workplace (Executive Compass, 2021)

ECONOMIC

- Economic recession – The Talent Tap relies on donations and support from businesses in order to run the programme. With a recession, charities may feel the impact (NCVO, 2009). FTSE 100 companies charitable giving dropped a quarter within a decade (May, 2023)
- 54% of charities say that their hardest challenge is the struggle to find the funds for devices, software and infrastructure, along with 44% not prioritising digital (Charity Digital Skills Report, 2024).
- Businesses view some philanthropic causes more important than other charities, with social mobility often overlooked (Wright, 2024)

SOCIAL

- Many businesses are now focusing on improving inclusion and diversity in relation to social mobility and socioeconomic status in the past five years (Mayne, 2023).
- Many businesses still only look to recruit within their area, due to the large talent pool, rather than creating a diverse team and helping to support levelling up.
- CSR has become more important within businesses since 2022 (Gurchiek, 2023)
- ESG goals are highly important for a business's brand identity and their talent pool (Cooper, et al., 2023)

TECHNOLOGICAL

- Mobile traffic to charity websites is rising (CharityComms, 2023)
- Increase in the number of companies offering virtual work placement opportunities (Not Going to Uni, 2024)
- Increased usage of technological devices for information searches, making it more accessible for everyone (Close, 2017)
- Increased usage of social media platforms, rising from 4.72 billion in 2023 to 5.04 billion in 2024 (Chaffey, 2024)
- 90% of websites are inaccessible to people with disabilities and impairments (Monsido, 2022)

LEGAL

- Staff need DBS checks and training, including safeguarding to work with those under 18 (GOV.UK, 2022).
- New GDPR rules meaning all data needs to be protected and processed, as per the European Law. This affects businesses as they must ensure accurate storage of data and exercise greater caution, particularly in digital marketing efforts (GOV.UK, 2024).

Table 2.7: PESTLE analysis – adapted from (Aguillar, 1967)

2.4.1 Economic recession

Inflation and rising energy prices have led to an economic recession, lowering the disposable income, lowering the demand for services, and increased financial challenges for businesses (Gold, 2024). With charities financial pot dependent on fundraising, donations and the

disposable income from businesses from the uptake of the charities service, the recession has reduced charities spending power, with FTSE 100 companies having cut charitable spending by 17% (O'Dwyer, 2023). The Talent Tap therefore must alter communication strategies, including social media platforms and website, to convey a distinctive value proposition. KPIs such as levels of engagement, donor, student and employer retention, fundraising outcomes and brand perception can monitor and report of revised strategies over time.

2.4.2 User Engagement and Accessibility

From a holistic perspective, the interconnection between social and technological factors for the website redesign is crucial. Ensuring accessibility for users from diverse backgrounds, demographics and abilities, is essential for promotion of social inclusion. Linking in the technological element to this factor, prioritising accessibility aligns with the mission of fostering an equitable and inclusive community online. This upholds the charity's values and has the potential to increase website loyalty and visibility (Peck, 2023).

2.4.3 Emergence of technology

The emergence of technology, encompassing social media, devices and websites has enabled businesses and non-for-profits access to market their services with global reach 24/7 (Tuten, 2021). Online marketing channels accounting for the most successful channels, with websites accounting for 36% of the leading marketing channels, and SEO Marketing at 26% (Denvencha, 2023). Whilst this presents opportunities for The Talent Tap, standing out in the pre-existing social noise can be challenging. The charity must create compelling content, and ensure their website communicates messages that resonate with their audience, persuading businesses and students that the charity serves their needs and offers unique qualities (O'Brien, 2023).

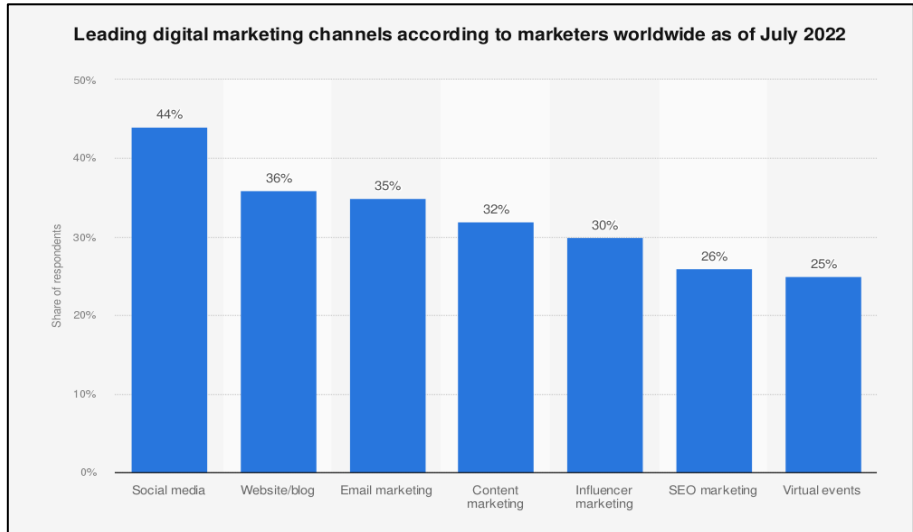


Figure 0-i.1: Leading digital marketing channels according to marketers worldwide as of July 2022 (Denvencha, 2023)

2.5 Research Approach and a Review of Literature

Chapter 2.5 explores, analyses and evaluates books, journal articles and websites. Table 2.9 synthesises the literature review findings.

Literature Review Findings	
EFFECTIVE OPTIONS FOR A WEBSITE REDESIGN	<p>20 distinct design elements affecting user engagement (Garett, et al., 2016):</p> <ol style="list-style-type: none"> 1. Organisation 2. Content utility – is it useful or interesting? 3. Navigation 4. Graphical representation – utilisation of symbols, colours and multimedia content 5. Purpose 6. Memorable elements – does it enable returning users to navigate it effectively. 7. Accurate links 8. Simplicity 9. Impartiality – is the information fair or objective? 10. Authenticity 11. Uniformity/reliability – must have no changes to the page layout throughout 12. Accuracy 13. Loading time 14. Security/privacy 15. Engaging 16. Robust user control capabilities 17. Readability 18. Efficiency 19. Accessibility 20. Learnability
EFFECTIVE SEO OPTIONS	As stated by (Coleman, 2022) and (Quirk, 2024) ensuring a business can rank highly on Google

search, it is important to have engaging content, multimedia options including images and videos, a blog page, backlinks, and most importantly researching keywords to pinpoint what users search for to find a company specifically.

Table 2.8: Summary of Literature Review Findings

The research will address the internal and external findings by examining how to achieve an effective redesigned website and SEO strategies to boost the visibility as a charity, and what the criterion for this is, thereby increasing reach and engagement with the target audience. Discovering a resolution for both internal and external issues is company management reacting by executing a competitive marketing strategy, solely aimed at how a company should deploy its marketing resources to achieve positional advantages within the market (Morgan, et al., 2019).

The definition of effective promotion through website redesign and SEO promotes the question – what attracts customers to learn more and take action to a charitable cause?

2.5.1 Integrated Marketing Approach

In today’s digital age, the shift towards an online presence is the norm, with it becoming increasingly evident how a website is becoming an indispensable requirement for the success of a company, and their purpose of serving as dynamic conduits that connect with customers throughout their journey, as shown within Figure 2.2. Having a well-designed and functioning website has the potential to set companies apart and spotlight their unique value proposition (Riofos Technologies Private Limited, 2023).

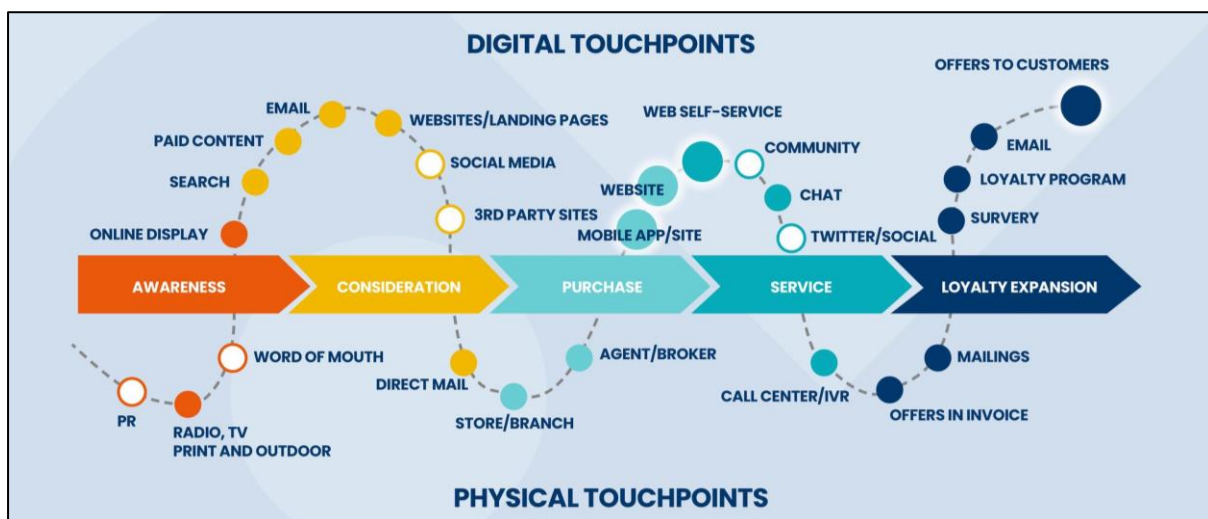


Figure 2.2: Consumer Journey Map (Stephens, 2022)

2.5.2 What is a good website and what are the key factors that are vital in contributing to the success of a website's visibility and awareness?

78% of adults now rely on the internet as their primary informational search, with 92% using it for a broad information search and 78% as a precise service information search, highlighting the imperativeness for brands to maintain an up-to-date website to ensure that they effectively tailor their communication strategies to their target audience (Close, 2017). Research indicates that implementing a meticulously crafted website with high usability can significantly boost the retention of visitors and positively impact purchasing behaviour (Avouris, et al., 2003).

Proven by Zhou (2009), cited in (Wilson, et al., 2019), a website's design quality is classified as having a great design when it is visually attractive to users and offers seamless navigation, enabling users to view the website more in-depth and avert them from difficulties.

2.5.2.1 University of California Case Study

An extensively referenced article by (Garett, et al., 2017) undertook a study on effective website design and defined the elements frequently listed across thirty-five diverse studies. The most frequently mentioned were navigation (62.86%), graphical representation (60%), organisation (42.86%), content utility (37.14%), purpose (31.43%), simplicity (31.43%) and readability (31.43%). These elements were recommended to businesses to enable researchers and developers to identify and adhere to optimal methods for fostering user engagement.

This study proved to be highly pertinent for examination of The Talent Tap project. However, the results relating to the similar styles of websites was conducted after the year 2000, so website preferences may have evolved since, but due to the limited studies available in this topic area, it is still highly useful to take into account the best practices for facilitating and measuring the website's engagement. Additionally, different industries may pursue divergent objectives when redesigning a website, so it depends on what a brand wants to optimise (Petrie, et al., 2006). For The Talent Tap, the objective is to elevate their brand presence through content accuracy to better reflect the charity's brand identity.

2.5.3 What is SEO and why is it important to implement to enhance a brand's visibility and awareness?

SEO, or 'search engine optimisation', involves optimising a website to improve its ranking on search engine results page. This includes multiple elements including on-page and off-page optimisation, keyword research, link building, and optimised content creation (Ologunbe & Taiwo, 2023).

According to (Nguyen, 2020), websites that appear on the first page of a Google search engine results receive 71.33% of all organic search traffic, with 63% of marketers considering SEO as one of the most effective methods for driving organic traffic to a business's website, highlighting its importance in increasing brand visibility and awareness (Chaffey & Ellis-Chadwick, 2019).

Comprehending and executing efficient SEO strategies are vital for charities looking to thrive within the highly competitive digital landscape, proven by a report by (Tsang, et al., 2004), which demonstrates that customers increasingly trust a brand if they appear within the top search engine results, both in paid listings and organically, highlighting the significance for The Talent Tap to reach the front page visibility.

2.5.3.1 On-page Optimisation

On-page SEO is the optimisation of pages by integrating targeted keywords into meta tags, headers, engaging content and the structure of the URL. Sufficient on-page optimisation enhances the visibility and ranking of a website (Lyons, 2023).

2.5.3.2 Off-page Optimisation

Off-page includes the activities which are not associated with the website to improve the brand's authority, including building backlinks, engagement on social media, and reviews online. This concept has been highlighted on its impact on organic ranking for a business (Krrabaj, et al., 2017).

As stated in Table 2.10, Google's 2024 Algorithm Ranking Factors state the following factors contribute to the effectiveness of SEO strategies. Improving these factors for The Talent Tap could make it easier for their service providers and students to discover them as a trusted authority in the charity industry within search engine results and provide an opportunity to

solidify their position, resulting to increased lead generation and conversions (Ziakis, et al., 2019).

FACTOR	WEIGHT
Producing engaging content regularly	21%
Keywords in meta and title tags	15%
Backlinks	14%
Niche expertise	14%
User engagement	11%
Freshness	6%
Trustworthiness	5%
Mobile-friendly	5%
Page speed	3%
Internal links	2%
Site security/SSL certificate	2%
Schema Markup/Structured data	1%
Keywords in Meta Description Tags	1%

Table 2.9: 2024 Google Algorithm Ranking Factors (Bailyn, 2023)

2.5.3.3 Proteus SEO Case Study

(Scott, 2009) conducted a study from one B2B website which found that implementing search engine optimisation with unique keywords, engaging content and posting blogs can dramatically increase website traffic. As a result of these efforts, Proteus had a 17-fold increase per quarter post-launch.

This links to The Talent Tap charity’s focus, when promoting their charitable purpose and benefits B2B to their corporate partners and shows the significance the SEO efforts could produce in return. However, it is essential to recognise that the effectiveness of SEO strategies, as stated by Proteus, may vary on target audience preferences and the landscape in which it fits into.

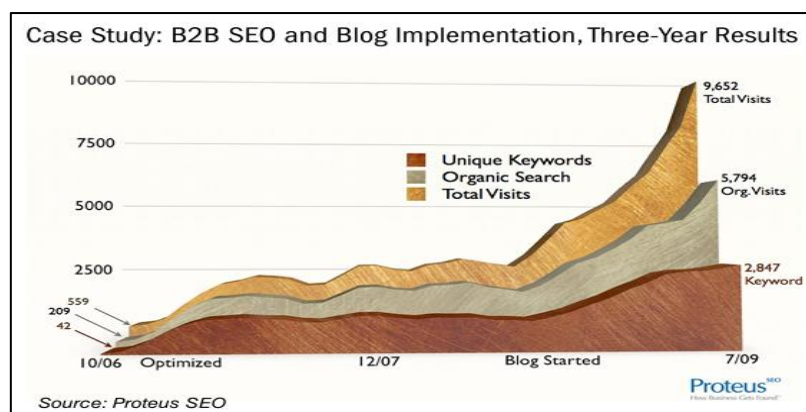


Figure 2.3: B2B SEO and Blog Implementation, Three Year Results (Scott, 2009)

2.5.4 Summary

It is essential to understand the fundamental importance of a website redesign and enhancing SEO efforts in the digital landscape and must be part of a charity's comprehensive digital strategy. Within Chapter 4, there will be further discussion around the impact of SEO enhancement, and the critical role of websites on brand visibility as The Talent Tap seeks to optimise their online presence.

Chapter 3: Methodology

3.1 Chapter introduction

This chapter discusses the data collection method used to identify the requirements of a website redesign and how The Talent Tap could increase their visibility and awareness of the charity. Both access and ethical issues are displayed, as well as an analysis of the limitations to research design. A description of the sample population, data analysis and presentation method are also embodied.

3.2 Research Approach

A deductive research method was employed in the online questionnaire (Saunders, 2012), which involves progressing from the general to the concise, using the objectives and testing them (Locke, 2007). This approach enables the investigation of specific hypotheses, along with supporting the generalisations of findings within the wider context, consequently advancing knowledge in the field. This approach employed research questions based on existing theories found in reports and journals, which was focused on the statistics and generalised conclusions about the essential requirements for a good website. The research questionnaire collected mainly quantitative data, along with a small percentage of qualitative data to explore perspectives on The Talent Tap website and factors that captivate the audience. The data was collected using a 'convenient' sample approach to data collection via the questionnaires being sent out through social media platforms, primarily LinkedIn, along with a 'purposive' sample approach with a small percentage of emails sent out. This is a representative sample, where targeted professionals and students were specifically approached to gather an opinion (Ben-Shlomo, et al., 2013).

The online questionnaire aimed for a 90% confidence level with a 9% margin of error, necessitating a minimum of 60 responses (SmartSurvey, 2023). The response rate received the minimum response rate and more, reaching 71 responses.

3.3 Access issues

To collect data about the topic, a sample of employed individuals and students were approached.

A meeting with Naomi Ambrose, CEO of The Talent Tap, on 20th October 2023 confirmed The Talent Tap's support with the research project. In discussion, the proposal of an online questionnaire to be sent out via the researcher's social media platforms, was confirmed by Naomi Ambrose (Ambrose, 2023).

Due to the questionnaire being distributed via social media platforms, mainly LinkedIn, there was the possibility for demographic bias where results may have been skewed towards specific demographics and limiting the diversity of the respondents. If this were to be the case, a contingency plan were in place.

Social Media Account – Profile Name	Number of connections/followers
LinkedIn: Researcher	285 connections
Facebook: Researcher	396 followers

Table 3.10: Posts advertising the questionnaire were posted on the following accounts.

3.4 Sampling and Subject Selection

The survey population was divided into two distinct groups - professionals and students. The choice of this audience was deliberate as it represents the demographic that The Talent Tap targets and aims to expand its reach further to (Ambrose, 2023). Both groups were individually addressed by creating separate branches within the questionnaire.

Both the professionals and students' participants were a 'convenient' access population, and 'purposive'. They were approached online via social media platforms, via LinkedIn and Facebook (Table 3.1). These sample approaches were chosen to ensure the researcher received an adequate number of responses and of the highest standard.

3.5 Ethical issues

To protect the wellbeing of participants, the research adhered to rigorous ethical standards in accordance with the University of Chichester's research ethics policy (University of

Chichester, 2024). This encompassed the submission of an ethical approval form (see Appendix 1) before data was collected.

To conduct the questionnaire, an Ethical Approval Form (see Appendix One) was secured. The primary ethical considerations of this research encompassed obtaining informed consent, ensuring participant anonymity, and upholding data protection standards. To address these concerns, participants provided consent before engaging in the questionnaire, and their responses were gathered and treated with confidentiality. Prior to initiating the questionnaire, participants were informed about the intended use and protection of their data, as outlined by (Saunders, 2012), and had the right to not participate or withdraw at any stage during the data collection process.

In order to maintain confidentiality, the gathered data was stored on a computer secured with a password. Subsequently, access to the published data was restricted to The Talent Tap, the research supervisor, the second marker, and individuals who may have access to the University of Chichester library.

3.6 Questionnaire design

3.6.1 Tool design

JISC Online Surveys was used to execute an online structured questionnaire to collect quantitative data and a snapshot of qualitative data using a deductive approach for the research project (Cox & Verbaan, 2018). The selection of this tool was based on the research aim, which necessitated the gathering of a large amount of data from an array of individuals (Saunders, 2012). The questionnaire was shaped and guided by the insights gained from the research, and sense checked, developed and formed in association in order to reach The Talent Tap objectives. Appendix 2 and 3 shows a copy of the questionnaire sent to both students and employers. The survey encompassed a diverse range of question types, incorporating forced-choice, open-ended, multiple choice, and Likert scale questions (Brace, 2008). It comprised of fifteen to twenty questions, depending on the route taken from filter questions, taking up to 10 minutes to complete. Given that my sample comprises partly of professionals who often have time constraints, this tool was chosen to enable them to fill out the questionnaire at their convenience, aiming to enhance the overall response rate (Hague, et al., 2013).

As a deductive approach was employed, the majority of questions were closed, which allows the research to be measured using variables and test the research hypotheses using the data collected, as well as to enhance the respondent’s convenience and sustain their interest in the survey questions (Ekinci, 2015). As stated by (Robinson & Leonard, 2018). Questions were developed from the literature review undertaken in Chapter 2.5. The first section sought to acquire demographical data including their age, current employment status, and if employed, what sector they worked within. The second section consisted of questions to identify their thoughts of the current Talent Tap website, to enable the researcher to determine the changes needing to make within the redesign and produce a recommendation plan.

	Professionals survey	Students survey
Screening question	Q1: How old are you?	Q1: How old are you?
Who are the respondents?	Q2: What is your occupation? Q3: In which sector do you currently work in?	Q2: What is your occupation?
Understanding the user	Q4: What device did you use to access the website? Q5: Have you heard of The Talent Tap before? Q6: How did you first learn about us? Q7: If you selected ‘Search Engine’, what is it specifically you searched for to find us? Q8: How often would you use the Talent Tap website?	Q3: What device did you use to access the website? Q4: Have you heard of The Talent Tap before? Q5: How did you first learn about us? Q6: If you selected ‘Search Engine’, what is it specifically you searched for to find us? Q7: How often would you use The Talent Tap website?
What do the respondents think?	Q9: What was your first impression when you entered the website? Rate your opinion from 1-5 Q10: How do you perceive the appearance of the website, including the design, colour and photos? Select all options that apply. Q11: Having looked at the website, please select all the options that you feel the website fulfils. Q12: Do you think the website is a just representation of the work we do? Q13: When comparing our website to that of the BBC’S,	Q8: What was your first impression when you entered the website? Rate your opinion from 1-5 Q9: How do you perceive the appearance of the website, including the design, colour and photos? Select all options that apply. Q10: Having looked at the website, please select all the options that you feel the website fulfils. Q11: Do you think the website is a just representation of the work we do? Q12: When comparing our website to that of the BBC’S,

	<p>how would you rate our website's loading speed? Q14: Was there anything on the website you felt was unclear or lacked information? Please select all that apply</p>	<p>how would you rate our website's loading speed? Q13: Was there anything on the website you felt was unclear or lacked information? Please select all that apply</p>
Why do the respondents think that way?	<p>Q15: Have you encountered any challenges whilst navigating our website for relevant information? If yes, please specify. Q16: What improvements or changes would you like to see in the redesigned website to better cater to the interests of the business you own/employed by? Please specify'</p>	<p>Q14: Have you encountered any challenges whilst navigating our website for relevant information? If yes, please specify. Q15: What improvements or changes would you like to see in the redesigned website to better cater to the interests of a student like yourself? Please specify.</p>

Table 11: Types of questions included within the questionnaire.

3.6.2 Tool Piloting

A pilot study was carried out on three colleagues to assess the appropriateness of the questions for respondents and to ensure the collection of relevant data. It was sent to The Talent Tap team for approval (Hague, et al., 2013). Feedback found that the questionnaire took up to 10 minutes to complete.

The pilot testing found some initial errors in the survey, so steps were taken to address them. The following alterations were made.

- Addition of an employment sector option as neither charity nor non-governmental organisation was included.
- The specific marketing jargon was too comprehensive, so language was adjusted to ensure clarity for individuals who are not marketing experts.
- Rephrasing of the questions to ensure they are clearer and better aligned with the desired response. For example, from 'How often do you use the website?' to 'How often would you use it?' as most participants will never have used or rarely have used the website so providing participants with an open answer.
- Adjustment of the multiple choice options were updated to make it clearer for the question 'When comparing our website to that of the BBC's, how would you rate our website loading speed?' to include options of 'Faster', 'Same', and 'Slower'.

3.6.3 Tool administration

The researcher implemented the questionnaire through the JISC Online Survey Platform (JISC Online Surveys, 2024). Respondents self-administered the survey using the link to the Online Survey platform.

The questionnaire was posted on LinkedIn and Facebook on the 22nd of February 2024 at 2pm. According to research, the optimal posting times for both LinkedIn and Facebook fall between 12pm and 3pm, which influenced the researcher's decision to schedule the post for 2pm to give them more chance in getting a higher response rate (Needle, 2023). A reminder post was published to ensure the response rate was fulfilled. The questionnaire was closed on the 22nd of March.

3.7 Data analysis

The questionnaire received 71 responses. The results were transferred from the JISC OS platform to an Excel spreadsheet for data processing where pivot tables (Grech, 2018) were created to concisely depict the data collected and exhibit the correlations between variables. All data was changed into percentages for a simpler representation. The data was split into the three objectives and analysed correspondingly.

3.8 Research limitations

The questionnaire faced various challenges, which can be seen below in Table 13.

Limitation	Actions to address the limitation
Fatigue (Fass-Holmes, 2022) Whilst respondents completed the questionnaire, there was the risk of them becoming bored when answering the questions, resulting in incorrectly answering or leaving the survey entirely	To prevent this from happening, the questions were adapted to ensure they were not reiterative, and instead, to the point.
Sampling bias (Suchman, 1962) Online social media platforms were utilised, drawing individuals with akin characteristics, fostering a tendency for like-minded thinking and behaviour, consequently often reinforcing and endorsing views similar to their own.	The survey was posted on various social media accounts, with varying audiences viewing the posts to ensure that a wide range of people were approached.
Limited Contextual Understanding (Rogelberg, et al., 2003) As an online questionnaire was used, it may lack the depth of contextual understanding that could have been achieved through alternative research methods, such as interviews or focus	Prior to the main questionnaire, pilot testing was conducted with a small group of participants to gather feedback on the clarity

groups. This method may restrict the ability to uncover nuanced insights into participants perspectives of the website.

and completeness of the questionnaire to ensure it was understandable for all users.

Table 12: Questionnaire limitations and the actions taken to address the issues

Chapter 4: Results and analysis

This chapter presents the findings and analysis of the dissertation, delving into the existing engagement with The Talent Tap’s website, the factors influencing the low engagement rates with The Talent Tap’s website, and the types of factors that would best serve to increase The Talent Tap’s low visibility and awareness rates, along with recommended actions for The Talent Tap.

To analyse the data and identify trends and correlations, pivot tables have been utilised to enable dynamic summarises and cross-tabulations of data. This facilitates exploration, summarisation and presentation of data from various angles (Grech, 2018).

4.1 To determine the impact of SEO enhancement on brand visibility and awareness.

4.1.1 Use of mobile devices

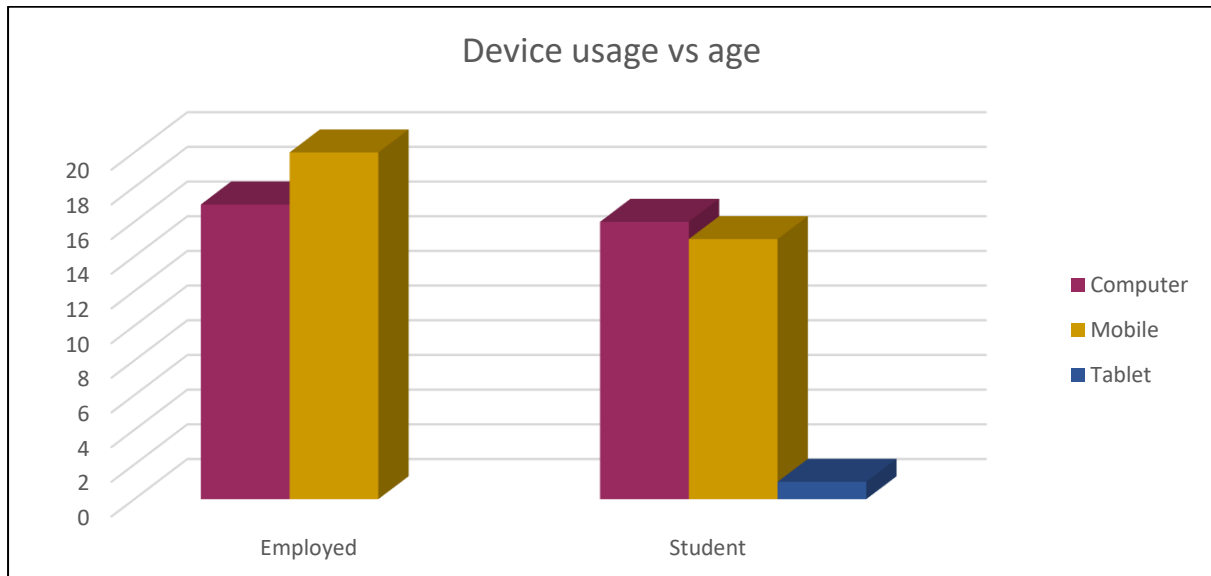


Figure 4.1: Comparison of Respondents’ Age with Device Preference

According to (Petrosyan, 2024), cited in Statista, 96.5% of global users prefer mobile devices, while 62% opt for computers.

In Figure 4.1, covering both students and employers, 54% of employers and 48% of students used a mobile device to access the website which indicates the significance for The Talent Tap to mobile optimise the redesigned website, whether that be optimising the loading

speed, simplifying the navigation for touch-based interactions, or implementing a responsive design that adjusts seamlessly to different screen sizes, utilising web technologies such as media queries (Subic, et al., 2014). For local SEO, mobile SEO is crucial and cannot be overstated (Becker, 2023). If The Talent Tap do not prioritise mobile optimisation as a key improvement area, this could pose losing a significant part of their target demographic.

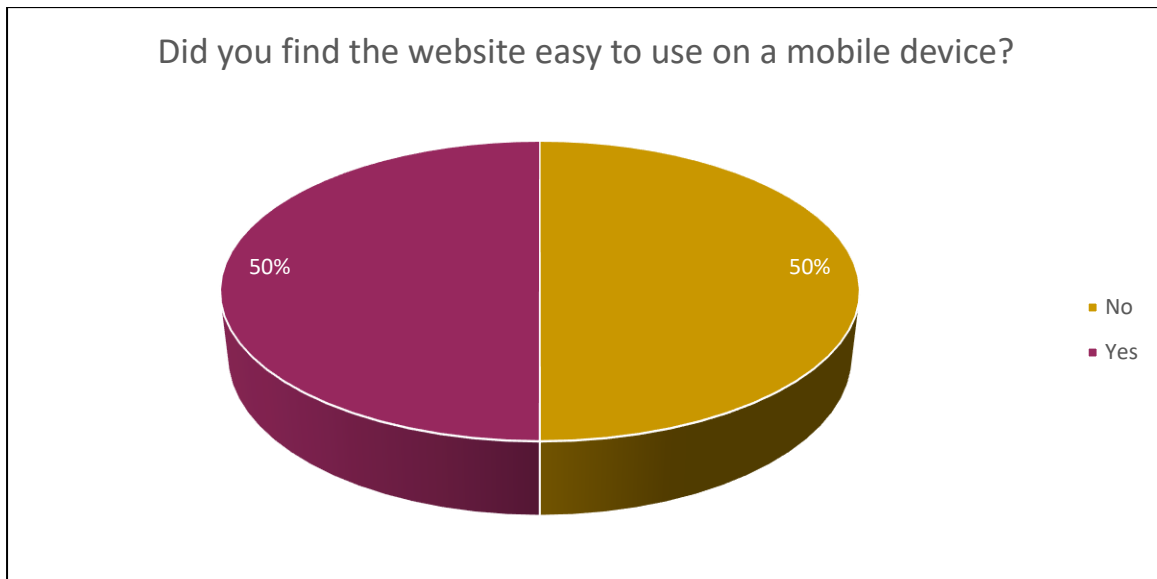


Figure 4.2: Ease of use on a mobile device

Although 50% of respondents felt the website easy to use on mobile, there was still 50% of respondents who did not, indicating the significant optimisation necessary to see results in higher click-through rates and lower bounce rates. This supports the research of (Caine, 2017) which suggests that for businesses to be able to take full advantage, companies must regularly evaluate their mobile strategies and that mobile optimisation can't be exaggerated. With the increasing number of users choosing to use a mobile device to access online activities, it is vital charities like The Talent Tap offer an exceptional experience, however this requires SEO expertise that the UK's leading professional body for marketing suggests is the lowest performing skill for the charity sector (Chartered Institute of Marketing, 2020), suggesting improvement in this area is required, in order to develop the optimisation element.

Drawing from qualitative research from within the questionnaire, respondents' comments supported this 'On mobile it went funny when I tried to look and wasn't optimised which

made me frustrated’ and ‘I couldn’t see all the content as it didn’t fit my screen size’ which according to (Steller, et al., 2009), the statement from this respondent highlights the requirement to ‘optimise semantic reasoning to realising semantic applications and services on mobile devices’.

4.1.2 Search-Engine Informational Search

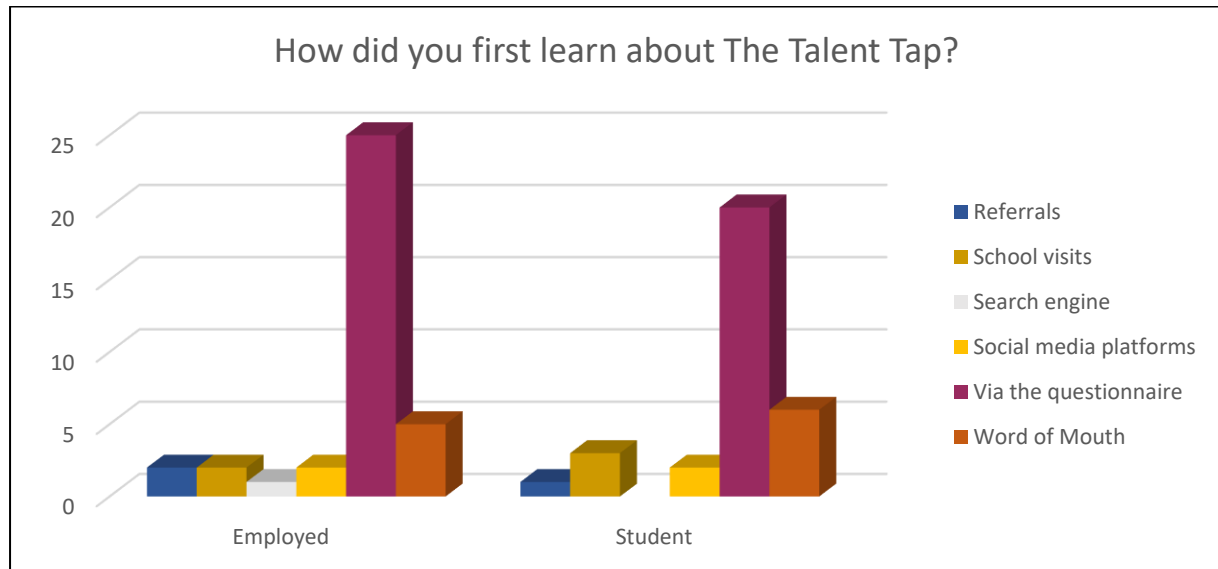


Figure 4.3: Comparison of channels and how respondents first learnt about The Talent Tap

(Close, 2017) findings, discussed in section 2.5.2 may indicate that 78% of adults today use the search engine as a precise service information search. A study by (Salehi, et al., 2018) investigated the information-seeking behaviour for educational purposes, which found that most participating students aged 18-24 declared they used the search engine as their primary information-seeking tool.

Excluding the self-referential responses who stated they first learnt about the charity via the questionnaire, 46% of respondents stated that they first learnt about the charity via word of mouth, indicating that this method had the biggest impact on how people became aware of the charity, and shows that the charity’s awareness is largely driven by interpersonal or offline channels (Zhao, et al., 2022). For the website, this could suggest that fostering positive experiences with individuals and utilising the impact that word of mouth has by promoting the website to them could lead to increased website traffic for individuals to find out more.

With only 1% of respondents stating they first learnt about The Talent Tap website using the search engine, this would indicate that the charities online presence may not be effectively reaching potential users. This could be attributed to insufficient keyword optimisation, poor web structure or limited backlinks. One of the most key aspects to SEO is developing a website’s ranking in SERPS. By utilising such techniques, this will allow for The Talent Tap to be more visible and specifically target the right traffic, to result in profitable leads and a competitive advantage over their competitors (Simmons, et al., 2023). (Nguyen, 2019) supports this notion, highlighting that increased visibility of a brand leads to an improved awareness of a brand, which can have a favourable impact on consumer perception, intentions and service selections. This would align with the charity’s objective of expansion.

4.1.3 Loading speed

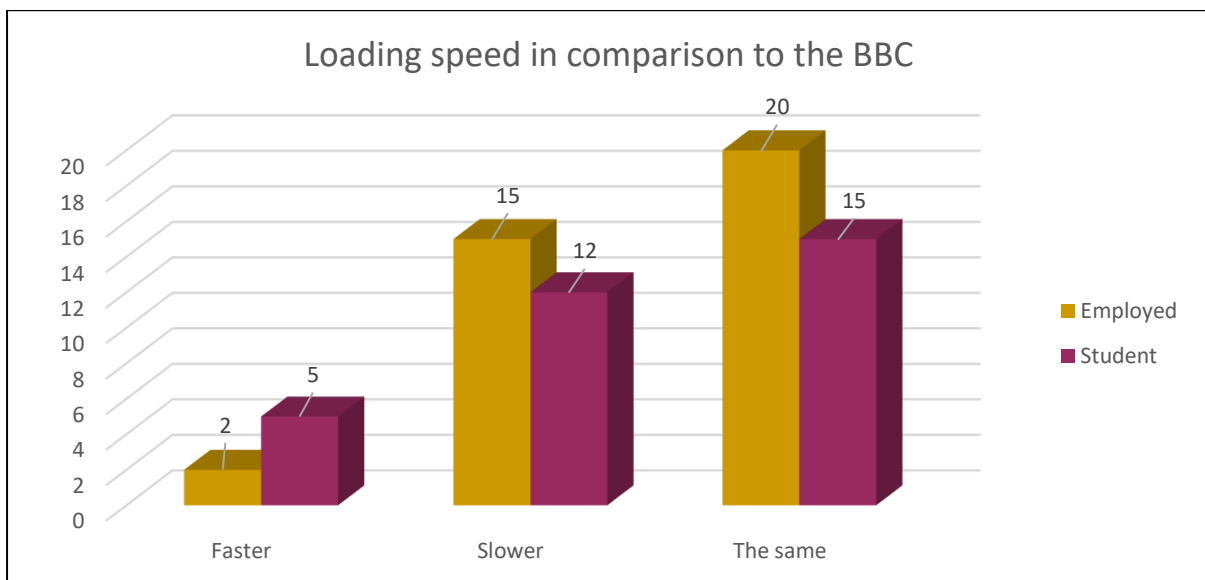


Figure 4.4: Loading speed of The Talent Tap website in comparison to the BBC News website.

In 2017, the BBC had a rebuild of one of their most visited BBC News pages to make it lighter and fresher than before. (Wynn, 2017), who worked on the new site, noted a 150% improvement on mobile loading speed and 70% on desktop. As the world’s leading broadcaster, the BBC must ensure that they serve their users with an enhanced experience, which serves as a best practice website to follow.

Although 50.1% of the respondents’ results stated that they felt the website loading speed was the same as the BBC, a significant portion at 39.1% believed that the website was slower than the BBC, which indicates that the speed of the current Talent Tap website is not

meeting their expectations. Slow website loading often results in high bounce rates as users become frustrated and leave the site, detrimentally impacting both engagement and performance resulting in missed sales opportunities, which for The Talent Tap is key to their portfolio expansion. Currently, it will hinder users to fully explore the opportunities offered by the charity. As the research by (Jimit, 2023) cited in (Bansal, 2024) suggests, user engagement and an experience on a website is explicitly influenced by the speed of a website, and that for charities like The Talent Tap to provide the optimal user experience and inspire valuable engagements, the charity must acknowledge the importance of website performance and consider enhancing their SEO efforts.

4.1.4 The Talent Tap Blog

(O'Neill, 2012) states that although a charity's website may encompass all the essential information that students, employers, volunteers and donors require – such as mission statements, impact reports, and the charities services and opportunities – it is vital that charities maintain an active blog. This is key to drawing in both new visitors and current target audiences, along with enhancing their SEO practices. When blogs are done correctly, a blog contributes new and up-to-date information frequently, which is taken into consideration by Google when choosing what sites to place at the top of search engine results pages.

The Talent Tap have recently introduced blogs to their website. Only 31%, perceived them as valuable and useful, indicating that the blogs are somewhat fulfilling the intended purpose of SEO practices and providing value to users. However, 69% still believe they are not fulfilling their expectation. This would suggest that The Talent Tap needs to consistently post blogs rather than at present, the blogs being published sporadically, and tailor the content further to specific areas of relevance to ultimately drive greater engagement and awareness of the website.

4.2 Assess the impact of having a good website for increasing brand visibility and awareness.

4.2.1 Importance of first impressions on a website

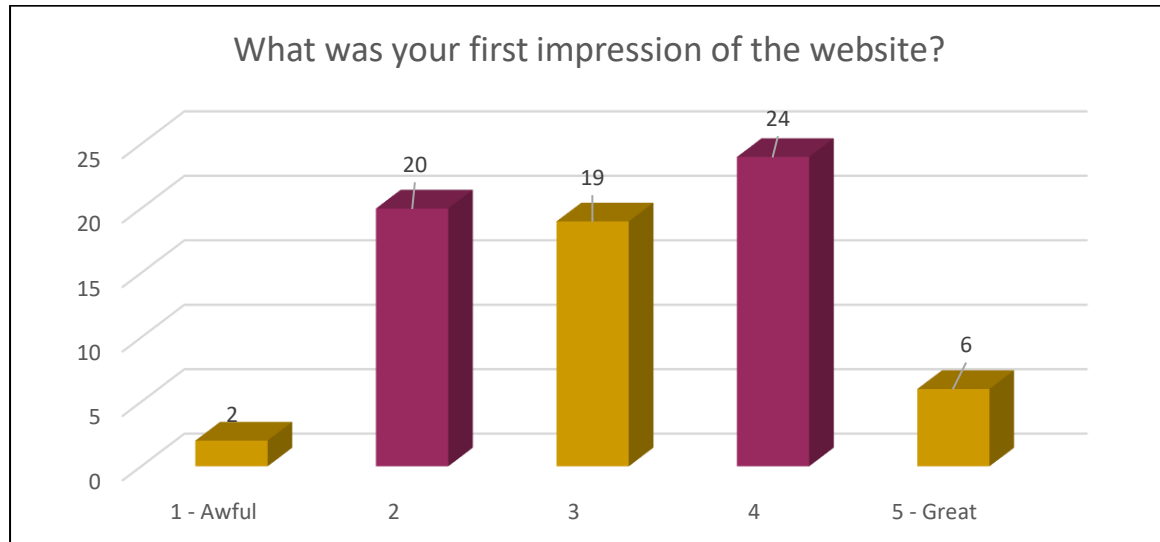


Figure 4.5: First impressions

31% of respondents stated that their first impression of the website was 'Awful' to 'Fair' indicating a notable dissatisfaction with the layout and content of the website, highlighting the importance of addressing these shortcomings to enhance engagement. (Reinecke, et al., 2013) study indicates that the combination of both colour and visual intricacy accounts for 48% of the variability in users' first impressions. This supports questionnaire results where respondents who selected 1 or 2, indicated that 29.6% of the colour and visuality of the website contributed to their first impression. This response rate suggests that the charities website does not satisfy their need for visual design of a website, which according to (Reinecke, et al., 2013) could establish a lasting opinion about a website's appeal within a split second of seeing it, and can be influential enough to have affected a user's opinion of the site's trustworthiness.

4.2.2 Engagement by users and the significance of specific website design elements

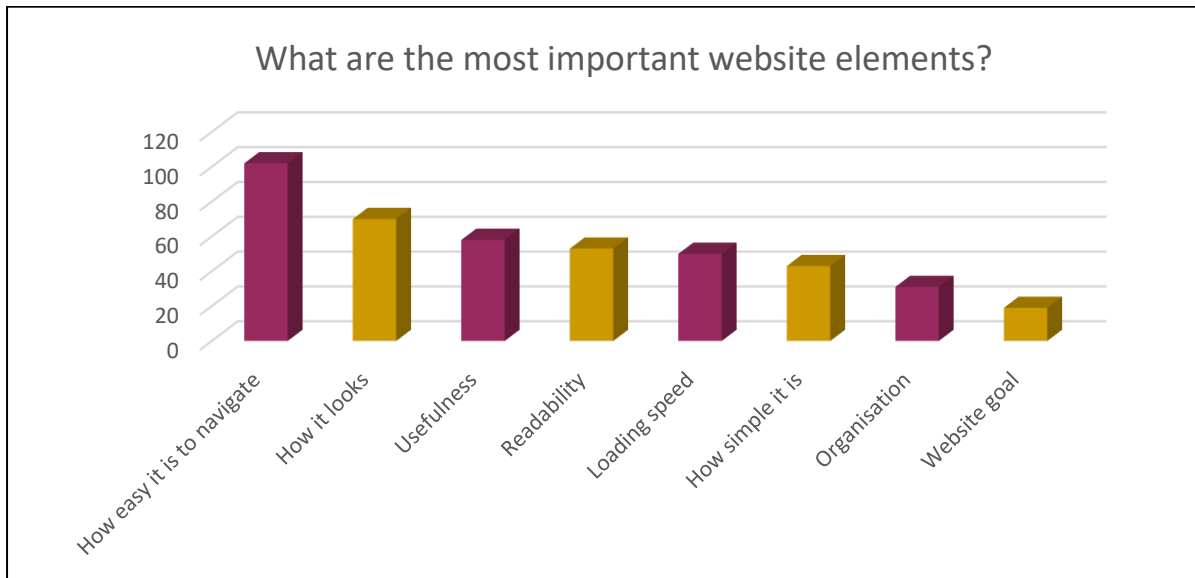


Figure 4.6: Respondents opinion on the most important website elements.

As stated by (Garett, et al., 2017), the three most popular website design elements to user engagement were navigation, at 62.86%, graphical representation, at 60% and organisation at 42.86%. From the questionnaire, the responses diverge from the findings of (Garett, et al., 2017).

Using a weighted score, 56.3% of respondents indicated that navigation was the first element to keeping them engaged on a website, with the second element being 'how it looks'. 44.1% of the respondents feel as though the navigation on The Talent Tap website is unclear, which highlights the paramount importance and value this element provides to a user's experience and presents an opportunity for The Talent Tap to reassess the navigational structure critically. Comments from several respondents revealed their frustrations with the navigational element, supporting the issue 'The headings and navigation are misleading and doesn't provide you with the information you are searching for' 'It feels more homemade at the moment. I'd prefer to see a more professional looking website that is easy to navigate and not visually distracting'. Decreasing the disorientation concerns displayed by users, not only benefits the website's performance but also significantly boosts the engagement in users' interactions (Webster & Ahuja, 2006), which would achieve the ultimate objective for The Talent Tap and the research aim.

The study of (Garett, et al., 2017) states the third most important aspect is the organisation of a site, however respondents of the questionnaire state that the usefulness of information ranks third. As the study by (Garett, et al., 2017) was published in 2017, the results from the questionnaire may have diverged from the study due to a potential shift in technology influencing a user's preferences of website usability, and highlights to The Talent Tap that they must improve this element and remain attuned to the constant evolvement in preferences.

4.2.3 Students and employers' comparison of their preference in channels to fulfil their informational search.

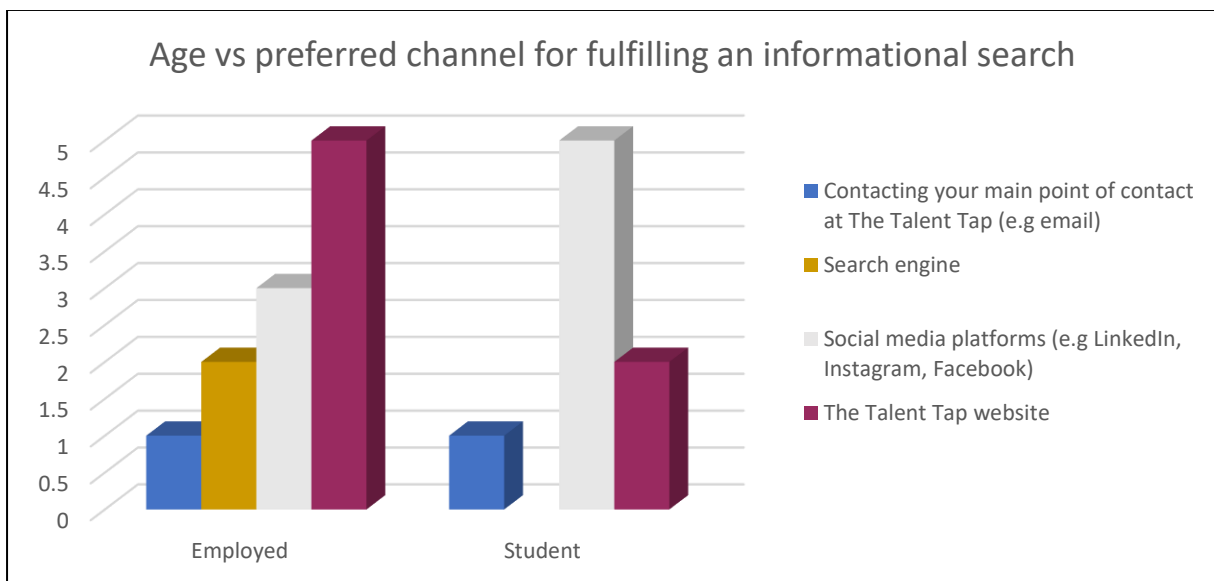


Figure 4.7: Age vs preferred channel for fulfilling an informational search.

Among respondents familiar with the charity, 62.5% of students reported that they use social media as their preferred channel to fulfil their query relating to The Talent Tap, whereas the two most popular channels for employers was the website and social media, at 72.7%.

(Dimock, 2019) and (Zajicek, 2007) states, older adults still persist on using older information and telecommunications such as email and websites, with their adoption of newer technology such as social networking sites lagging behind the younger generation. With the results converging with the research by (Dimock, 2019) and (Zajicek, 2007), this indicates to The Talent Tap that although one of their main target audiences, students, use the charities social media accounts rather than the website more, their second main target

audience, employers, still prefer to use websites to fulfil their informational search which would suggest that the website must still be frequently updated and maintained.

A comment made by a student respondent “It doesn’t fulfil my search. I’d much prefer to speak to someone or search through social media to find the answer I need as the information is not very informative and lots is missing on the website” suggests that the need for a redesign of the website is required to cater to various age groups. Doing so is vital to ensure the charity stays current, can provide an exceptional user experience and to improve their search engine rankings, which results in a larger web traffic (Rehman, 2023).

4.3 To identify the key factors contributing to the website’s low visibility and limited brand awareness amongst students and employers.

4.3.1 Knowledge of The Talent Tap and importance of building awareness.

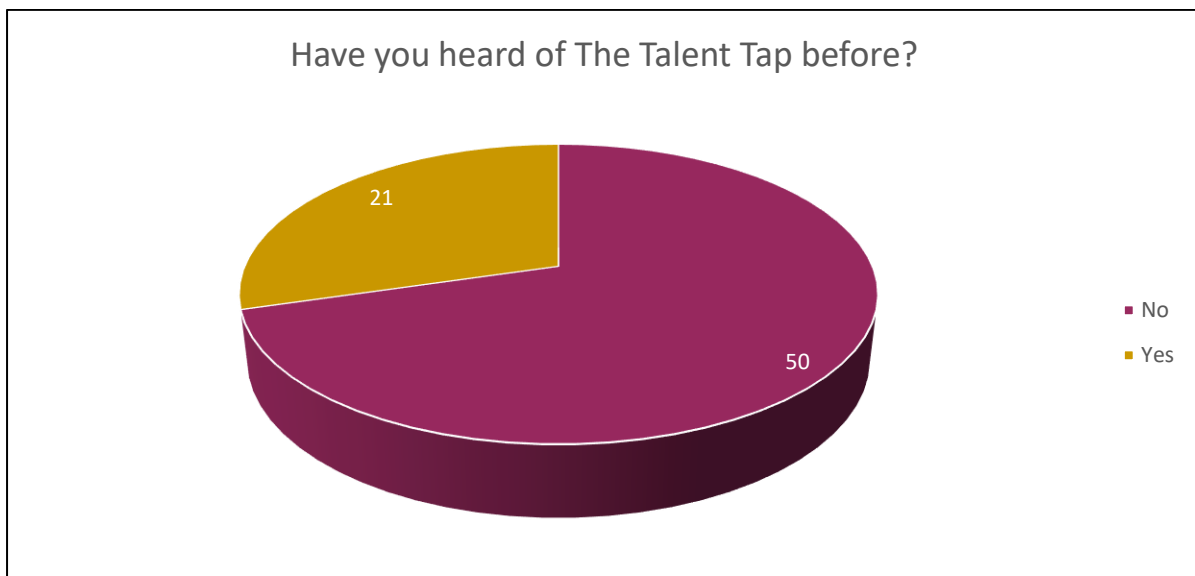


Figure 4.8: Percentage of respondents who had heard of The Talent Tap prior to the questionnaire.

The Talent Tap lacks awareness with only 30% of respondents having heard of the charity and their mission prior to filling out the questionnaire.

Among the 30% of respondents who had heard of The Talent Tap before, only 28.6% believed that the website accurately represented the work of the charity, with 71.4% believing that information was missing, and that the website didn’t fulfil their perception of the charity.

This suggests that The Talent Tap lacks effective marketing and SEO strategies, resulting in limited awareness of the charity and its mission among students from low socio-economic backgrounds and potential employers. (McKeon, 2020) states NPOs and leaders must maximise performance by leveraging resources to provide engagement and awareness through promotion and community building on a charities website to increase awareness, indicating the current lack of utilisation of resources. It is identified that there is little effective usage of SEO and content strategies by The Talent Tap incorporating limited measures to promote the charity. The charity’s involvement is far scarcer than their competitors in terms of SEO and website strategies, suggesting an increase of these strategies are required to increase awareness.

4.3.2 Comparison of website aesthetics to age

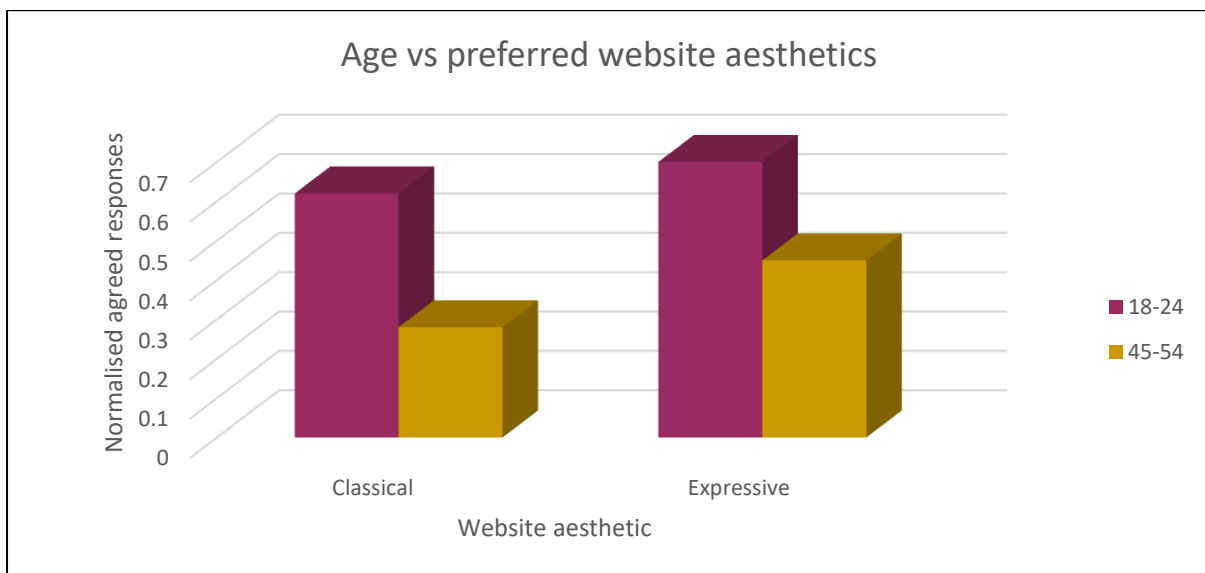


Figure 4.9: Comparison of respondents age to their preferred aesthetics of a website.

(Lee, 1998) and (Reinecke & Bernstein, 2013) have suggested that the age of a user highly influences aesthetic responses and that it is ‘highly important to understand your target audience’s preferences and expectations’ (Hartmann, et al., 2008).

(Tractinsky & Lowengart, 2007) studied the aesthetics of websites on Generation X (44-59) and Generation Z (1997-2012) age groups. It was stated that classical and expressive aesthetics had a different effect on these age groups. Users perceive classical aesthetics as ‘cleanliness’, ‘clarity’, ‘symmetry’ and ‘order’ and expressive aesthetics convey ‘creativity’,

‘special effects’, and ‘novelty’. It was stated that Gen X users favoured the classical aesthetics, and Gen Z users preferred the expressive aesthetics.

Although (Tractinsky & Lowengart, 2007) suggested age-based differences in aesthetic preferences, the researcher’s questionnaire results disproved this, indicating that both employers aged 45-54 and students aged 18-24, preferred the expressive aesthetics. This highlights a shift in user preferences towards more creative and fun websites. Therefore, The Talent Tap would need to pay increased attention to how the website is perceived and whether the expressive element, including creativity and novelty is present, to maximise user engagement.

4.3.3 Perception of the design, colour and multimedia

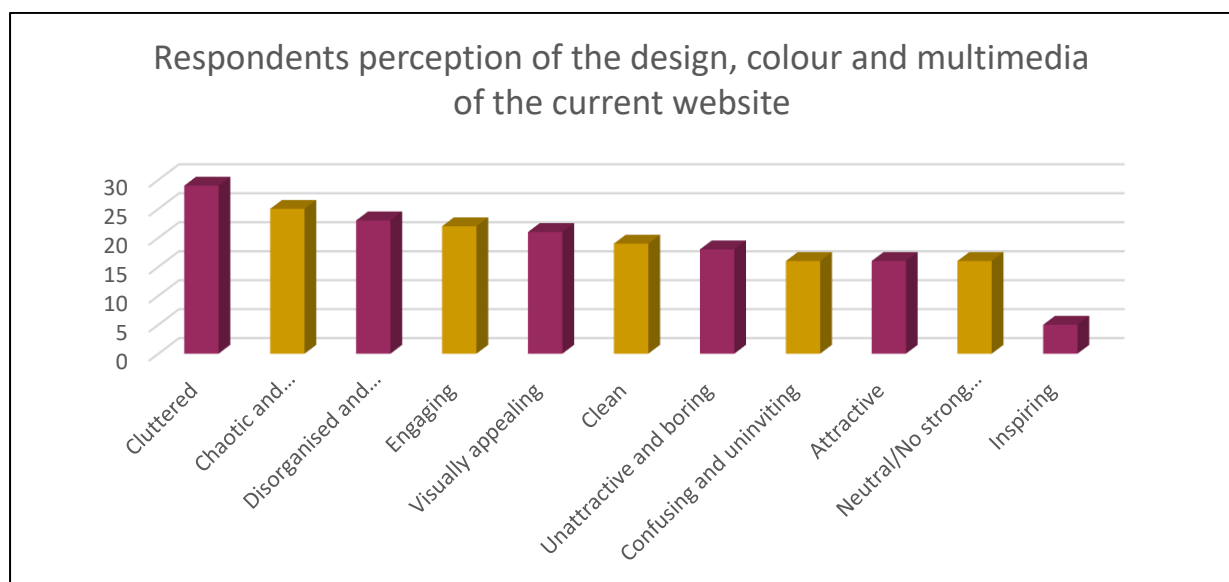


Figure 4.10: Respondents perception of The Talent Tap’s current website’s design, colour and multimedia.

A widely referenced article by (Bonnardel, et al., 2011) states that redesigns of websites not only need to encompass usability, but it also has to include aesthetic value to ensure a little fun and pleasure is pumped into the user’s lives. From the study’s results, the emotions related to the feeling of ‘beauty’ has a vital role in ascertaining the length of a user’s visit, the nature of the information and the extent to which the information was retained.

Figure 4.10 exhibits the top three statements which ranked the highest were ‘cluttered’ (41%), ‘chaotic and overwhelming’ (35%) and ‘disorganised and visually unappealing’ (32%). These results, supported by respondents’ comments on aesthetics, underscores the critical

issues that lie within the current website and could be contributing to the adverse user experience and engagement levels currently being experienced, indicating a pressing need for a redesign. Comments such as 'Brighter colours are needed for a more fun and less formal website', 'It is difficult to find information due to the chosen colours' and 'It feels as though there isn't a clear colour palette and feels disconnected to the website' sheds further light on the negative perceptions of the target audience.

Insights from (Bonnardel, et al., 2011) study would suggest that The Talent Tap's website redesign would benefit from a holistic approach, taking into account usability and the aesthetics of the website to allow for a more enhanced experience online for students and employers.

Chapter 5: Conclusions and recommendations

5.0 Chapter introduction

This chapter identifies key findings from the research and provides recommendations for The Talent Tap on how to ensure they can be developing their visibility through redesigning their website and improving SEO. It will also cover the success of the project upon reflection, while identifying weaknesses that would be considered differently and issues which could have been looked into deeper based on the findings from the report.

5.1 Key findings of the research report and how objectives were met

Kipling's framework consisted of his 'six honest serving-men' names which were 'What, Why, When, How, Where and Who' (Sharp, 2002). This framework supports the structure from the beginning of the research to the final results which seeks to find out the what the research was and why the findings were so important.

5.1.1 To determine the impact of SEO enhancement on brand visibility and awareness

The research identified the significant SEO improvements necessary for an enhancement in visibility and awareness, as the research identified the low levels of awareness via the charity's website currently. 54% of employers and 48% of students used mobile devices to access the website. Supporting evidence was highlighted by (Petrosyan, 2024), presenting 96.5% of global users use a mobile device to access a website. It is evident that the charity should prioritise mobile optimisation in the redesigned website strategy.

One of the main reasons students and employers are currently not engaging with the charity's website is due to a lack of awareness and visibility, probable to the lack of SEO in place. With 97% of users who find a service for their specific needs use search online, ensuring The Talent Tap can benefit from this is vital. Consequently, as recommended by (Silva, 2024), The Talent Tap must incorporate various tactics into their SEO strategy, which allows them to generate, optimise and market themselves to promote the charity and build awareness in search engine results.

5.1.2 Assess the impact of having a good website for increasing brand visibility and awareness
A key discovery from the research project was the lack of awareness of The Talent Tap charity via digital platforms, specifically the website. As found within section 4.3.1, only 30% of respondents had previously heard of The Talent Tap. This could be a result of the limited effort and time put into updating the website's various elements such as content, aesthetics and design to raise awareness and increase visibility.

5.1.3 To identify the key factors contributing to the website's low visibility and limited brand awareness amongst students and employers

A variety of key factors were identified which contribute to the website's low visibility and brand awareness, including the lack of marketing knowledge and time where the team at The Talent Tap were not aware of the requirements necessary to remain in the forefront of users' minds including regular blog posting, and for the website to be consistently updated. For The Talent Tap to enhance their website engagement effectively through website revitalisation, the charity must look to enhance various areas within the website including the content.

5.2 Recommendations to The Talent Tap for a website redesign and SEO enhancement for students and employers.

The research project has identified the following successive measures that The Talent Tap should execute to maximise the charity's awareness and engagement.

5.2.1 Enhance marketing expertise with training for The Talent Tap team
(Amar & Ramsay, 2023) found charities lack in website strategy and SEO expertise, coupled with evidence from respondents to show that they believe the website isn't a just representation of the work the charity does, with a large proportion having no awareness of

the charity, creates an opportunity for The Talent Tap to upskill and develop the team’s marketing knowledge in order to achieve maximum success and capitalise.

5.2.2 Incorporate SEO into their website strategy

Initiative	Comments
Build inbound and outbound links to the website	<ul style="list-style-type: none"> • To promote the charity’s site, inbound links should be utilised as it drives traffic and improves its search ranking (Dinther, 2009). • Users perceive websites as authoritative and credible if businesses are linked within other websites, making this a key tactic to utilise to boost engagement (Mailchimp, 2024). • The Talent Tap should explore partnerships with relevant businesses, schools and the press to exchange links to increase visibility.
Mobile optimisation	<ul style="list-style-type: none"> • Regularly test the mobile optimisation effectiveness on various devices to ensure this is maintained. • This should include
Use keywords such as ‘Social Mobility Charity’ ‘Work experience’ on the website	<ul style="list-style-type: none"> • The Social Mobility Foundation charity is an exceptional example to follow as these keywords are already used by the charity, and most other competitors. By selecting the best keywords to target all users who have an interest in social mobility and would like to get involved, it would elevate the search engine ranking of the charity. If the charity ranks consistently well, it can exponentially increase trust and familiarity (SocialSellinator, 2023). • Although keywords such as ‘Social Mobility Charity’ and ‘Work Experience’ is not specifically targeted for The Talent Tap, it is likely people will search these terms, so using these will bring the charity closer to the top of the page.

Local SEO	<ul style="list-style-type: none"> As shown in section 2.3, The Talent Tap should utilise the Google My Business account and look to create a communications strategy around encouraging both students and businesses to leave a review to build credibility and enhance visibility across the charity’s digital platforms.
Develop a blog schedule to be more consistent	<ul style="list-style-type: none"> As identified within section 4.1.4, blogs have been introduced. However, there is no consistency to the blogs and are sporadic. The Talent Tap need to ensure a schedule is created to rank highly in search results by regularly publishing fresh content on the website (Hans, et al., 2021)

Table 5.1: SEO tactics The Talent Tap can employ.

5.2.2.1 Optimise the website for mobile devices

Although the recommendation of optimising the website for all devices is essential, a key recommendation would be to prioritise mobile. This is attributed to being the most popular device for the target audience of the charity, identified in 4.1.1. This approach would address the issues raised by respondents, who expressed frustration with the current web experience, causing them to leave the website sooner than they may have otherwise. Ensuring that the mobile speed is enhanced, reformation of content, larger navigation buttons and optimisation of images, this will elevate the charity’s user experience and achieve the goal of boosting brand awareness by having a user-friendly interface (Becker, 2023).

5.2.2.2 Enhance the charity’s blogs and maintain a consistent posting schedule

Another key recommendation is to consistently maintain the charities blog page, to be able to demonstrate social proof and amplify marginalised voices from lower socio-economic backgrounds to both businesses and students more effectively. Not only will publishing blogs consistently improve the charities position on Google’s search engine rankings, it will also raise awareness of the charity, cultivating more meaningful interactions with the target audience, and as Lauren, Senior Research Communications Officer at the British Heart

Foundation states “A schedule is important for the reader to know you are a consistent source, so they don’t forget about you” (Berks, 2020).

5.2.2.3 Refine keywords for optimisation

As discussed in section 4.1.2, The Talent Tap were not discoverable through the search engine, and many respondents discovered the charity through other sources. A key recommendation is to conduct analysis through Google’s Keyword Planner and produce a primary list of keywords. By implementing these keywords into the redesign of the website, the charity can advance their competitive advantage and effectively tailor their content to raise awareness to a wider customer base. As identified by (Chaffey, et al., 2009) identifying effective keywords can support businesses in understanding their customers and create content specifically to match their search intent, and is one of the three main components to driving website traffic and awareness of a company (Evans, 2009).

5.2.2.4 Pay-per-Click SEO

To raise awareness, The Talent Tap should give thought to pay-per-click adverts and apply for Google’s PPC grant for nonprofits, a cost-free solution for the charity to fulfil their aim of raising brand awareness by gaining visibility on the first page of the search engine results page. Although the return on investment and effectiveness can depend, PPC could drive measurable impact towards The Talent Tap’s goals. An example of a pay-per-click advert is shown below in Figure 5.1. To fulfil the charities aim of improving their brand awareness and visibility, designing a compelling ad with titles such as ‘Invest in your Future. Join The Talent Tap!’ for students and ‘Building Brighter Futures: Partner with The Talent Tap today’ will provide a call-to-action, leading to a potential website traffic increase (Britton, 2021).

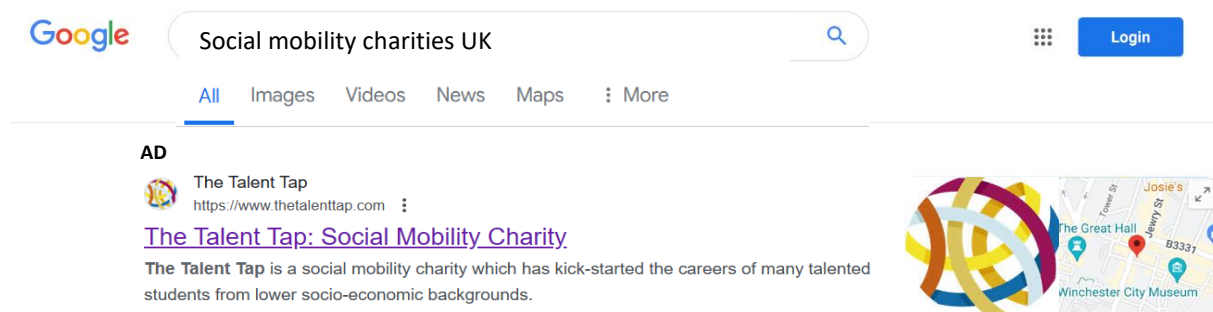


Figure 5.1: Mock-Up of PPC advert

The Talent Tap

5.2.3 Website Redesign

As a minimum, The Talent Tap should mirror the website engagement tactics currently utilised by the charity’s competitors. A table of recommendations is detailed in Table 5.2.

Initiative	Comments
Develop content and aesthetics	<ul style="list-style-type: none"> • A website’s content, usability and aesthetics have been determined as the most important elements to first impressions, so it is key for websites to ensure a quality website with these elements included is implemented. Aesthetically pleasing websites impact the trustworthiness, and improve satisfaction and loyalty, with them more likely to visit again (Moshagen & Theilsch, 2010). • A user-centric approach would be recommended to implement to prioritise the needs and preferences of the end user to make the site intuitive, informative and effective for the customer base (Mable, et al., 2002).
Incentivise users to leave reviews through email campaigns	<ul style="list-style-type: none"> • By establishing social proof through customer feedback, it can shape the perception of a user and enhances a businesses brand reputation, with 91% of individuals stating that positive brand reviews influence their decision in taking a service on board (Sonido, 2020) • Reviews should not be overemphasised and for The Talent Tap to promote their website and online presence, they must ensure they focus on telling a story to build a strong customer base (Sonido, 2020).
Promotion of the website through social media	<ul style="list-style-type: none"> • Social media has become a vital part of individual’s lives and is the most effective strategy to engage with both potential customers but also current users to stand out gain traction (Kabashi, 2024)
Consistently updating the website	<ul style="list-style-type: none"> • To ensure a business can maintain or enhance their brand awareness, businesses must ensure they regularly update and refresh the content, providing fresh and relevant content to keep users engaged and to make sure they return (AIContentify, 2023)

Table 13.2: Website redesign recommendations for The Talent Tap

5.2.3.1 Develop the content and aesthetics displayed on the website

Innovative marketing encompasses the capacity to produce and implement strategies which aims to engage a business's target audience. Using (McKinsey & Company, 2022) theory of innovation, innovative marketing strategies aims to fulfil the subsequent:

1. **Who:** Who is The Talent Tap's customer and what do they need solving?
2. **What:** Is the answer captivating and is it feasible?
3. **How:** How will the result create value for the customer?

By testing innovative content development and uplevelling the design and aesthetic aspect to the website, this may resolve an unmet customer need where both students and employers can find the answer they were in search of. The result of this initiative creates value for students and employers as it satisfies their user experience and facilitates seamless interaction, bridging the gap in knowledge and develops leads to enable The Talent Tap to expand their portfolio. Globally trusted UX experts, Nielson Norman Group (Coulson, 2018) state that businesses have around 10 to 20 seconds to capture and engage a website visitor before they leave. As identified in section 2.3, the Social Mobility Foundation have had large success with gaining credibility and consistency through the redesign of their website. Therefore, The Talent Tap should consider following in their footsteps by aligning their identity with that of the SMF's rebrand.

This could be by adjusting the content and design for example, instead of the current limited information, The Talent Tap should provide a comprehensive overview of the charity, underpinning a respondent's opinion of the current site 'I'd much prefer to speak to someone as it is not fully informative, and it made me give up' and revitalising the design of the site to capture the audience more effectively, improving the current opinions by users 'The website needs pivoting with the layouts, fonts and themes to capture both the vitality and enthusiasm of the students, along with the simplicity, clean and sophisticated look for employers'. This highlights the importance of implementing a user-centric design approach to ensure the site satisfies users and is effective for the target audience.

5.2.3.2 WOM Marketing

The Talent Tap should run a campaign to incentivise customers to produce reviews and recommendations via word-of-mouth or through online platforms including Google, Bing, Facebook. These recommendations can be incentivised by sending out email campaigns to current students, alumni, employers and schools the charity works with. This would not only significantly influence the SEO rankings, but it would also establish a sense of credibility (Carmicheal, 2022).

5.2.3.3 Promotion of the website via social media platforms

With the majority of respondents from the questionnaire, and 82.8% of the total UK population using social media platforms as their primary informational search tool today, it is highly advisable that The Talent Tap look to promote their website by leveraging their social media platforms, primarily LinkedIn and Instagram. Creating 'teasers' of the new website, new blog posts or new content via social media would generate awareness of the website and would encourage users to find out more using the links provided on the posts (Resnick, 2024).

5.3 Reflections on the project

If the research project was to be repeated, the following adjustments should be looked into further to enhance the quality. In addition to this, further research suggestions pertaining to the topics identified during the project are provided.

5.3.1 Explaining the charity, what it does and what a website redesign and SEO is in the questionnaire

In some cases, it was likely that a proportion of respondents didn't fully understand what the charity was about, and what a website redesign and SEO was to be able to appropriately answer the questionnaire. If it was explained in more detail, results may have been more accurate. However, respondent fatigue would have needed to be taken into account if this was explained further.

5.4 Further research for the project

One significant opportunity for future research recognised is to analyse how social media marketing can play a vital role together with SEO and websites, along with how contextual factors and characteristics of individuals can affect the significance of different types of

website usability. It would be advantageous for the charity to understand the synergistic relationship between these elements as it could provide significant understandings for optimising brand awareness and visibility in the digital world of today. If it was found that social media, SEO and the website interplayed, it should be addressed and the charity should look at developing strategies that work hand in hand with each platform, which could result in a further development in their awareness of the brand ad visibility online.

5.5 Researcher's professional development

Gibbs Reflective Cycle (Gibbs, 1988) has allowed me to reflect on my own professional and personal development during the research process. The project undertaken by the researcher was an insightful experience that allowed the researcher to develop both a deeper understanding of the importance of websites and SEO for companies to enhance a brand's exposure within competitive markets, but also for the researcher to develop personal skills including improvement to my confidence with data analysis at an advanced level, along with SEO knowledge. The assets that I utilised to address these dependencies was HubSpot Academy's Comprehensive SEO strategy course (HubSpot Academy, 2024), along with 'Write a Scientific Paper using Excel: Pivot Tables' (Grech, 2018), providing the researcher with a detailed explanation of how to conduct thorough analysis using excel and pivot tables. Professionally, the researcher found this highly beneficial as it provided the opportunity to foster creativity skills whilst developing resolutions to the objectives set which corresponded with the goals of The Talent Tap to increase the charity's brand awareness and website visibility, and enabled the researcher to delve deeper into specific elements within the marketing field that the researcher is so fond about and that aligns with career aspirations. This topic is something the researcher would like to look into further in the future and has opened up new career opportunity interests for them.

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Appendices

Appendix 1: Ethical Approval Form

SECTION C: Ethical Review Questions

C1. Does the study involve human participants?

Yes/No

Participants in research are taken to include all those involved in the research activity either directly or indirectly and either passively, such as when being observed part of an educational context, or actively, such as when taking part in an interview procedure.

NB: the University does not conduct research on animals. If your proposed project involves animals in any way (including animal tissue) please seek advice from the Research Office before proceeding.

C2a. Might the research entail a higher than normal risk of damage to the reputation of the University, since it will be undertaken under its auspices? (e.g. research with a country with questionable human rights, research with a tobacco company. See section 9.3 of the REP). If a research partnership has been established with an industry partner please ensure that the University is not linked to claims made by that company regarding benefits of their products unless substantiated evidence of beneficial effects is available.

Answer: Yes/No

C2b. If your answer to 2a was yes, please describe the potential risk to the University's reputation and how this risk will be mitigated. If no, please jump to C2c.

C2c. Does the research concern groups or materials that might be construed as extremist, security sensitive or terrorist?

Answer: Yes/No

If 'Yes' please describe how you will manage the research so that it is not in breach of the Terrorism Act (2006) which outlaws the dissemination of records, statements and other documents that can be interpreted as promoting or endorsing terrorist acts. For example, relevant documents, records, information and data pertaining to the research can be stored on a secure University server. The research should also not be in breach of the Counter-Terrorism and Sentencing Act (2021) and the Revised Prevent Duty Guidance (2015). Contact the Chair of the Research Ethics Committee in the first instance if you are unsure as to how to proceed.

If you answered **Yes** to question C2c then please complete the additional pro-forma available from the Research Ethics Moodle: **Approval to undertake research concerning groups or materials that might be construed as extremist, security sensitive or terrorist**. Please append the completed form to this application.

C2d. Does your research fit into any of the following security-sensitive categories? If so, please indicate which:

- i. Commissioned by the military: Yes/No
- ii. Commissioned under an EU security call: Yes/No
- iii. Involve the acquisition of security clearances: Yes/No

If you answered yes to any of the above please provide further information

C3. Why should this research study be undertaken?

Brief description of purpose of study/rationale (up to 500 words)

The organisational problem identified is the charity's low visibility and awareness online via their website. Currently, The Talent Tap find that those interested in partnering mostly come through referrals rather than the website. The Talent Tap would like to increase the traffic going to the website and improve their SERP's to become more known against their competitors. I will send questionnaires to both students, and employers to understand the problems the website presents and their thoughts to capture a larger audience.

C4a. What are you planning to do? (up to 500 words)

Provide a description of the methodology for the proposed research, including proposed method and duration (start and end date) of data collection, recruitment information (including exclusion/inclusion criteria, recruitment methods etc.), tasks assigned to participants of the research and the proposed method and duration of data analysis. Please include information about location, including details of any special facilities to be used and any factors relating to the study site/location that might give rise to additional risk of harm or distress to participants or members of the research team together with measures taken to minimise and manage such risks

If the proposed research makes use of pre-established and generally accepted techniques, e.g. established laboratory protocols, validated questionnaires, please refer to this in your answer to this question. If it is helpful for the panel to receive further documentation describing the methodology then please append this to your application and make specific reference to it in box 3a below. For Category B applications please include the data collection sheet as an appendix.

The research aim is to develop some recommendations to the charity in how The Talent Tap could tackle the visibility and awareness through their website and SEO efforts. The outcome of the research is to generate website and SEO recommendations and successfully redesign and develop an SEO strategy, to achieve the long-term aim of growing the charity's employer and student portfolio. The outcome will be achieved by identifying the limitations of the current website and SEO and address the key sites and factors that create resistance when developing solutions.

The information will be collected through a deductive approach, sourcing both qualitative and quantitative primary data in the form of questionnaires, emails and chats with members of the team, using a 'convenience' sampling approach via questionnaires sent out through social media and a 'purposive' sample approach via emails.

I aim to receive high-quality responses from the questionnaires being sent out. Due to this, I will use both a 'convenience' sample, but I will also use a 'purposive' sample approach to ensure I can target specific professionals and students, who I believe have the correct characteristics and knowledge about the charity to provide high-quality responses to ensure I have a high standard within my data to analyse.

C4b. Is this research externally funded?

Yes No

If, the answer yes, please name the research funder(s) here:

C5a. Who are you recruiting and how?

Please answer the questions in the table below. If you are using posters/flyers, you may not know the exact number of people you will be contacting for recruitment purposes. If this is the case, please indicate this in the first two questions.

How many people will you contact for recruitment purposes?	Intended sample size – approx. 100
How will you contact them?	Via email and social media
How many participants are you hoping to recruit in total?	Send out 100, hoping to receive back 60
What will they be asked to do? (e.g. x1 hour long interview, answer a questionnaire, etc.)	Answer a questionnaire

C5b. Who are the participants?

Please indicate the number of participants in each of the groups in the table below. If the precise number of participants is not known then please make an estimate. Please enter '0' in the 'Numbers in study' column for those groups that are not included in your study. Please note that the examples provided of different sorts of vulnerability are not an exhaustive list.

Participant	Numbers in study
Adults with no health or social problems known to the researcher, i.e. not in a vulnerable group:	Approx. 100
<u>Children</u> aged 16-17 with no known health or social problems:	
<u>Children</u> under 16 years of age with no known health or social problems:	
Adults who would be considered as vulnerable e.g. those in care, with learning difficulties, a disability, homeless, English as a second language, service users of mental health services, with reduced <u>mental capacity</u> Identify reason for being classed as vulnerable group and indicate 'numbers in study' in next column adjacent to each reason (expand the form as necessary):	
Children (aged <18) who would be considered as particularly vulnerable e.g. those in care, with learning difficulties, disability, English as a second language Identify reason for being classed as vulnerable group and indicate 'numbers in study' in next column adjacent to each reason (expand the form as necessary):	
Other participants not covered by the categories listed above (please list): <i>List other categories here:</i>	

C6a. Is there something about the context and/or setting which means that the potential risk of harm/distress to participants or research is lower than might be expected normally (see examples below)?

Yes/No

Consider if the study is part of routine activity which involves persons with whom you normally work in a typical work context e.g. Teachers working with children in a classroom setting, researchers in the performing arts working with performers, sports coaches working with athletes/players or research involving students in an academic setting.

If yes, please elaborate here:

My research is low because no confidential or personal sensitive information is being collected, and the data is anonymised.

C6b. Is the process of the study and/or its results likely to produce distress, anxiety or harm in the participants even if this would be what they would normally experience in your work with them?
See section 5 of the REP.

Answer: Yes/No

If you answered Yes to 6b, please answer 6c below:

C6c. Is the process of the study and/or its results likely to produce distress or anxiety in the participants beyond what they would normally experience in your work with them?

Answer: Yes/No

If yes this Application must be categorised as 'B'

Please provide details:

C6d. What steps will you take to deal with any distress or anxiety produced?

E.g. have a relevant professional on-hand to support distressed/anxious participants. Careful signposting to counselling or other relevant professional services. Other follow-up support.

N/A

C6e. What is the potential for benefit to research participants, if any?

E.g. Participants may gain an increased awareness of some issue or some aspect of themselves.

Participants may be provided with a more thorough and better website which is clear

C7. Are there any conflicts of interests which need to be considered and addressed?

(For example, does the research involve students whom you teach, colleagues, fellow students, family members? Do the funders, researchers, participants or others involved in the research have any vested interest in achieving a particular outcome? See section 9 of the Research Ethics Policy (REP))

Answer: Yes/No

If conflicts of interest are envisaged, indicate how they have been addressed:

To limit any internal bias, I will keep the questionnaire anonymous, and the participant will have a choice whether to continue. The participant can declare any prior involvement with the organisation.

C8. Will any payment, gifts, rewards or inducements be offered to participants to take part in the study? See section 11 of the REP.

Answer: Yes No

Please provide brief details and a justification:

C9a. Will the study involve withholding information or misleading participants as part of its methodology? (Please refer to sections 6.2 and 10 of the REP for further guidance)

Answer: Yes No

Please provide details if this has not already been explained in section 3a:

C9b. Do you envisage that withholding information or misleading participants in this way will lead to any anxiety, distress or harm?

Answer: Yes No

Please justify your answer to 9b:

It is the University Research Ethics Policy that all projects with the exception of double-blind placebo trials (or similar) will be categorise as Category B. Double-blind placebo trails (or similar) may be categorised as Category A+.

C10a. Does your proposal raise other ethical issues apart from the potential for distress, anxiety, or harm?

Answer: Yes No

C10b. If your answer to C10a. was 'yes', please briefly describe those ethical issues and how you intend to mitigate them and/or manage them in the proposed study, otherwise jump to C10c.

C10c Does your proposed study give rise to any potential risk of harm or distress to yourself or other members of the research team? OR is there any risk that you could find yourself in a vulnerable position as you carry out your study.

Answer: Yes No

If you answer 'yes' to either of these points please explain briefly what the risks are and what steps you are taking in order to minimise and manage those risks.

For example does your study involve you in 1-1 interviews in a private setting that might suggest precautions need to be taken relating to lone-working (See section 9 of the REP), Have you considered the likelihood of a participant(s) disclosing sensitive information to you about illegal or harmful behaviour and what actions you would take in such circumstances?

C11a. Will informed consent of the participants be obtained and if so, how?

Answer: Yes No

See section 6 of the REP to help you answer this question. Section 6.3.1 covers research that involves observing behaviour in a public place where gaining informed consent may not be practical or feasible.

When and how will informed consent be obtained? Will it be written or oral consent bearing mind that oral consent will not be considered adequate other than in exceptional circumstances and must be appropriately justified in your application?

NB: Ethical approval should, as a principle, be sought before research participants are approached.

Questionnaire will entail the question of the study, with informed consent if participants click 'Next'.

C11b. Is there anyone whose permission should be sought in order to conduct your study? E.g. Head teacher of a school, parents/guardians of child participants.

Answer: Yes No

When and how will informed consent be obtained and from whom? Will it be written or oral consent bearing mind that oral consent will not be considered adequate other than in exceptional circumstances and must be appropriately justified in your application? If you are seeking to gain 'loco parentis' consent from a school rather than seeking individual parental consent please describe your reasoning.

Permission was gained prior to research commencing via permission from manager

C11c. Do you need to seek the permission of any other organisations, individuals or groups other than outlined in 11b? E.g. the Research Ethics Committee of partner or participating organisations. Organisations like the NHS and the Prison Service have specific systems for granting ethical approval for research.

Answer: Yes/No

Please note that all applications must go through the University of Chichester Application for Ethical Approval process and that they must meet the Research Ethics Policy (REP) requirements. Other prior approval will be taken into account but will not in itself be sufficient to gain University Research Ethics Approval. Each application must normally be accompanied by evidence (e.g. formal statement from the appropriate Ethics Committee) confirming approval by the external body (and any concerns/issues identified). In cases where an external body requires prior approval from the University Research Ethics Policy (such as some NHS work) the Research Ethics Committee (REC) may grant in principle approval pending written confirmation of ethical approval by the external body.

Please describe the permission that is required and how you will be seeking that permission: Please attach any relevant documentation e.g. letter, that relates to the seeking of the relevant permissions.

No other permission is required

C12a. It is normally required that a participant's data is treated confidentiality and stored securely at the outset of, during and after the research study. Will this be the case?
How long will data be stored before being destroyed?

Answer: Yes/No

If the answer is 'yes' please describe how you will be maintaining the confidentiality of participants' data. If the answer is 'no' please justify the exceptional circumstances that mean that confidentiality will not be guaranteed. See section 7 of the REP.

Please make reference to measures you are taking to ensure security of data from the point of data collection, transfer from notebooks/voice recorders etc., onto secure devices, to the point of analysis, sharing and final storage. If you are planning to store sensitive data on portable devices or media, you should only store such data if there is an immediate need and should remove these data when this immediate need no longer exists. All sensitive data stored on portable devices or media must be strongly encrypted greatly reducing the risk of the data falling into the wrong hands if the device or media is stolen.

Research projects should be undertaken in accordance with the University's [Electronic Information Security Policy](#) and [Privacy Standard](#). Staff should also refer to the [Data Protection Guidance for Staff](#) (Section 9 on Research). Completed consent forms should be stored securely and the agreed retention period for these is 5 years, after which they should be securely destroyed/deleted.

Please provide details:

All data will be kept confidential on a password protected device in accordance with the University's Electronic Information Service Policy and Privacy Standard. All data will be securely destroyed after dissertation submission and marking in June 2024.

C12b. It is normally required that the anonymity of participants is maintained and/or that an individual's responses are not linked with their identity. Will this be the case?

Answer: Yes No

If the answer is 'yes' please describe how you will be maintaining the anonymity of participants. If the answer is 'no' please justify the circumstances that mean that anonymity will not be guaranteed. See section 7 of the REP. NB: in group studies it is likely that each individual in the group will be aware that others in the group are participating in the study – they are therefore not anonymous to each other. However, their identity should not normally be associated with their individual responses. In some studies individual participants may not want their identity known to other participants and the study must be designed and undertaken accordingly.

Please provide details:

The research won't collect any personal data or identifiable information.

C13. Will participants have a right to comment or veto material you produce about them?

Answer: Yes No

Please give details and if your answer is 'no' then please provide a justification.

Because data is being collected anonymously, once you have provided your answers, it won't be possible to change or withdraw them from the research.

C14. Does the project involve the use of or generation/creation of audio, audio visual or electronic material or recordings directly relating to the participants?

Answer: Yes No

If yes, please describe how the collection and storage of this will be managed bearing in mind data protection, confidentiality and anonymity issues (see section 7 of the REP). If you are planning to store sensitive data on portable devices or media, you should only store such data if there is an immediate need and should remove these data when this immediate need no longer exists. All sensitive data stored on portable devices or media must be strongly encrypted greatly reducing the risk of the data falling into the wrong hands if the device or media is stolen

C15. How will the participants be debriefed?

It is expected that wherever possible all participants will receive some form of debriefing. This might be a verbal debriefing or a written debriefing depending on the context of the study. Debriefing provides an opportunity to remind participants of the procedures and outcomes of the research, and to provide further assurances on areas such as confidentiality, anonymity, and retention of data. Projects that intentionally withhold information or deceive as part of their methodology must include a written debrief sheet. (Please refer to sections 6.1 and 6.2 of the REP for further guidance)

No because data is being collected anonymously, once you have provided your answers, it won't be possible to change or withdraw them from the research.

C16a. Will your results be available in the public arena? (e.g. publication in journals, books, shown or performed in a public space, presented at a conference, internet publication and placing a dissertation in the library) see section 8 of the REP.

Answer: Yes No

If yes, please provide brief details:

NB: Please note that if participants wish to exercise their right to withdraw or request erasure of their personal data following collection and analysis this may not be possible having regard to permitted exemptions for research under data protection legislation i.e. where it would seriously impair the achievement of the research objectives. Notwithstanding the above, data subjects must still be advised of their rights to object in the information sheet, which can only be overridden if the "research is necessary for a task carried out for reasons of public interest".

A digital version of this dissertation might be made available on the UoC Library. All participant information will be anonymised.

C16b. Will your research data be made available in the public arena?

Certain research funding bodies require that research data is made Open Access i.e. freely available to the public. The University has an [Open Access Policy](#) that outlines the expectations and requirements for researchers at the University. Contact the Chair of the Research Ethics Committee in the first instance if you are unsure as to how to proceed.

Answer: Yes No

If yes, please provide brief details as to how the data will be prepared for public access including an overview of the meta-data that will accompany published data sets. Please also confirm that your intentions with respect to making data open access are clearly communicated to participants so that they can provide informed consent:

C17. Are there any additional comments or information you consider relevant, or any additional information that you require from the Committee?

No

Appendix 2: Questionnaire for students



Development of a Website Page Redesign and SEO Enhancement to Increase Brand Awareness and Visibility at The Talent Tap

Consent Form

As a Business Management & Marketing student at the University of Chichester, I am conducting research for my dissertation titled 'Development of a Website Page Redesign and SEO enhancement to increase Website Visibility and Brand Awareness for The Talent Tap charity'. This research aims to gather participants views of the current website, and what improvements are necessary within the redesign to enhance your experience.

The survey consists of a short online questionnaire which on average should take approximately 10 minutes to complete. Your participation is completely voluntary, so you are free not to reply to some of the questions, or to terminate your participation at any time, without giving a reason. Your participation will be completely anonymous; your name and personal details will not be asked nor are required to complete the online questionnaire and your answers will be treated with strict confidence. The information collected for this survey is for academic research purposes only and will not be passed to any other organisation.

The project will be completed by May 2024 and a copy of the results will be made available to you on request. By completing and returning the online questionnaire you consent to participate on it and agree to allow your information to be used solely for the purposes stated here. Because data is being collected anonymously, once you have provided your answers, it won't be possible to change them or withdraw from the research.

If you have any questions regarding the research, please feel free to contact me at the University of Chichester via email: jfarrel2@stu.chi.ac.uk. Thank you for co-operation. Jeunais Farrell

Page 1 of 5

1. *

- I agree
 I do not agree

Next

2. How old are you? *

- 18-24
 25-34
 35-44
 45-54
 55-64
 65 or over

3. What is your current employment status? *

- Student
 Employed
 Unemployed
 Retired

5. Have you heard of The Talent Tap before? *

Please select an option ▼

6. What device did you use to access the website? *

Please select an option ▼

8. How did you first learn about us? *

Please select an option ▼

10. What was your first impression when you entered the website? Please rate your opinion from 1 to 5 *

- 1 - Awful
- 2
- 3
- 4
- 5 - Great

12. How do you perceive the appearance of the website, including the design, colour and multimedia? Select all the options that align with your impression *

- Cluttered
- Visually appealing
- Unattractive and boring
- Clean
- Confusing and uninviting
- Attractive
- Disorganised and visually unappealing
- Neutral/No strong impression
- Engaging
- Chaotic and overwhelming
- Inspiring

13. Having looked at the website, please only select the options that you feel the website fulfils. *

- The Talent Tap programme and the key elements of the programme
- I understand the charitable mission, what we do, and who we are trying to help.
- The information on the website is detailed enough.
- I understand what sectors The Talent Tap works with.
- How The Talent Tap could benefit a company.
- How The Talent Tap could benefit a student.
- I know what the costs are for a business.
- I understand that the residential for a student is fully funded.
- I know where to find student case study stories.
- I know how I can get involved (i.e., sign up for sporting challenges and/or events, mentoring, sponsor TTT, interview students, offer work experience).
- I know who to contact for further information
- I know how to donate to The Talent Tap using the website
- I found the blogs useful

14. Do you think the website is a just representation of the work we do? *

- Strongly disagree
- Disagree
- Strongly agree
- Agree

15. When comparing our website to that of the BBC's, how's would you rate our website's loading speed? *

- Faster
- Slower
- The same

16. Was there anything on the website you felt was unclear or lacked information? Please select all that apply *

	Very unclear	Unclear	Clear	Very clear
Navigation and menu structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contact information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design of the site (e.g images, videos)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donation process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial costs involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
About the charity and the charitable purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events and news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact and success stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programmes and initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to get involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What is the FIRST most important aspect to keeping you engaged and making you stay on a website *

18. What is the SECOND most important aspect to keeping you engaged and making you stay on a website *

19. What is the THIRD most important aspect to keeping you engaged and making you stay on a website *

22. What improvements or changes would you like to see in the redesigned website to better cater to the interests of a student like yourself? Please specify *

Appendix 3: Questionnaire for employed professionals.



Development of a Website Page Redesign and SEO Enhancement to Increase Brand Awareness and Visibility at The Talent Tap

Consent Form

As a Business Management & Marketing student at the University of Chichester, I am conducting research for my dissertation titled 'Development of a Website Page Redesign and SEO enhancement to increase Website Visibility and Brand Awareness for The Talent Tap charity'. This research aims to gather participants views of the current website, and what improvements are necessary within the redesign to enhance your experience.

The survey consists of a short online questionnaire which on average should take approximately 10 minutes to complete. Your participation is completely voluntary, so you are free not to reply to some of the questions, or to terminate your participation at any time, without giving a reason. Your participation will be completely anonymous; your name and personal details will not be asked nor are required to complete the online questionnaire and your answers will be treated with strict confidence. The information collected for this survey is for academic research purposes only and will not be passed to any other organisation.

The project will be completed by May 2024 and a copy of the results will be made available to you on request. By completing and returning the online questionnaire you consent to participate on it and agree to allow your information to be used solely for the purposes stated here. Because data is being collected anonymously, once you have provided your answers, it won't be possible to change them or withdraw from the research.

If you have any questions regarding the research, please feel free to contact me at the University of Chichester via email: jfarrel2@stu.chi.ac.uk. Thank you for co-operation. Jeunais Farrell

Page 1 of 5

1. *

- I agree
 I do not agree

Next

2. How old are you? *

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over

3. What is your current employment status? *

- Student
- Employed
- Unemployed
- Retired

4. In which sector do you currently work in? *

- Agriculture
- Manufacturing
- Services
- Business, consultancy, or management
- Healthcare
- Information Technology
- Finance
- Education
- Construction
- Transportation
- Energy
- Retail
- Professional Services
- Charity/Non-Government Organisation
- Prefer not to say

5. Have you heard of The Talent Tap before? *

Please select an option

6. What device did you use to access the website? *

Please select an option

8. How did you first learn about us? *

Please select an option

10. What was your first impression when you entered the website? Please rate your opinion from 1 to 5 *

- 1 - Awful
- 2
- 3
- 4
- 5 - Great

12. How do you perceive the appearance of the website, including the design, colour and multimedia? Select all the options that align with your impression *

- Cluttered
- Visually appealing
- Unattractive and boring
- Clean
- Confusing and uninviting
- Attractive
- Disorganised and visually unappealing
- Neutral/No strong impression
- Engaging
- Chaotic and overwhelming
- Inspiring

13. Having looked at the website, please only select the options that you feel the website fulfils. *

- The Talent Tap programme and the key elements of the programme
- I understand the charitable mission, what we do, and who we are trying to help.
- The information on the website is detailed enough.
- I understand what sectors The Talent Tap works with.
- How The Talent Tap could benefit a company.
- How The Talent Tap could benefit a student.
- I know what the costs are for a business.
- I understand that the residential for a student is fully funded.
- I know where to find student case study stories.
- I know how I can get involved (i.e., sign up for sporting challenges and/or events, mentoring, sponsor TTT, interview students, offer work experience).
- I know who to contact for further information
- I know how to donate to The Talent Tap using the website
- I found the blogs useful

15. When comparing our website to that of the BBC's, how's would you rate our website's loading speed? *

- Faster
- Slower
- The same

16. Was there anything on the website you felt was unclear or lacked information? Please select all that apply *

	Very unclear	Unclear	Clear	Very clear
Navigation and menu structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contact information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design of the site (e.g images, videos)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donation process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial costs involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
About the charity and the charitable purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events and news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact and success stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programmes and initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to get involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What is the FIRST most important aspect to keeping you engaged and making you stay on a website *

Please select an option

18. What is the SECOND most important aspect to keeping you engaged and making you stay on a website *

Please select an option

19. What is the THIRD most important aspect to keeping you engaged and making you stay on a website *

Please select an option

20. What improvements or changes would you like to see in the redesigned website to better cater to the interests of the business you own/employed by? Please specify *

Appendix 4: Research Project Support Form

Student's Name: Jeunais Farrell **Project Supervisor's Name:** Rob Warwick

Timeline Guide:	Date of Support	Nature of Support	Action by student/Project Supervisor (Both initial please)	Time Used
Jan 2024	25 th January 2024	Discussion of research project title and what the project involved	Our first call to discuss what my goals were for my research project and what it involved. My supervisor checked I was all clear, which I confirmed. I then confirmed I am ready to make a start on the project- JF	½ an hour
Feb 2024	20 th February 2024	Chapter 1, Chapter 2 and Chapter 3 chat	We discussed the three chapters and where I was at so far. It was suggested that I expanded on my methodology further - JF	½ an hour
Mar 2024	13 th March 2024 27 th March 2024	Data analysis Data analysis	Uncertainty regarding data analysis and how to best approach & analyse the data so we discussed this to make it clearer and I was then able to carry on - JF	½ an hour each

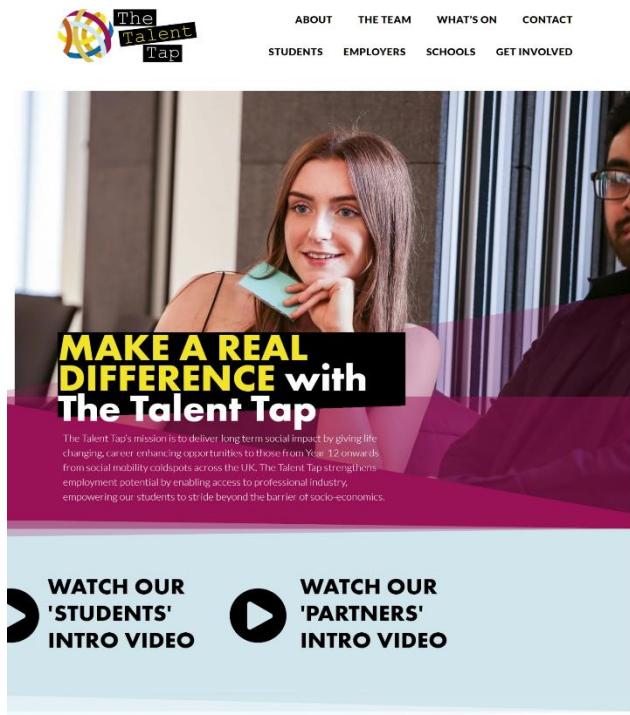
At the end of the Research Project process, please both sign confirmation of support received:

Signed:(Student)

Signed

Project Supervisor)

Appendix 5: The Talent Tap previous website vs redesigned website mock-up



The Talent Tap is a social mobility charity.

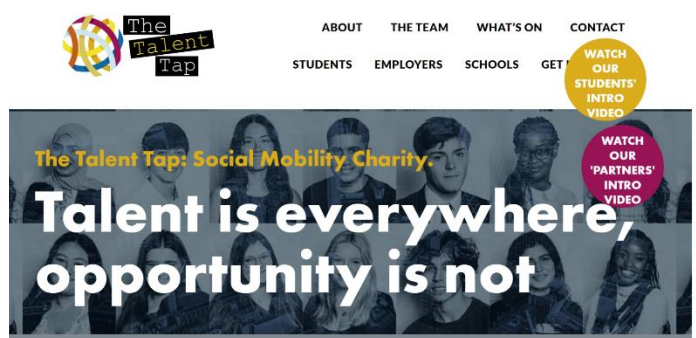
Our team work with schools and colleges to inspire ambitious 16-18 year old students, those in Year 12 upwards, to access our scheme, which can ultimately match them with prestigious and motivating employers. Providing insight, advice and mentoring alongside residential work experience. The Talent Tap process is a vital support for students who may not ordinarily be able to access to this kind of opportunity. We create a springboard for students to achieve their full potential within the business community, and we work cohesively to enable social mobility across the professions.

 <p>STUDENTS</p> <p>Unlock your future and gain work experience opportunities, career guidance, and a lifelong network.</p> <p>Read more ></p>	 <p>EMPLOYERS</p> <p>Support and learn from the next generation, Link ESG commitments and make a difference.</p> <p>Read more ></p>	 <p>SCHOOLS</p> <p>Provide exceptional career development opportunities, and achieve Gatsby career benchmarks.</p> <p>Read more ></p>	 <p>FUNDRAISERS</p> <p>Sponsor student career development or join in with our latest charity events.</p> <p>Read more ></p>
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"Today, you are still 60% more likely to get a professional job you come from a privileged background rather than a working class background."

State of The Nation 2021: Social Mobility and the Pandemic (July 2021).

Previous homepage



The Talent Tap is a social mobility charity with a difference.

The Talent Tap's mission is to deliver long term social impact by giving life changing, career enhancing opportunities to those from Year 12 onwards from social mobility coldspots across the UK. The Talent Tap charity strengthens employment potential by enabling access to professional industry, empowering our students to stride beyond the barrier of socio-economics.

Our team work with schools and colleges to inspire ambitious 16-18 year old students, those in Year 12 upwards, to access our scheme, which can ultimately match them with prestigious and motivating employers. Providing insight, advice and mentoring alongside residential work experience. The Talent Tap process is a vital support for students who may not ordinarily be able to access to this kind of opportunity. We create a springboard for students to achieve their full potential within the business community, and we work cohesively to enable social mobility across the professions.

 <p>STUDENTS</p>	 <p>EMPLOYERS</p>	 <p>SCHOOLS</p>	 <p>FUNDRAISERS</p>
---	---	--	--

<p>Unlock your future and gain work experience opportunities, career guidance, and a lifelong network.</p> <p>Read more ></p>	<p>Support and learn from the next generation, Link ESG commitments and make a difference.</p> <p>Read more ></p>	<p>Provide exceptional career development opportunities, and achieve Gatsby career benchmarks.</p> <p>Read more ></p>	<p>Sponsor student career development or join in with our latest charity events.</p> <p>Read more ></p>
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Read more in our latest Impact Report

Our latest Impact Report details how we have been elevating futures and creating opportunity.


[SEE THE REPORT](#)

"Today, you are still 60% more likely to get a professional job if you come from a privileged background rather than a working-class background."

State of The Nation 2021: Social Mobility and the Pandemic (July 2021).

New homepage


Employer page



ABOUT THE TEAM WHAT'S ON CONTACT
STUDENTS EMPLOYERS SCHOOLS GET INVOLVED

BECOME A EMPLOYER PARTNER

SUPPORT OR SPONSOR OUR TALENTED STUDENTS



Championing equal access to employment opportunities through our employer partner network.

Are you seeking to support tangibly beneficial social mobility initiatives? Working with our employer partners to offer work experience and opportunities is The Talent Tap's lifeblood. Our partners understand that a supported and diverse workforce is key to future sustainability and success, and as such, our relationship is mutually beneficial. For our students we provide vital insight into what is out there for them to aspire to and a gateway to their future. For our partners, our impact driven programmes provide access to a diverse talent pool, deliver relevant volunteering opportunities and feed into multiple ESG goals.

WATCH OUR 'PARTNERS' INTRO VIDEO

How The Talent Tap can work with your business:

Click on each section to read more

- ➊ In-house work experience provision
- ➋ Internships / year in industry / employment
- ➌ Mentoring Programme
- ➍ Interview support
- ➎ Take part in Career Zoominars

In return The Talent Tap will:

- Provide our business partners with exposure to a pool of hand selected, aspirational, students.
- Provide our students with employment skills training to develop and nurture them prior to entering the workplace for their work experience placement.
- Work with you and share insights into developing a work experience programme for our students.
- Offer and manage volunteering opportunities for employees including MENTORING and interview skill practise.
- Accommodate and provide for our students in Central London for the duration of the programme.
- Help businesses to champion social, cultural and cognitive diversity and inclusion.
- Share internship and job openings with our Alumni network.

You can make the difference

Through the support of our partners 98% of students in 2021 felt strongly that they have more self-confidence about what they could achieve with 98.2% more inspired about their future than they were before.

"The Talent Tap is the best thing that has ever happened to me! The programme helped me portray the best version of myself to not just business professionals, but to everyone I come across in my life. I am forever thankful and proud to be a part of this amazing scheme."

Miray

[Previous employer page](#)

[New employer page](#)



ABOUT THE TEAM WHAT'S ON CONTACT
STUDENTS EMPLOYERS SCHOOLS GET INVOLVED

THE TALENT TAP, SOCIAL MOBILITY CHARITY

Partnering with The Talent Tap

Are you looking to support tangibly beneficial social mobility initiatives? Working with our employer partners to offer work experience and opportunities is The Talent Tap's lifeblood. Our partners understand that a supported and diverse workforce is key to future sustainability and success, and as such, our relationship is mutually beneficial. For our students we provide vital insight into what is out there for them to aspire to, and a gateway to their future. For our partners, our impact driven programmes provide access to a diverse talent pool, deliver relevant volunteering opportunities and feed into multiple ESG goals.

[GET IN TOUCH](#)



"The workplace is just as important as education for social mobility outcomes"

Lee Elliott Major
Professor of Social Mobility at the University of Exeter

Championing equal access to employment opportunities through our employer partner network.

From outreach to employment, our unique approach outreaches to school leavers from social mobility colleges a 4-year programme of support to help them access and excel in their chosen career. With your support, The Talent Tap can achieve its mission to level out the playing field and create opportunity for all. We aren't just a charity who supports students, we exist to partner with employers to bring students to you.

	OUTREACH	The Talent Tap has strong relationships with schools located in the most geographically disadvantaged areas. We can work with your organisation to create tailored outreach programmes, ensuring your industry, providing volunteering opportunities and supporting social mobility via structuring your work away from your portfolio.
	WORK EXPERIENCE PROGRAMME	Our industry leading work experience programme supports businesses to host socially disadvantaged and neurodiverse students with a strong emphasis on building confidence and employability skills.
	VOLUNTEERING OPPORTUNITIES	The nature of The Talent Tap's programme gives multiple highly relevant, work-related opportunities, building and developing programmes, now a key in the process. These include mentoring, networking workshops and interview support. At the University of Exeter, The Talent Tap has raised funds with sporting partners to get footballers, as one of our corporate partners said "We are the SUEFSD".
	ACCESS TO TALENTED STUDENTS	The Talent Tap is committed to establishing a connection between businesses and our talented students through our Evergreen Talent Programme and Future Talent Programme. This serves as a major pipeline, ensuring that businesses have unparalleled access to a pool of talented and enthusiastic individuals.

With the help of The Talent Tap, your business will be able to:


- ✔ Outreach to students beyond your business' postcode and access highly talented students from across the UK
- ✔ Provide data to guide your business in advancing social mobility further
- ✔ Engage in a proven and reliable work experience programme that nurtures emerging talent with the support of the Talent Tap throughout the programme.
- ✔ Fulfill CSR and ESG goals: Demonstrating a commitment to support social mobility in the workplace.



Frequently Asked Questions

- ➊ How much does it cost?
- ➋ What do the ETP costs cover?
- ➌ What do I have to do?
- ➍ What does the full programme involve?
- ➎ How else can I get involved?
- ➏ What stats will I get to support ESG goals?
- ➐ How many students can we take?

Student page



ABOUT THE TEAM WHAT'S ON CONTACT

STUDENTS EMPLOYERS SCHOOLS GET INVOLVED



WORK EXPERIENCE FOR FUTURE FOCUSED STUDENTS

ARE YOU A TALENTED STATE SCHOOL STUDENT?

Are you looking to take control of your future and kickstart your career?

Consideration is given to: The Talent Tap is a multi-year (not for profit) educational programme, which is designed to encourage 16 year old students to become successful in their chosen career path. We offer a 4-year programme, you will not only gain work experience but also develop employability skills, which will help you to get your first job. We offer support, mentoring, and a network of contacts and resources.

0000 THE PROCESS
0000 THE WORK EXPERIENCE
0000 FAQ
0000 APPLY NOW
0000 CRITERIA FOR APPLICANTS


ABOUT THE TEAM WHAT'S ON CONTACT

STUDENTS EMPLOYERS SCHOOLS GET INVOLVED

H1 WORK EXPERIENCE OR SIMILAR

What is The Talent Tap and why do we exist?

Your passport still has a big say in your career and educational outcomes and that needs to change. Geography should never be a barrier to opportunity (read more about this in our impact report). So - if you are in Year 12 - 13 and are thinking of going to university or thinking about professional career options (but don't know where to start), we are the charity for you. We offer you a 4-year programme of support to help you access and excel in your chosen career. We're a social mobility charity so our support is completely free of charge for young people.



The Talent Tap process

Click on the numbered icons to see the application and how we support. What you fill in our criteria depend on how the link you will be needed to observe. If successful, you will be recommended to our programme and given full access to all the support that we offer.



The work experience

We have built strong relationships with an extensive range of employers from the financial sector to education. These employers, the main career sectors, the Talent Tap can support you to get your first job. We offer a 4-year programme, you will not only gain work experience but also develop employability skills, which will help you to get your first job. We offer support, mentoring, and a network of contacts and resources.

- 0000 BUSINESS, MANAGEMENT & CONSULTING
- 0000 IT & TECH
- 0000 MARKETING, MEDIA & EVENTS
- 0000 ARCHITECTURE, DESIGN & ENGINEERING
- 0000 BANKING, FINANCE & ACCOUNTANCY
- 0000 LAW
- 0000 STEM
- 0000 FIELDS TALENT
- 0000 POLITICS / NOT FOR PROFIT
- 0000 REAL ESTATE



FAQ

- 0000 What if I am under 18 at the time of the programme?
- 0000 What if my school is not in a social mobility coldspot?
- 0000 What if my career choice is currently not listed as something you support?
- 0000 How much support do we get during the year when we are not on the residential programme?
- 0000 How can I get a mentor?
- 0000 When does the residential programme take place?
- 0000 Do I need to have specific grades at GCSE/A level to join The Talent Tap?
- 0000 What if my school is not currently linked up with The Talent Tap?
- 0000 Is there any cost to us involved when joining the programme?
- 0000 What if I change my career choice during my time with The Talent Tap?
- 0000 If I decide it is not for me, do I have to pay anything back?
- 0000 Please explain more about the accommodation
- 0000 What clothes will we need to wear?
- 0000 Do I have to do the full two weeks?



If you have been recommended to this scheme, then through your school, click 'apply now' (left) on our criteria application form before the deadline for your school zone.

If you do not have been recommended to The Talent Tap, you can still apply directly now and we'll get in touch with your school on your behalf to help you complete your application.

Criteria for application to The Talent Tap programmes

You must -

- Be over the age of 16 at the time the Summer/Christmas application starts (or in year 12 or 13 at time of application)
- Have completed only 1 GCSE (Maths) or none (the normal GCSE educational offer)
- Not be currently on being at school for 16+ (including those on a school-based apprenticeship)
- Not be studying to study voluntary medicine, science or social work, teaching or psychology (to pursue a profession)
- Not wishing to pursue a career in the emergency services

And we will take the following into consideration -


- Location (urban)
- Work experience/employment opportunity
- GCSE grades (other than English)
- Financial resources and social capital
- Professional or technical skills
- Grade in GCSEs
- Public transport links and facilities

[Previous student page](#)

[New student page](#)

Highlights include:

- 0000 2-week residential work experience in London or Manchester
- 0000 Mentoring programme
- 0000 Employability skills training
- 0000 Meeting a phenomenal network and making friends for life



AM I ELIGIBLE?

As a social mobility charity, The Talent Tap looks at geography as the number one barrier that stands in the way of opportunity for young people who grow up in social mobility coldspots.

Our number one criteria is: Have attended a state school
The individual is at the heart of everything we do, so we've developed a 5-point criteria system that makes sure our support gets to those who need it most.

During the application process, we'll ask you about the following:

1. If you were entitled to Free School Meals during your education.
2. If anyone in your immediate family has gone to university before you.
3. The profession of the main household earner held in your family when you were 14.
4. Your home postcode (so that we can look at participation in higher education in your local area, and the indices of deprivation).

OR: Have been referred to us via a partner organisation

Our application process



FAQ

- 0000 How much does it cost?
- 0000 What does the full programme involve?
- 0000 What career sectors do you offer work placements in?
- 0000 Can I change my career path whilst on the programme?
- 0000 Is there ongoing support or resources for alumni of the programme?
- 0000 When does the residential programme run each year?