

LADLAKE for HELP SEEKERS

UX and SEO Improvements

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LADLAKE OVERVIEW and CURRENT OBJECTIVES

LadLake is a non-profit organization that focuses on helping young people, mostly of ages 10-17, in their difficult life journey.

Because the organization offers a wide range of assistance, from residential placement to behavioral therapy, it seeks to more clearly establish its **mission**, **vision**, and **values**.

Presently, those definitions are vague and as a result, the brand does not have a strong presence in the digital and physical ecosystems.

DESIGN GOALS



- To optimize the organizational website in a way that it'd be discoverable by the Help-Seekers when they enter their questions and/or keywords in the search engine.
- To make the user engagement throughout the website more straightforward and ensure that they achieve their intended goals.

PRIMARY RESEARCH



Bi-weekly meetings with Organization's Staff:

PR and Development

Branding and Marketing



Interview Stakeholders (Help Seekers)



Organize Card Sorting Activity with Stakeholders

INFORMATION ARCHITECTURE

- User Persona
- User Flows
- Journey Maps
- Sitemap



USER PERSONAS

User persona #1:

Legal Guardian (parents, foster parents, relatives)

User persona #2:

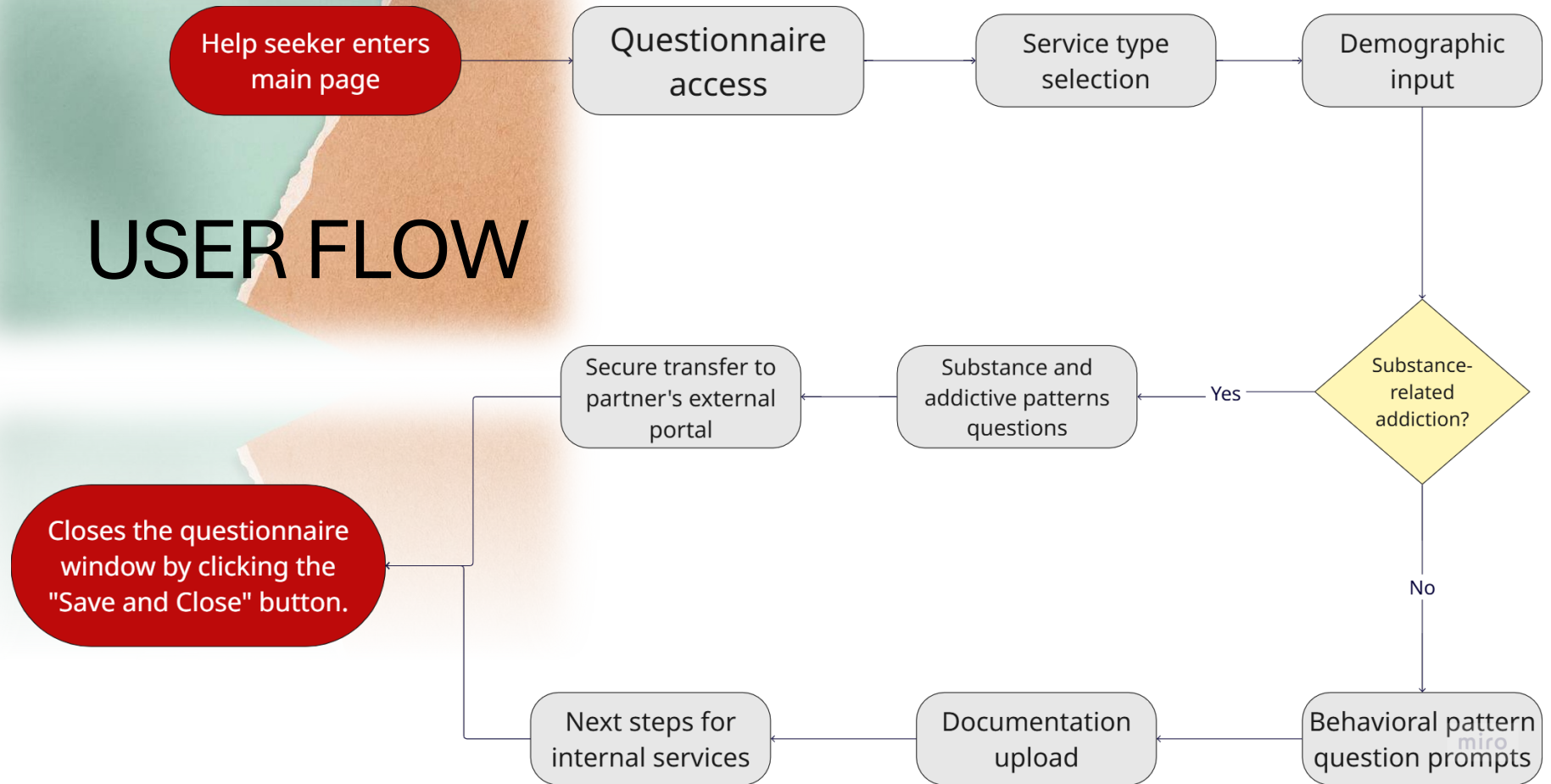
Social Worker/Mentor/Case Manager

User persona #3:

Therapist/Crisis Worker

- It is important to differentiate between the three categories, because their user flows will look different as they will have different tasks to accomplish when engaging with the digital platform.

USER FLOW



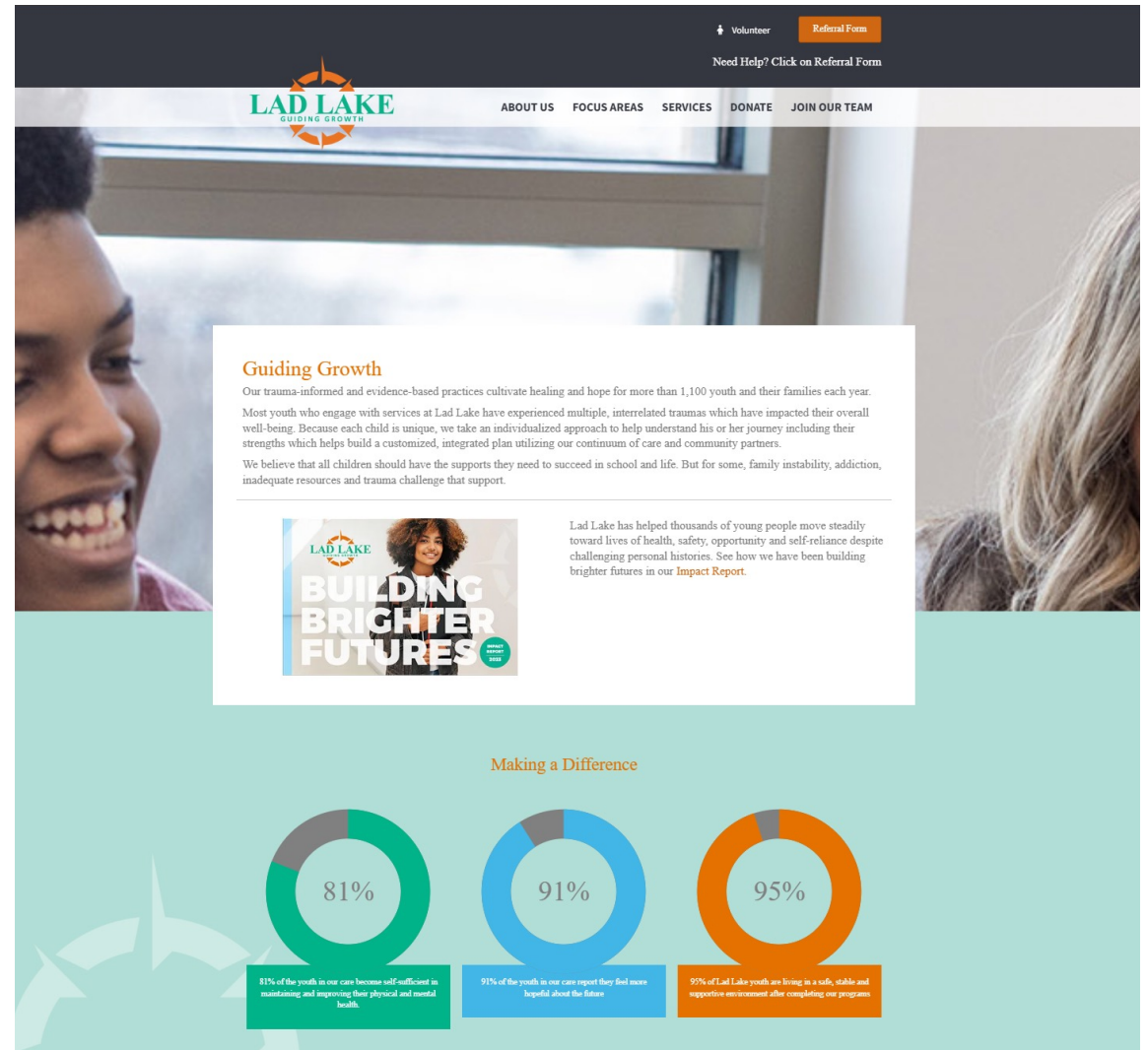
USER JOURNEYS and SITEMAPS

To accurately build **user journeys**, schedule an interview with at least two stakeholders (help-seekers) and learn about their **goals** and **pain points** that will help build **user personas** and later **user journeys**.

Card sorting activity will help to build sitemap that is based on users' logical patterns.

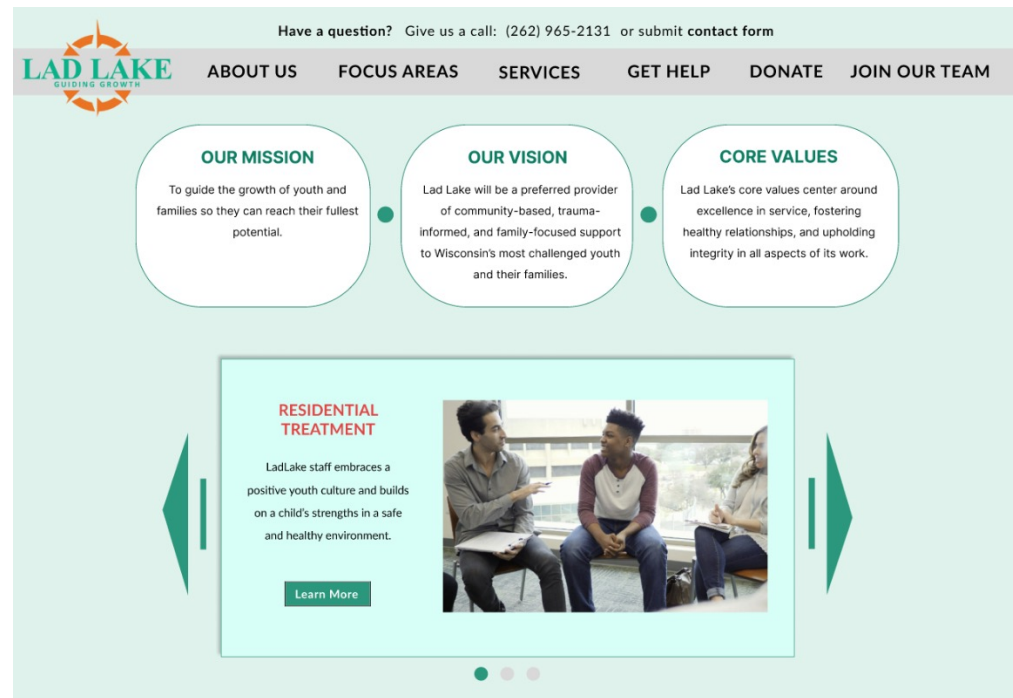
UX/UI SUGGESTIONS

CURRENT PAGE LAYOUT



UX/UI SUGGESTIONS

RECOMMENDED PAGE LAYOUT



UX/UI SUGGESTIONS

QUESTIONNAIRE & PROGRESS BAR

Progressive Disclosure Questionnaire takes the user through their unique path and ensures that the task that they perform serves their specific purpose, with no extra steps and no misguiding information.

Progress bar ensures that the user knows where they are in their path of task completion and they can always go back to, or start from, where they left.

The screenshot shows a web form titled "GET HELP" with a progress bar at the top indicating 20% completion. The form is divided into two main sections. The left section contains an "IMPORTANT:" notice: "If you believe your child is experiencing a crisis, call Milwaukee Mobile Crisis line now: (414) 257-7222." Below this, it states: "The Milwaukee Mobile Crisis team supports callers on the Milwaukee County Crisis Line and provides mental health crisis responses and intervention to individuals of all ages, in the community." The right section contains a "Service:" dropdown menu with "Select" as the current selection. At the bottom of the form are two buttons: "Next" and "Back". The top of the page features a navigation bar with links: "ABOUT US", "FOCUS AREAS", "SERVICES", "GET HELP", "DONATE", and "JOIN OUR TEAM". A header at the top right says: "Have a question? Give us a call: (262) 965-2131 or submit contact form". The logo "LAD LAKE GUIDING VOICES" is visible on the left side of the page.

UX/UI SUGGESTIONS

CURRENT COLOR CONTRAST

Text Color: #808080

Background Color: #B1DED6

Contrast Ratio: 2.69 : 1

Preview

- Regular Text: A high color contrast makes anything easier to read. **Fail** for 17pt and below
- Large Text: A high color contrast makes anything easier to read. **Fail** for 18pt and above / 14pt bold and above
- Graphic Components: A set of icons (square, circle, triangle). **Fail** for icons and actionable graphics

UX/UI SUGGESTIONS

SUGGESTED COLOR CONTRAST

Text Color

#4A4A4A

Background Color

#B1DED6

Contrast Ratio ?

6.03 : 1

Preview

Regular Text

A high color contrast makes anything easier to read

✓ Pass for 17pt and below

Large Text

A high color contrast makes anything easier to read

✓ Pass for 18pt and above / 14pt bold and above

Graphic Components

✓ Pass for icons and actionable graphics

SECONDARY RESEARCH

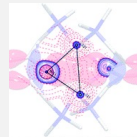


Raising domain, brand, and page authority scores



Market Analysis Tools:

Google Trends, US Census Bureau, Tableau



Benchmarking

SERP ANALYSIS (1)

- Improve **domain authority** score to be above **50**
- Improve **page authority** score to be above **40**
- Improve **brand authority** score to be above **40**

Domain Authority™



Brand Authority™



Page Authority



SERP ANALYSIS (3)

Remove links from the external websites that hurt the SEO:

(The ones with high spam score: 30% and above)

- Request link removal directly from the page owner
- Or use [google disavow tool](#)

Fix lost links:

- Reach out to page owners if they deleted our links
- If the link doesn't exist, replace it with the functional/existing one
- Set up [redirects](#)



SERP ANALYSIS (4)

RECOMMENDED KEYWORDS TO IMPROVE DISCOVERABILITY

- Use the recommended keywords in **page titles** and **meta descriptions** naturally, to match user intent better.
- Update and expand the **content** around these keywords – elaborate on the topic meaningfully, keeping the valid context.
- Add **related keywords** and **long-tail variations** naturally in your text.
- Improve **internal** and **external linking**.

Suggested Keyword	Relevancy	Monthly Volume	Difficulty
counseling adolescent	5	229	37
counseling adolescents	5	142	36
adolescent counselor	3	122	32
teen anger management	5	240	44
anger management for teens	3	791	41
teen anger	3	218	30
anger management teens	3	153	45
out of control teens	5	535	40
out of control teen	4	420	35
out of control kids	3	744	38
out of control teenager	3	355	34
teen out of control	3	229	35
what to do when your teenager is out of control	3	149	37
teenage depression statistics	3	500	58
depression rates over time	3	192	63
depression in high school students	3	142	52
depression in high school	3	122	54

SERP ANALYSIS (5)

Reduce **level of difficulty of keywords** to rank higher than competitors (must not exceed 30):

- Make anchor text (*clickable text in a hyperlink*) more explicit:
 - “Learn more about our rehabilitation services”
 - “Complete the referral form”
 - “Register for the May 5th charity event now”
- Include location with the keywords, ex:
 - Youth support program in **Milwaukee**
- Include **most used** keywords on the web pages, ex:
 - Drug and alcohol **addiction** in Milwaukee

SERP ANALYSIS (6)

MOST ASKED QUESTIONS ON THE INTERNET RELATED TO THE SERVICES

- Create engaging FAQ and/or Q&A pages that include answers to the most asked questions.
- Build question-based blog content
- Optimize for voice search
- Update regularly

Most asked questions:	Monthly Volume	Difficulty
how to engage a resistant child in therapy	73	20
does my child need counseling quiz	263	24
how to deal with a defiant teenager	130	25
where can i send my out of control teenager	546	25
how to engage a resistant adolescent in therapy	346	26
where can i send my troubled child	546	27
what to do with an out of control teenager	395	33
how to help troubled youth	105	35
does school cause mental illness	263	36
what to do when your teenager is out of control	149	37
how to regain control of your teenager	111	39
does school cause depression	483	39
how to deal with teenage daughter attitude	104	41
can school cause depression	163	43
does my teenager have anxiety	153	49
how to help an angry child	521	52
how to find a child psychologist	27	53
how to deal with anger issues	510	56
which psychotherapy is most effective	27	56
what percent of teens have depression	151	57
what causes depression in teens	132	57
how to deal with anger	1258	57
how to manage anger	800	57
is my teen depressed	207	58
how to deal with anger and frustration	104	59
how to control anger issues	334	62
how to control anger outbursts	280	62
what are different types of therapy	27	62
what percentage of teens have depression	151	63
how to cope with anger	360	63
how to manage anger issues	104	63
can children have depression	153	64
what is mdd	5313	71

SERP ANALYSIS (6)

LADLAKE vs. ROGERS

- **Ranking:** site's positions on Google results for the highlighted keywords
- **“Behavioral Health”:**
LadLake ranking is 51 - appears on page 6 or later (low visibility)
vs.
Rogers ranking 6 – page 2, position 1.
- **Long-tail and localization:**
 - “behavioral health services for youth in Wisconsin”
 - “trauma-informed behavioral health programs Milwaukee”
 - “residential behavioral health treatment for teens”

Keyword	Traffic Lift	Monthly Volume	Difficulty	ladlake.org (rank)	rogersbh.org/ (rank)
rogers	2496	43309	56	51	6
behavioral health	409	41542	46	51	11
dsm	0	22209	60	51	30
mood disorder	0	17421	69	51	33
treatment for depression	0	15181	70	51	41
intensive outpatient program	796	13808	50	51	6
what is dialectical behavior therapy	0	7599	67	51	41
what is mental health	0	7562	74	51	38
definition of mental illness	0	4950	71	51	47
behavior specialist	89	4347	28	51	9
depression treatment centers	16	2381	36	51	12
mental health centers near me	0	2071	49	51	38
dsm 5 substance use disorder	0	2013	53	51	27
prolonged exposure therapy	0	1954	63	51	21
residential treatment centers	3	1800	53	51	15
behavior health	0	1782	48	51	27
borderline personality disorder signs	11	1779	66	51	12
how do i know if i have ptsd	0	1720	68	51	19
how to know if you have ptsd	11	1720	70	51	12

SERP ANALYSIS (7)

Title Tag



You have a title tag, but ideally it should be between 50 and 60 characters in length (including spaces).

Home - Lad Lake

Length : 15

Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Line	Link	Underscores	Parameters	Symbols	File Names	Path Depth	Length
116	https://www.ladlake.org/download/lad-lake-residential-referral-form/?wpdmdl=2434&masterkey=60885a294f729	✓	✗	✗	✓	✓	✗
547	https://www.ladlake.org/wp-admin/admin-ajax.php?action=efbl_generate_popup_html	✗	✗	✓	✗	✓	✓

SERP ANALYSIS (8)

Local SEO

Address & Phone Shown on Website

We can't identify one or both of these components on the page. Missing: Phone, Address



Local Business Schema

No Local Business Schema identified on the page.



Local Business Schema is a type of structured data markup that can be added to the code of a webpage. Adding accurate Local Business Schema categories helps Search Engines more understand your website and the business it represents so that it can rank in local search results.

The approach for adding Local Business Schema depends on your website's capabilities. Your CMS may have the ability to input this directly, or you may need to install a Schema app or plugin. Alternatively you can manually create your Schema through the use of an online Schema Generator tool and copy this into the code of your site.

SERP ANALYSIS (9)

GOOGLE'S PAGE-SPEED INSIGHTS: MOBILE

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	4.3 s	Eliminate render-blocking resources	2.5 s
Speed Index	6.1 s	Reduce initial server response time	1.09 s
Largest Contentful Paint	6.3 s	Defer offscreen images	0.99 s
Time to Interactive	6.3 s	Properly size images	0.99 s
Total Blocking Time	0.09 s	Reduce unused CSS	0.88 s
Cumulative Layout Shift	0	Avoid multiple page redirects	0.63 s
		Serve images in next-gen formats	0.54 s

SERP ANALYSIS (10)

GOOGLE'S PAGE-SPEED INSIGHTS: DESKTOP

Google is indicating that the page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1.1 s	Reduce initial server response time	1.07 s
Speed Index	2.4 s	Eliminate render-blocking resources	0.47 s
Largest Contentful Paint	2 s	Serve images in next-gen formats	0.2 s
Time to Interactive	2 s	Avoid multiple page redirects	0.19 s
Total Blocking Time	0.01 s	Reduce unused CSS	0.16 s
Cumulative Layout Shift	0.015	Properly size images	0.16 s

SERP ANALYSIS (11)

ALT TEXT TO ADD

- Some images on the page are missing Alt attributes.
- There are 22 images on the page and 3 of them are missing the attributes.

Image link

- 1 scontent-hou1-1.xx.fbcdn.net/v/t39.30808-1/308866597_10160024295880027_6789544632374507476_n.jpg?_nc_cat=101&ccb=1-7&_nc_sid=fe756c&_nc_ohc=t-CAU9KZRusQ7kNvwFCc1PT&_nc_oc=Ad...
- 2 scontent-hou1-1.xx.fbcdn.net/v/t39.30808-1/308866597_10160024295880027_6789544632374507476_n.jpg?_nc_cat=101&ccb=1-7&_nc_sid=fe756c&_nc_ohc=t-CAU9KZRusQ7kNvwFCc1PT&_nc_oc=Ad...
- 3 <pixel.wp.com/g.gif?v=ext&blog=217635580&post=156&tz=-5&srv=www.ladlake.org&j=1%3A14.1&host=www.ladlake.org&ref=&fcp=3062&rand=0.1892177541479949>

FURTHER CONSIDERATIONS



Extend UX Research to include **Donors**, learn about their decision patterns, and engage them in a storytelling journey.

ANTICIPATED SOLUTIONS and OUTCOMES

Further SEO improvements will increase the website's visibility and strengthen its potential to rank higher in search results.

Build more **progressive discovery questionnaires** where it serves the purpose for both: **Help Seekers** and **Donors**.

Improve **color contrast ratio** across the pages, **improve content hierarchy**, and add **ALT text to images** to make user experience more inclusive and **reducing accessibility barriers** for visitors who rely on screen readers, keyboard navigation, captions, or other assistive tools.