GIRL SCOUTS OF THE USA

Website Content Audit



A Comprehensive Analysis of Content, SEO, Performance, and Alignment

Created by
Kyle Adams

Table of Contents

This report is made up of four distinct chapters. Following the introduction, each section addresses a distinct aspect of The Girl Scouts website, assessing its storytelling, user experience, search engine optimization, and technical performance. The end of this report contains a snapshot of the company's social media and pointed recommendations.



Chapter 1: Content Audit Analysis

Organization Overview & Audience 3
Organization Overview & Audience 4
Homepage 5
About Us 6
The Girl Scouts Leadership Experience 7
For Volunteers 8

Chapter 2: User Experience & Navigation

Navigation & Mobile 9
Search Accessibility 9

Chapter 3: SEO & Technical Content Analysis

Page Titles 10
Meta Descriptions 11
Header Elements 12
Image Alt Tags & Accessibility 13
Semrush Analytics 14

Chapter 4: Conclusion

Strategic Content Alignment 15
Strategic Content Alignment 16
AI Effectiveness 17

Organization Overview & Audience Analysis





Girl Scouts USA offers children programming and leadership opportunities throughout their adolescence to grow. Ranging from entrepreneurial endeavors like running a business selling cookies for your troop or giving back by volunteering to restock food shelves at a local pantry, the organization promises young girls the opportunity to make friends, have fun, find adventure, and give back.

The organization has three clear customer personas for their target audience: young girls ages 5-18, parents, and volunteers who want to become troop leaders. The information architecture of the website is designed around key user journeys by utilizing pathways for prospective Girl Scouts, parents, and volunteers. The prominent "Members" page within the navigation menu reduces friction for anyone seeking specific information and helps someone visiting the website quickly identify content relevant to their needs.

The interior pages within the Girl Scouts of the USA website contain a wide variety of content, including activity eBooks that are downloadable, forms to provide personal information to get in touch, embedded videos showcasing members' stories, hyperlinked PDF guides detailing cookie programs, and more.

Organization Overview & Audience Analysis





After reviewing Girl Scouts USA website, the content appears polished, well organized, and easy to skim. As you navigate through the website interface and go from parent pages like the About Us page and eventually get into interior pages like The Girl Scout Leadership Experience, it's quite easy to immediately identify important information thanks to clear headings, call-to-action buttons that support the page's messaging, and dynamic imagery that showcases a wide range of people and activities.

When you read the website content, you feel a reinforced sense of confidence, personal development, friendship, and community. The brand's tone is very friendly, encouraging, and service-oriented, which aligns closely with its business goals of developing future leaders who know how to effectively set goals, make positive business decisions, manage money, and have dynamic interpersonal skills to collaborate well with others.

In addition to their website, the Girls Scouts USA has free PDF downloadable content for its target audience, a robust newsletter, active social media accounts, and a myriad of photos and videos across their website and other digital channels focuses on advertising member materials. Examples include popular blogs like The Ultimate Girl Scout Cookie Season Guide, embedded website videos such as Jennifer's story, and digital downloadable PDFs, including this downloadable discussion guide for a children's book.

Content Audit Findings

Homepage

The purpose of the Home Page is to introduce who the Girl Scouts are, explain why they exist, and clearly tell its target audiences what it offers. It is a community that teaches young girls to lead, give back, and strive for self-improvement. The content does a great job showcasing a wide variety of people to convince parents (the decision-makers who would enroll their daughter in the Girl Scouts) that their daughter can fit into this group. The call-to-action buttons are also bright colors that stand out, with each word's letters capitalized so it's super clear how to join the Girl Scouts or explore activities so you can get a better sense of what Girl Scouts actually do. The biggest opportunity is improving the content hierarchy and consistency. It feels random that two of the first three pages to explore are renewing your membership and donating to the Girl Scouts, which assumes people who land on the website are already familiar with who the Girl Scouts are. The colors are also very busy, and it doesn't feel like it's strategic to convey a specific emotion.





Content Audit Findings

About Us

The About Us page does a great job defining Girl Scouts USA's mission and values, but it provides limited evidence of the organization's impact. Prominent subheads, accompanied by short body paragraphs, make it really scannable, especially if you're a first-time website visitor and unsure if you're interested in the Girl Scouts USA yet, but there is a major absence of measurable outcomes. A company's About Us page is three-fold. It should explain the mission, establish credibility, and introduce the organization. Website visitors leave this page with a super clear understanding of the benefits the Girl Scouts offer: a chance to explore your passions, develop skills, and create your own paths, but the page has very few metrics, success stories, or testimonials demonstrating the long-term positive impact the organization has on the people who join it and the communities it serves.





Content Audit Findings

The Girl Scout Leadership Experience

One of the biggest selling points of the Girl Scouts is the type of person someone will become and grow into from joining this organization. Leadership is multifaceted and has several benefits for anyone, regardless of their background, occupation, and the type of person they want to be. The Leadership Experience page outlines succinctly three tactical ways the organization creates a fun, adventurous, and educational environment: prioritizing being girl-led, learning by doing, and cooperative learning. This is easy to follow and persuasive for prospective parents who want their daughter to get exposure to tangible life skills in a structured way from a reputable organization. Using a logical progression between sections, this page effectively transforms abstract concepts like leadership into specific activities, clearly stating that members participate in activities such as STEM learning, which includes robotics, coding, and cybersecurity, to become problem-solvers and critical thinkers. One potential missed opportunity is a digital download or embedded video. Having a “rich” piece of media instead of just static imagery and text would increase the perceived value.





Content Audit Findings

For Volunteers



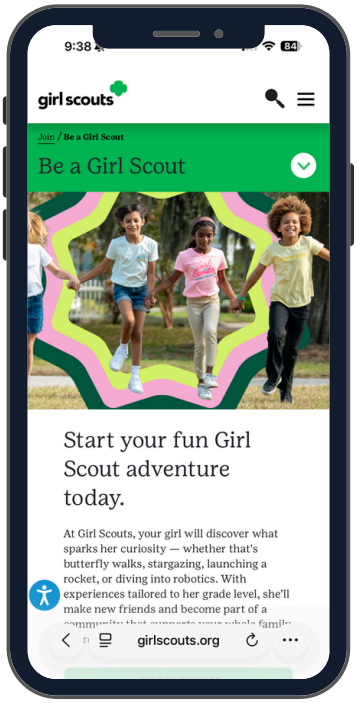
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User Experience Evaluation

Navigation, Mobile, Search, Accessibility

Navigating the Girl Scout USA website on a mobile device is a surprisingly pleasant experience overall. It's comparable to the desktop experience in the sense that users experience the same content. Information isn't difficult to find. The homepage header is clear, with a magnifying glass icon and a hamburger menu. Both icons signal to users to search for a specific term or page, or go through the menu to find interior pages. Pages load fast throughout the website, and readability is up to snuff on the buttons and subheads. One opportunity for improvement is the amount and size of paragraph text throughout the website. The subheads help, but several sections rely heavily on the small paragraph text which feels dense.

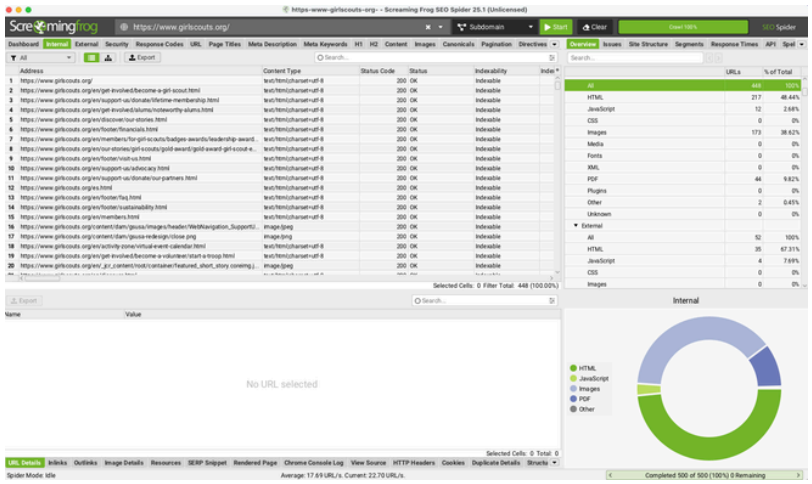


The search functionality is fluid, and it's a great secondary option if you can't find something through the primary navigation. After testing several terms, including cookies, volunteer, and STEM, relevant pages appear from multiple sources within the website. Because Girl Scouts' website is packed with digital downloads and offers parents and young girls so many services and programs, it's an important feature to prioritize for users who prefer this type of navigation. From an initial assessment, the website checks off several accessibility boxes. There are consistent navigation patterns, strong color contrasts, and imagery is usually paired with contextual messaging that reinforces the Girl Scouts mission. A later section of this report will dive deeper into accessibility and include opportunities for improvement.

SEO & Technical Content Analysis

Page Titles

To understand the Girl Scout USA website's search engine optimization and technical performance, a crawl was done using the tool Screaming Frog SEO Spider. In addition to this crawl, analyses were conducted through manually reviewing the website, utilizing AI to evaluate aspects, and leaning on a tool named WAVE to evaluate the website's accessibility. This report will dive into page titles, meta descriptions, heading structure, image accessibility, and other technical SEO functions that impact the website's user experience.



Girl Scouts uses unique page titles throughout its website. The analysis conducted by Screaming Frog found only two duplicate titles out of 199 URLs it reviewed. Since the Girl Scouts' website uses unique page titles, users can identify relevant pages easily when searching within the website. The shortest page title is "Footer," which is six characters. The longest page title is "Championing Athletes with Intellectual Disabilities | Girl Scouts," which is 65 characters. Overall, a majority clearly identify the topic, program, resource, or audience. Strong examples include "Activities for All Ages and Levels (K-12)" and "Cookie Selling Tools and Resources | Girl Scouts." A few page titles are shorter and have fewer keywords, which is a missed opportunity. One example is "National Service Projects | Girl Scouts." This makes sense, but it leaves users and search engines wondering more.

SEO & Technical Content Analysis

Meta Descriptions

Meta description analysis revealed both strengths and opportunities within the site's SEO implementation. Many pages contain unique, page-specific meta descriptions that accurately summarize content and support search visibility. Overall, most are descriptive and clear, whether they explain the purpose of a page or use language relevant to users' search behaviors. A great example is "Get your family involved in Girl Scout Cookie season and help her earn this special pin by completing simple and fun requirements."

Meta Description 1	Meta Description 1 Length ▼	Meta Description 1 Pixel Width
With your support, Girl Scouts shine. Learn how you can give back to Girl Scouts as a donor or ...	135	835
Amazon and Girl Scouts of the USA (GSUSA) have partnered to develop customized in-person ...	135	862
Raising girls is more fun when you can guide them with confidence. Get parenting advice on s...	132	814
Ready to join Girl Scouts? Learn more about joining a troop, participating independently, or ho...	131	794
See how innovative Girl Scout Journey programs provide a framework for Girl Scouts to take a...	131	832
Get your family involved in Girl Scout Cookie season and help her earn this special pin by com...	130	795
Start a Girl Scout troop in your area. Girl Scouts near you are waiting for a leader they can cou...	129	780
What begins at Girl Scouts can take you anywhere you want to go. Explore who you are and w...	129	821
Stanley Black & Decker and Girl Scouts of the USA (GSUSA) have partnered to develop innovat...	128	823
Every year, Girl Scouts explore the natural wonders found across our country during the Girl Sc...	125	779
Keep your Girl Scout experience going strong by joining—or starting—a Campus Girl Scouts clu...	124	763
Make a difference and earn the Girl Scout Gold Award, Silver Award, or Bronze Award, the high...	121	748
Stay connected and participate in online events in real time or watch past events on demand. ...	120	731
Whether you're a Girl Scout, a volunteer, or a family member, decide what you'll do next in your...	119	713
The Girl Scout Research Institute (GSRI) delivers data-driven insights across the Girl Scout Mo...	113	702
Read inspiring stories about how Girl Scouts are making an impact in their communities and c...	110	691
Girl Scouts get involved in community service and Take Action projects to make the world a b...	104	638
Use our Award and Badge Explorer tool to learn about the awards, badges, and pins Girl Scout...	103	647
A Girl Scout Brownie goes on outdoor adventures, plays fun games, and explores her interests.	93	581
A Girl Scout Daisy has screen-free fun, makes new friends, and learns about her world.	86	529
Troop leaders, start here. This is your blueprint to leading a fun Girl Scout troop.	84	489

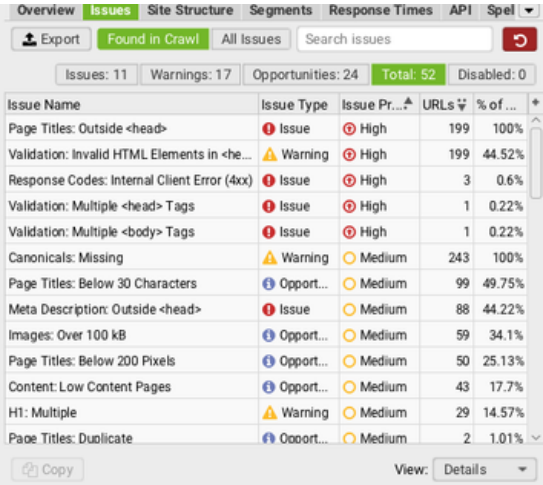
Screaming Frog identified meta description implementation issues across 88 pages (44.22% of the website), where descriptions were located outside the HTML <head> element. Additionally, many descriptions exceeded recommended display lengths, with lengths ranging from 84 to 389 characters. The shortest meta description is 84 characters and the longest is 389 characters. According to best practices, the recommended length for mobile is within 120 characters and for desktop within 150 characters.

Excessively long descriptions are likely to be truncated in search engine results pages (SERPs), limiting the organization's control over how content is presented to potential visitors. Optimizing description placement and length could improve search result presentation and click-through opportunities while maintaining the site's strong use of customized metadata.

SEO & Technical Content Analysis

Header Elements

After reviewing the homepage and several subpages, it's clear that a majority of header elements convey the purpose of the page. Headings including "We Are Girl Scouts" and "Become a Girl Scout," located on the About Page, along with headings like "Check out new badges you can earn" and "Lead YOUR way!" which are both on the The Girl Scout Leadership Experience page, help users and search engines quickly understand relevant information.





Title 1	Title 1 Length	Title 1 Pixel Width	Indexability
Society of Women Engineers | Girl Scouts	40	367	Indexable
Girl Scout Cookie History | Girl Scouts	39	333	Indexable
What Girl Scouts Do | About Girl Scouts	39	348	Indexable
National Service Projects | Girl Scouts	39	337	Indexable
Traditions and Ceremonies | Girl Scouts	39	353	Indexable
Become a Lifetime Member | Girl Scouts	38	361	Indexable
National Trefoil Society | Girl Scouts	38	320	Indexable
Girl Scout Activity Zone | Girl Scouts	38	320	Indexable
Award and Badge Explorer | Girl Scouts	38	346	Indexable
Herford N. Elliott Trust | Girl Scouts	38	312	Indexable
Internship Opportunities | Girl Scouts	38	327	Indexable
Virtual Events Calendar | Girl Scouts	37	321	Indexable
Cyber Innovation Center | Girl Scouts	37	326	Indexable
Tips for Troop Leaders | Girl Scouts	36	314	Indexable
Cookie Badges and Pins | Girl Scouts	36	326	Indexable
Bass Pro Shop Cabela's | Girl Scouts	36	321	Indexable
Stanley Black & Decker | Girl Scouts	36	315	Indexable
Infosys Foundation USA | Girl Scouts	36	323	Indexable
Activities for Brownies (Grades 2-3)	36	316	Indexable
Activities for Seniors (Grades 9-10)	36	312	Indexable
Activities for Cadettes (Grades 6-8)	36	315	Indexable

Keywords are integrated throughout most of the website's headings to further support the Girl Scout's mission and act as a direct reflection of its target audience's intent. A few great examples are the subhead on the For Volunteers webpage, "Everything You need for a Successful Troop Year" and the subhead on the How to Buy Cookies webpage, "When you buy Girl Scout Cookies, you help young entrepreneurs develop five essential life skills." Using keywords like Troop and Girl Scout Cookies will strengthen SEO and content discoverability.

Screaming Frog found multiple H1 tags on 29 pages (14.57% of URLs reviewed). Although this is only flagged as a medium priority, numerous H1 elements is problematic in regard to potentially creating user confusion because of inconsistent heading hierarchies throughout the website.

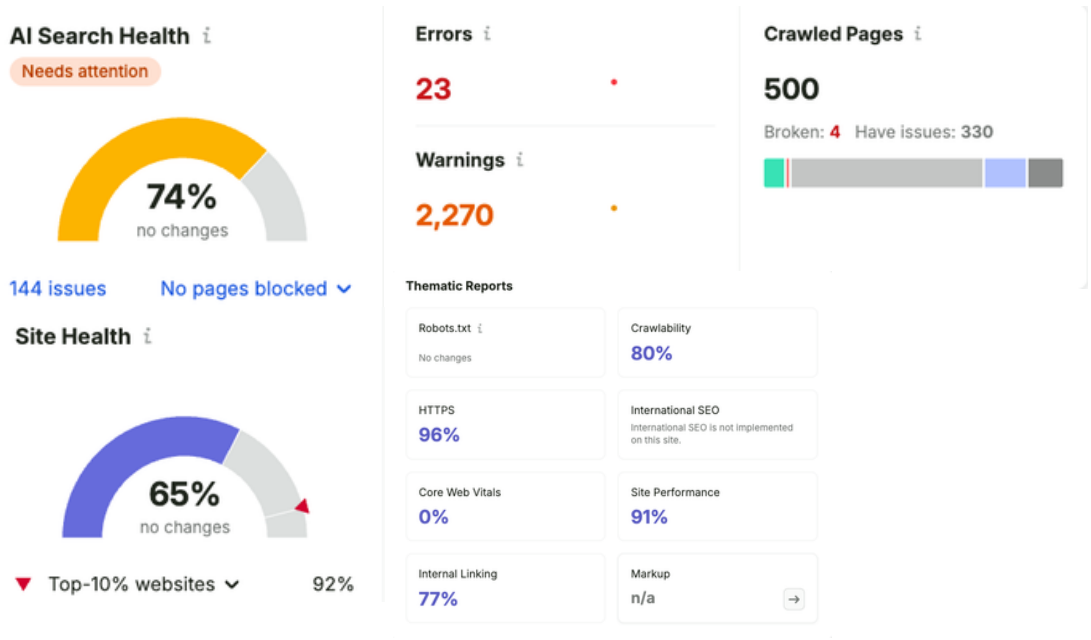
SEO & Technical Content Analysis

Image Alt Tags & Accessibility

Assessing the Girl Scouts website's image accessibility and optimizations using the WAVE web accessibility evaluation tool and Screaming Frog SEO Spider uncovered several interesting findings. Holistically, the website has a solid implementation of image alt text across the pages reviewed. Screaming Frog identified 173 images existing within the entire website and flagged 10 images as missing alt text and 17 missing alt attributes. This results in about 15.6% of all website images without alt text or an alt attribute. You might be asking yourself: Why does this matter? This matters for search engine optimization. Image file names should generally describe content, and alt text's job is to provide clear and concise descriptions to assist search engines and help users understand images.

One of the best examples of effective image alt text is on the Girl Scout Leadership Experience webpage, where an image has the alt text, "Brownie Girl Scout in uniform public speaking with microphone." This is crystal clear, describing who is in the image and what is happening. Plus, someone using a screen reader can understand this. The alt text aligns well with Semrush's recommendation to use descriptive language instead of generic phrases like "image of."

The WAVE analysis dives deeper into which pages have issues with alternative text, whether it's suspicious, duplicative, or a case where linked images are missing alt text. The For Volunteers webpage, out of the five that were analyzed, revealed the highest number of these issues, including 13 linked images missing alternative text and 20 suspicious alternative text warnings. This can negatively impact search engines and accessibility. Overall, the Girl Scouts website has strong image accessibility and search engine optimization. The biggest room for improvement is eliminating missing alt text, fixing file naming conventions, and continuing to ensure all alt text is unique and descriptive.



Semrush Analytics

Using an SEO evaluation tool from the company Semrush, several new findings came to light related to the Girl Scouts' website technical SEO, search visibility, and AI search readiness.

- Semrush assigned the Girl Scouts website a **site health score of 65%**
  - This is below the benchmark created by the top 10% of websites.
- Semrush crawled a total of **500 pages** and found **23 errors**, **2,270 warnings**, and **330 pages containing issues**.
- Semrush identified **140 pages that are missing meta descriptions**.
- Semrush ranked the Girl Scouts website a **74% for its AI Search Health score**. This is classified as needs attention.
- Semrush identified that no pages are blocked from AI crawlers, but there are **144 AI-search-related issues**.
- Reviewing page titles, headings, URLs, metadata, and image alt text revealed consistent use of target keywords such as Girl Scouts, Girl Scout Cookies, Volunteer, Troop, Leadership, Badges, and Membership, indicating strong keyword integration aligned with user search intent

Strategic Content Alignment



Organizational Goals & Objectives

The Girl Scouts' digital presence and marketing materials solidify the organization's primary objective: to recruit new members while supporting their current troops and volunteers. Messaging, imagery, videos, and other content marketing assets are designed to promote leadership, increase participation, and drive engagement from outside constituents through initiatives like the Girl Scout Cookie program.

User Needs

This audit revealed several target audience groups, including current Girl Scouts, donors, prospective members, parents, volunteers, and community partners. A common thread between all groups is their desire to learn how they can get involved, whether that's volunteering, signing up for a program, or getting connected with a local troop. The home page and interior pages reviewed address these common questions and align well with each target audience's search intent. This is proven by the overall use of clear, concise, and unique headings, metadata, and keywords helping locate information easily.

Strategic Content Alignment





Challenges & Opportunities

The Girl Scouts' website showcases a strong alignment with what they prioritize for their user's needs and the company's business objectives. The website assets tell a cohesive story, giving users clarity on what programs they can join, how to volunteer, or how to buy Girl Scout cookies. The biggest opportunities revealed from the Technical SEO analysis are to fix incomplete alt text, missing meta descriptions, and multiple H1 tags. Regardless of the challenges, the website is positioned well to refine its foundation through these improvements, which will address accessibility gaps and optimize content for all types of search.

Social Media Snapshot

The Girl Scouts organization is active across a mix of social media platforms including Instagram, X, LinkedIn, Facebook and YouTube. The brand voice is upbeat, positive, and sentimental. Social media is an extension of the brand showcasing to the world various Girl Scout chapters nationally, who members are and explains what's happening in various communities. Instagram is the one outlier where the brand will be even more informal and hop on fun trends to take a break from educating followers using fun entertainment.

AI Effectiveness

Girl Scout USA:

Hi! I've used the tools Semrush, Screaming Frog and Wave to conduct a Content Audit on the Girl Scout USA Website – https://www.girlscouts.org/

Can you tell me about the keywords that are being used on this page and give me some insights into how they impact SEO Organic Rankings, AI Search, etc.

Levraging Claude & Google AI Search

Leveraging Claude, an AI assistant developed by the research company Anthropic, was vastly helpful in diving much deeper into keywords – specifically, understanding what they are, the desired conversion they are trying to achieve, and the role all this has in organic rankings. Claude separated keywords into categories, including branded, action- and conversion-oriented, program and product, audience, and local/geographic. Girl Scouts, Join a Troop, Badges, and Volunteers were some of the most frequent keywords. The prompt's output also helped identify potential gaps and issues related to organic rankings. Anchor text is generic, heading structure looks weak, and the meta description is too long are just a few things Claude flagged and explained. Leveraging AI assistants, in addition to tools like Semrush and WAVE, is a perfect complementary examination of the insights behind what technical web aspects and keywords do when it comes to hurting and harming a website.

GIRL SCOUTS OF THE USA

A Comprehensive Analysis of Content, SEO, Performance, and Alignment

Created by
Kyle Adams