

Furry Friends Rescue

Website Analysis

<https://www.furryfriendsrescue.org/>



Purpose and Audience

[Furry Friends Rescue](#)'s purpose is to provide information about our nonprofit's organization's rescue and adoption efforts. We foster animals in need and provide adoption assistance to our audience by providing information on adoptable animals and sharing resources on our adoption and fostering process.

Our target audience is as follows:

- **AGE:** Ranges from young adults to elderly age. These age groups would most likely be looking to adopt or foster an animal.
- **GENDER:** Can be any gender.
- **EDUCATION:** Has a basic education. Our audience has at least a high school diploma and may have higher education.
- **CONTEXT:** From the urban and suburban areas of the San Francisco Bay Area.
- **CULTURAL PERSPECTIVE:** From the United States and speak English. They have had animals in the past, have been around animals consistently throughout their lives, and respect them.
- **SOCIO-ECONOMIC:** Part of any socio-economic class so long as they have the means to care for an animal long-term, whether that be adopting or fostering.
- **EXPERTISE:** Has basic knowledge of caring for a pet and knows they can care for an animal. They are looking for information on adopting or fostering an animal and don't know exactly where to start.
- **ATTITUDES:** They have a love for animals and an interest in adopting or fostering an animal. They are excited to find a new addition to their home.

Writing Quality

Our website uses a **direct** writing tone.

In *Writing and Editing for Digital Media*, Carroll (2020) states that a direct tone has the following attributes (p.134):

- Simple
- Matter-of-fact
- Personable
- Concise
- Easy to understand

This writing tone is perfect for our website, as it gets the information to our audience in a way that's easy to understand. While our website holds this tone **consistently** throughout the site, it doesn't lessen the sense of compassion our organization gives off. This is present in our "How to Adopt" section:

“Placing our home fostered rescue dogs and cats as a true happy family member for life, is our most important and rewarding mission. We look for a match based on the animal's activity level, training needs, care, personality and behavior traits.”

Combining these tones helps the audience stay informed while ensuring that our organization is one to be trusted.

Usability

Carroll (2020) writes that “interactors do not always choose the best path on the page to take them where they want to go, so it is up to us to make the pathways to their destinations immediately clear” (p. 109).

When first visiting the website, the audience is met with links that will take them to the most relevant pages on our website and links to our social media pages.

However, the essential links are somewhat overshadowed by the links to the social media pages below it- it would be advised to move these to another area of the page.

Rescuing Dogs & Cats since 1998

We are a all-volunteer non-profit organization dedicated to rescuing, fostering and finding forever homes for companion animals in the **San Francisco Bay Area**. All dogs and cats are [home fostered by volunteer homes](#).

- [Foster homes Needed!](#)
- [Adoption Showcase Locations](#)
- [What to do when a cat/kitten needs a home.](#)
- [Available Dogs at many Shelters!](#)

Get the latest news about our rescues, shelter dogs, cats and events!

[f](#) [Instagram](#) [Twitter](#) [YouTube](#)

Figure 1.

Visuals and Multimedia

Visuals and multimedia enhance our website by:

- **Adding a face to a name-** photos are used to accompany the descriptions of adoptable animals and share success stories.
- **Providing information-** in our blog posts, we use photos, videos, and infographics to share exciting information with our audience, such as highlights of our volunteers and tips on how to keep your dog safe on hot days.
- **Encouraging our audience to donate-** as a non-profit organization, we rely heavily on donations to function.

Although we utilize certain visuals and multimedia well, overall, this is an area that we need to improve on. There is a slideshow on our homepage that scans through several different photos that lead the audience to various links, such as:



Slideshow. Figure 2.

While a slideshow adds interactivity for our audience, this slideshow’s visuals are **not consistent** with the rest of the site’s design and are not visually appealing. There are also many donation buttons scattered throughout the site, which can make the website look cluttered.

Layout and Navigation

Our website can be described as **organized but cluttered**.

Two navigation bars are located at the top of the website, and the individual pages are broken up into defined sections; both of these features add visual appeal to the website and help the audience find information quickly.

The shortcuts we include on our homepage are eye-catching and help draw the user’s attention to links that will take them to pages they may find interesting.



Shortcut buttons. Figure 3.

Carroll (2020) states, “**Less is more. Simpler is better**” (p. 126). This is a thought process our website needs to start applying. Even if our pages are organized, our pages are cluttered, which means the user will have to look through more information to find what they’re looking for.

It’s important to place items where the audience will best receive them instead of putting them wherever they will first see them on the page. An example of this can be seen with the prominent social media buttons on the homepage and the donation buttons littered throughout every page’s margins.

Social Media Presence

The audience can find our organization on:

- Facebook
- Instagram
- Twitter
- Youtube

Our social media is effective in our purpose: sharing information. Our strengths lie in Facebook and Instagram, where we regularly post content regarding animal success stories, animals available to foster or adopt, and fundraisers we may be having. We utilize Youtube by sharing videos highlighting our adoptable animals' personalities and clips of our adoption events. Our Twitter needs improvement as most tweets aren't original and are just linked posts to our Instagram.



Tweets are linked to Instagram posts. Figure 4.

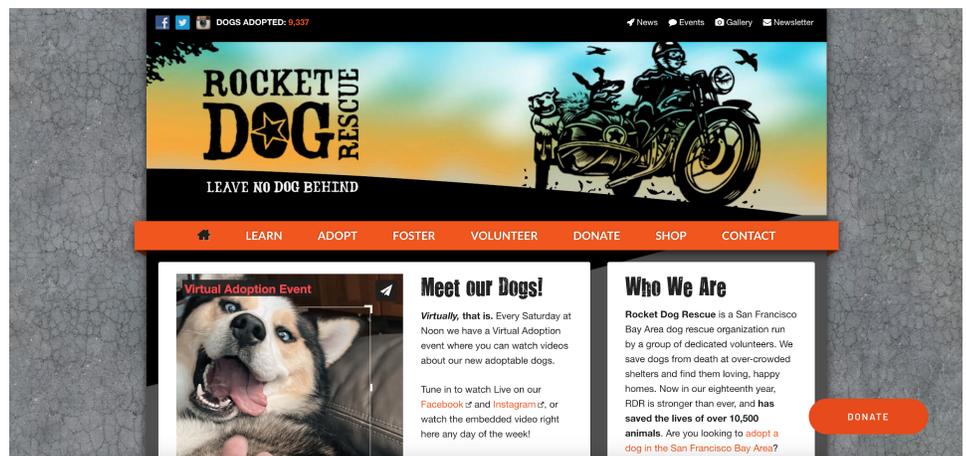
Competitors

Two of our competitors are Rocket Dog Rescue and Copper's Dream Animal Rescue, both of which are located in the San Francisco Bay Area. There are areas of their websites that work well, and other aspects that need improvement.

Rocket Dog Rescue

<https://www.rocketdogrescue.org/>

- Their layout is consistent on all pages
- Video on the homepage is more effective than our slideshow
- Their homepage layout is simple and easier to read
- Drop down menus are well organized
- Less visually appealing than our website
- Typeface really bold, may come off harsh for the organizations purpose

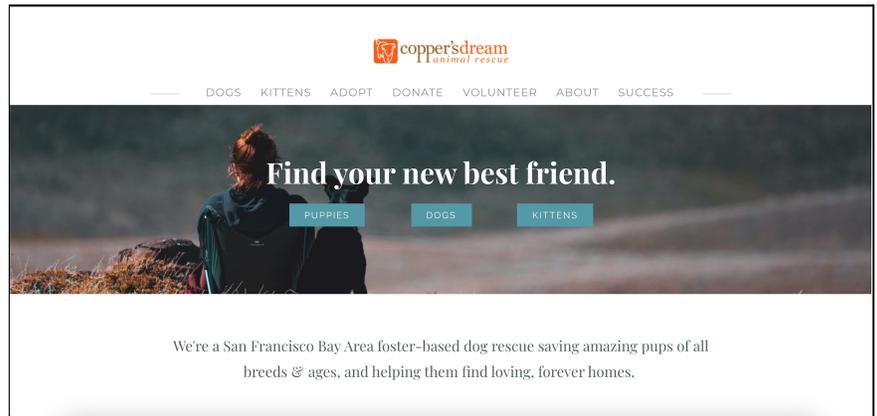


Rocket Dog Rescue. Figure 5.

Copper's Dream Animal Rescue

<https://www.coppersdream.org/>

- Exceptionally appealing in layout and color scheme
- Simple layout throughout the website
- Our website is more personal and can come off as more relatable to the audience
- Some drop-down menus of the navigation bar are crowded, and some links don't fit correctly
- Super minimalistic design may not accurately portray the right tone for the organization



Coppers Dream, Figure 6.

Conclusion

Overall, the Furry Friends Rescue website is organized and is effective in sharing information with our audience. Our **direct** writing tone stays consistent throughout and is appropriate for our audience by staying simple and personable, while our content is informative and easy to understand. However, there is still room to make gradual improvement in the visual and multimedia aspects- by making the website less cluttered, our audience will be able to quickly find what they're looking for, therefore enhancing their experience.

References

Carroll, B. (2020). *Writing and Editing for Digital Media* (4th ed.)

Figure 1. Dyess, K. (2021, Jan 28). *Furry Friends homepage links*. [Image screen capture]. Retrieved from <https://www.furryfriendsrescue.org/>

Figure 2. Dyess, K. (2021, Jan 30). *Slideshow*. [Image screen capture]. Retrieved from <https://www.furryfriendsrescue.org/>

Figure 3. Dyess, K. (2021, Jan 28). *Shortcut Buttons*. [Image screen capture]. Retrieved from <https://www.furryfriendsrescue.org/>

Figure 4. Dyess, K. (2021, Feb 2). *Tweets are linked to Instagram Posts*. [Image screen capture]. Retrieved from <https://twitter.com/furryfriends>

Figure 5. Dyess, K. (2021, Jan 31). *Rocket Dog Rescue*. [Image screen capture]. Retrieved from <https://www.rocketdogrescue.org/>

Figure 6. Dyess, K. (2021, Jan 31). *Copper's Dream*. [Image screen capture]. Retrieved from <https://www.coppersdream.org/>

Addendum

Statement of purpose:

Our website aims to provide information about our organization's rescue and adoption efforts and provide adoption assistance to our audience by providing information on adoptable animals and sharing resources on our adoption and fostering process.

Audience Analysis:

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Trusted Writer Review:

1. **Name:** Sara- Writing center tutor
2. **Date/Time:** February 2, 2021 at 11 AM
3. **Questions:**
 - a. What can I add to my conclusion to make it more thorough?
 - b. Are my in-text citations correct?
 - c. Is my organization okay?

d. What can I add to the competitors section to make it better?

4. Conclusion:

Sara and I read through my website analysis and we fixed sentences that needed improvement, whether it was on sentence structure or wording. She said my in-text citations were correct, and my organization seemed great, and suggested moving the pictures in my competitors section to the side of the page to draw attention to them. She also told me to specify more of the information in my conclusion to explain my claims in depth. She noticed some of my font colors were inconsistent so I also changed those.