

AUDITING YOUR ONLINE PUBLIC IMAGE

Presented by: Rotary Australia Public Image Team



Part 1: Ensure Your Club or District is Contactable

A surprising number of Rotary Clubs and Districts throughout Australia remain difficult for the uninitiated to contact. Problems include:

- No contact phone numbers showing up in top 10 Google results or Yellow/White Pages searches
- Contact details not easily discovered on Club or District websites
- Out-dated contact phone numbers
- Phone numbers of ex-Rotarians or even deceased members being provided
- Multiple websites providing inconsistent contact details (e.g. Club vs District or old Club websites not removed)
- Multiple phone numbers for multiple Club officers meaning no clear contact and people having to ring multiple people to find the right person with whom to speak
- Contact details referring to message services or email addresses that aren't checked regularly or at all
- Wrong email addresses
- Contact email forms that will not submit across all browsers, tablets or smartphones.

"It's OK, I'll Call the Lions Club Instead..."

Whenever these issues present and make it difficult for a prospective member, sponsor, donor, supporter, partner or member of the media to contact us, an opportunity is usually lost.

Think Like Your Audience

Today, the most common way to search for a Club or District's contact details is probably to Google them. This could change over time, but for now, the content that appears in Google results is the first thing you need to fix up if it isn't allowing your audience to contact you easily.

Auditing and Resolving the Issue

Try Searching For Your Contact Details

Google your District or Club and see what comes up in the first 10 results. Use common terms like "Rotary" and the Club or District name/number, e.g. "Rotary" and "Richmond" or "Rotary" and "District 9850".

Now search for the same content, but alternately add the words "contact", "email" and "phone" to the aforementioned terms. Pay attention to the first 10 web results. Do they:

- Exist?
- Provide an unambiguous, singular contact number to call?

- Provide a clear, singular email address or form to use for email for enquiries?
- Differentiate who to speak to if different contacts handle different enquiries for membership enquiries, media enquiries or other general enquiries?
- Provide any other numbers or information that might lead enquirers in the wrong direction?

Test the Contact Details

With the information from the above in hand, have someone actually use the phone number AND email provided to see if they work – you can have a friend help you if you want to make it more realistic by using an unfamiliar name. If leaving a message, ask for a response ASAP.

- If calling and receiving a message, did the message refer to Rotary? Could people mistake it for a wrong number due to mentioning another business or name?
- Did you get a response back?
- How long did it take?
- Did the right person speak to you in the first instance, or would you need to keep calling to reach the right person?
- How many clicks and how long did it take you to submit an email?

Ensure Consistency

Now go to your District website and your Club's website, as well as any social media pages (e.g. Facebook, Linked In, YouTube, blogs, etc). Did you find the same contact information there? Are details consistent across the sites?

Search for What You are Famous For

Think from the perspective of your audience – for what reasons are they likely to contact your Rotary Club or District?

Maybe you run a flower show, maybe you strongly support polio eradication, maybe you are active in helping the homeless. Google "Rotary" and "Flower Show", "Rotary" and "homelessness", "Rotary" and "End Polio Now" or whatever terms apply to your Club or District.

- What comes up?
- Are your results near the top of the Google results?
- Are their contact details provided?
- Try adding your Club or District name to the search as well as the word "contact". What are the first phone numbers and email contacts returned? Are they the best contact details?

Improving Your Search Results

An easy way to ensure your contact details filter toward the top of Google results is to ensure you include key words that would be searched for by your audience in the page title, description and meta information (have your webmaster look into and edit this). By adding your Club or District's name as well as words like "Contact", "Phone", "Email" or relevant project names or descriptions into this information, you can dramatically boost your search results and ensure the public can more easily find and contact you when they search for you.