



# San Jose Conservation Corps + Charter School

**Brand Supercharge**



May 2019







## Video & Photos

Continue Building Footage Library

Video similar to Lime Promo  
Field Instructional Videos (Sal)

Bike Safety Patrol

Student Success Spotlights  
Graduation Ceremony Video

Luncheon Video Cut #2

Graduation Still Photography





Goals

# **INCREASE:**

Charter School Enrollment & Attendance.

Corps Recruitment & Attendance

Support & Team Spirit among Staff

Positive Image to Outside World

Robust Overall Community Culture







# WEBSITE OPTIMIZATION

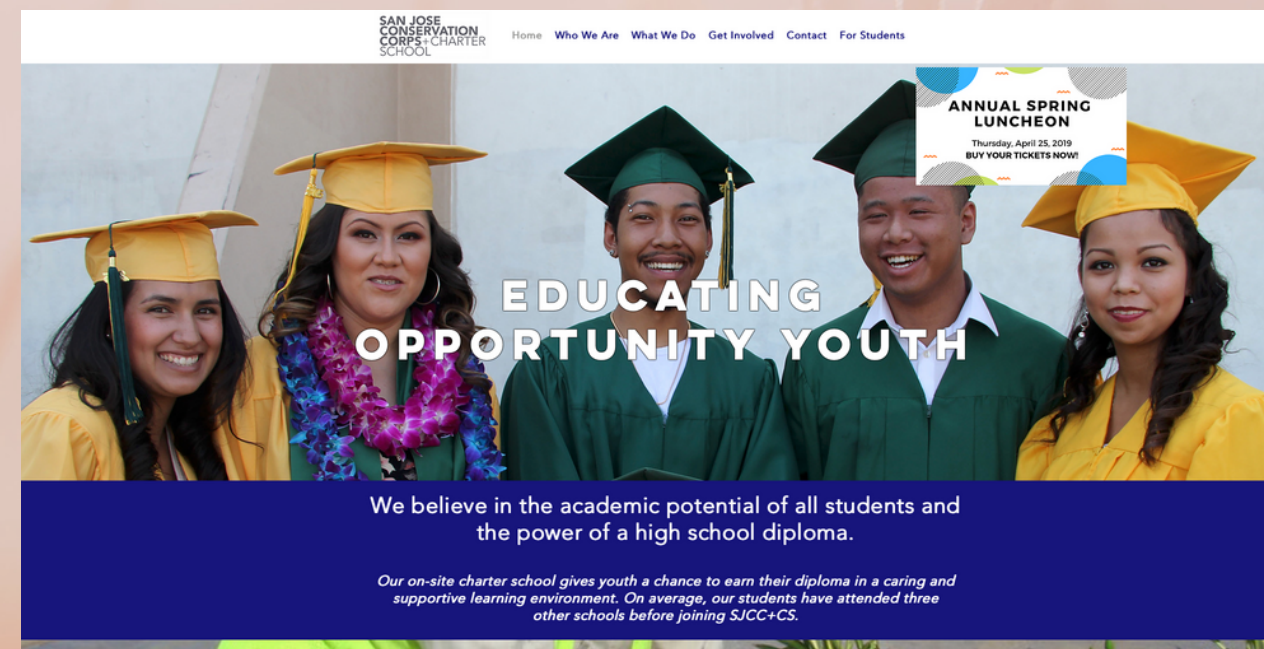
## WEBSITE FIXES

Identify dead links, filler text & missing metatags.

<input type="checkbox"/>	<span style="color: green;">●</span>	18 - 24	<a href="#">College Scholarships</a>	Ad group paused	—	36	879	4.10%
<input type="checkbox"/>	<span style="color: green;">●</span>	25 - 34	<a href="#">Credits to Graduate</a>	Ad group paused	—	4	579	0.69%
<input type="checkbox"/>	<span style="color: green;">●</span>	25 - 34	<a href="#">College Scholarships</a>	Ad group paused	—	19	989	1.92%
<input type="checkbox"/>	<span style="color: green;">●</span>	35 - 44	<a href="#">Credits to Graduate</a>	Ad group paused	—	3	574	0.52%
<input type="checkbox"/>	<span style="color: green;">●</span>	35 - 44	<a href="#">College Scholarships</a>	Ad group paused	—	10	662	1.51%
<input type="checkbox"/>	<span style="color: green;">●</span>	45 - 54	<a href="#">Credits to Graduate</a>	Ad group paused	—	4	488	0.82%
<input type="checkbox"/>	<span style="color: green;">●</span>	45 - 54	<a href="#">College Scholarships</a>	Ad group paused	—	10	552	1.81%
<input type="checkbox"/>	<span style="color: green;">●</span>	55 - 64	<a href="#">Credits to Graduate</a>	Ad group paused	—	1	217	0.46%

## MORE USER FRIENDLY DESIGN

Improve intuitive layout, increase quality video & professional photos.



## KEYWORD RESEARCH

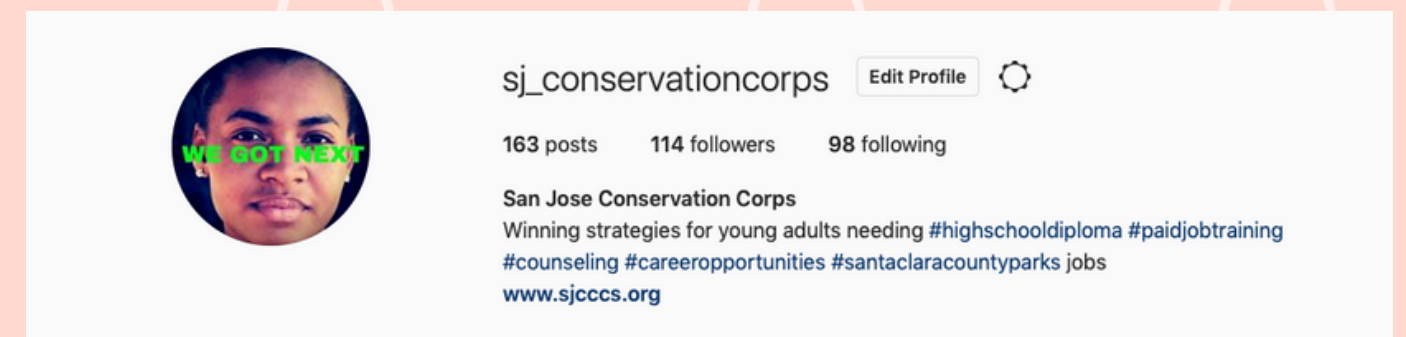
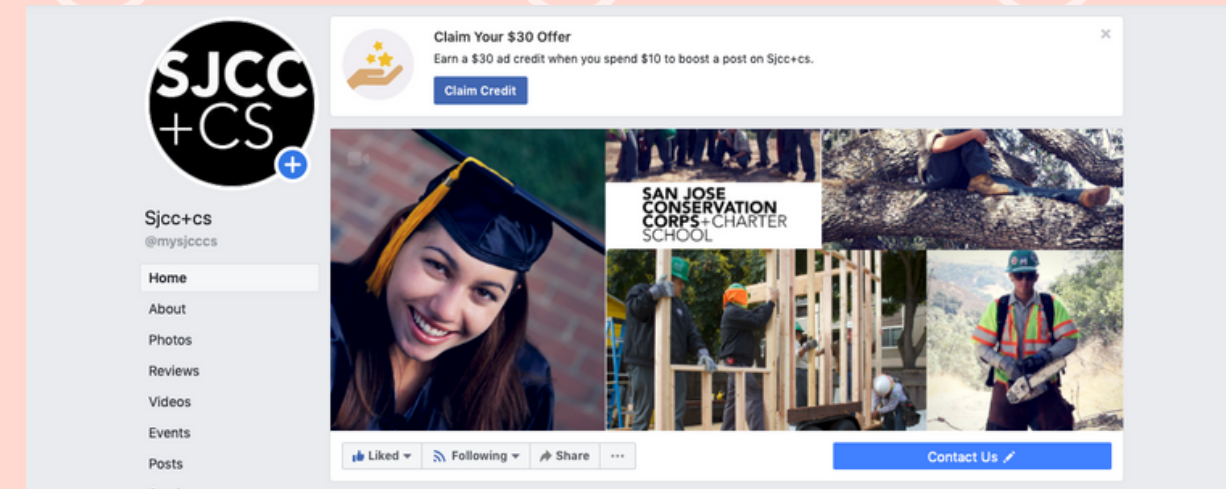
Google Tools & Analytics to leverage search terms.



# Social Media

## MANAGE EXISTING CONTENT

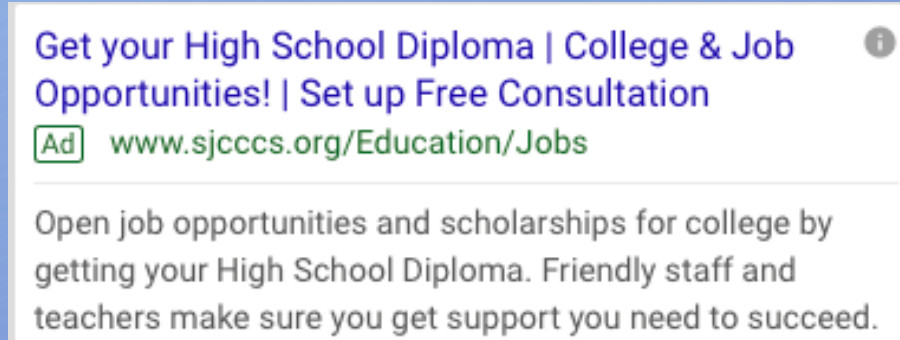
- Targeted Postings (Text/Images/Video)
- Limited/Targeted Ads & Boosts
- Build Community through Storytelling
- Leverage Social Media "Live Feed" Functions
- Community Interactivity



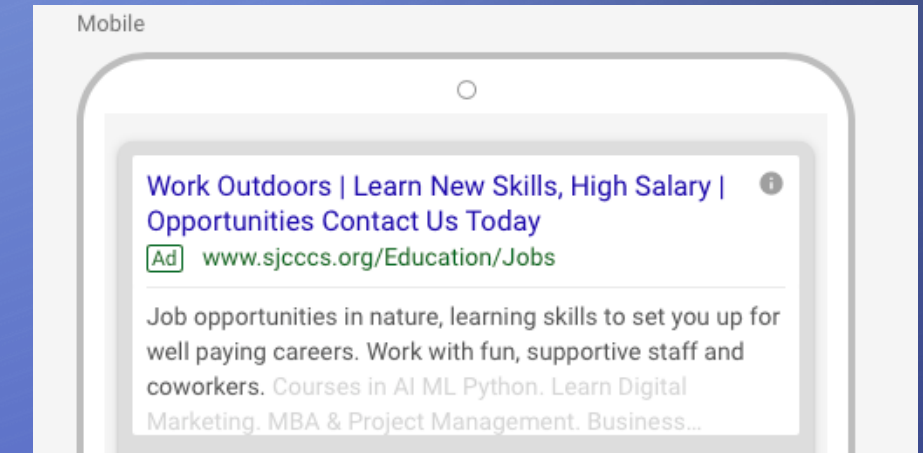


# Google AdWords

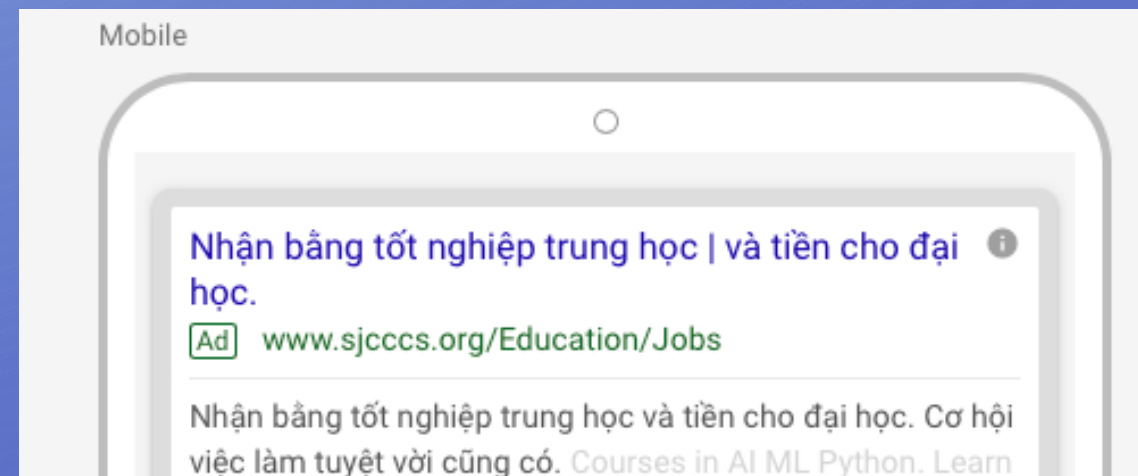
Leverage 10K / Month  
Google funding grant.



Translations into different languages

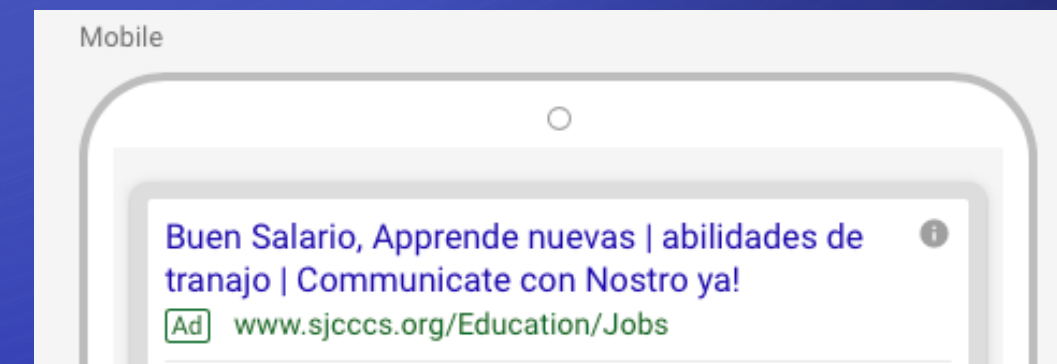


Research data driven strategies



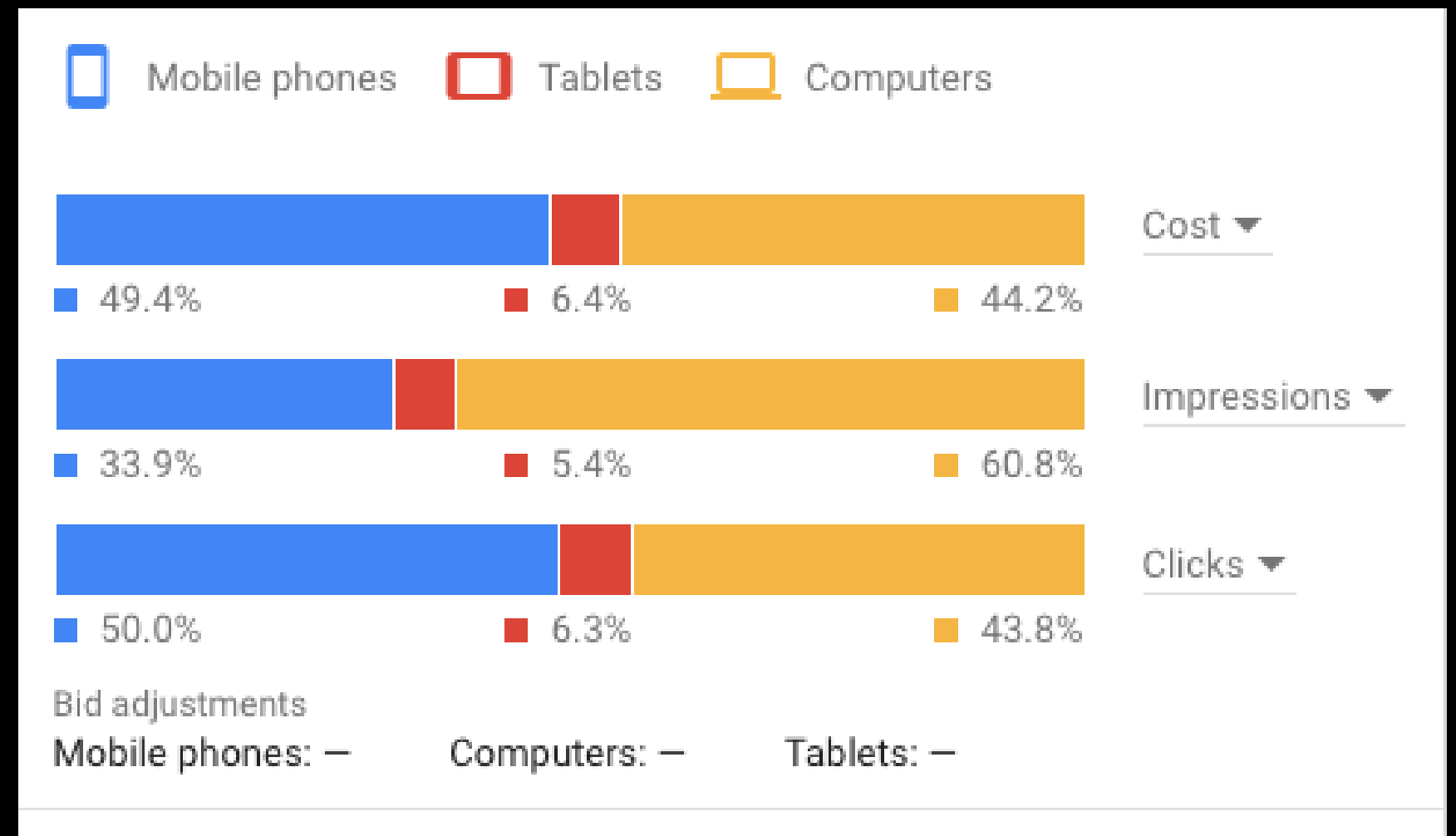
A/B Split Testing to identify  
most effective keywords

Pay Per Click Advertising





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Extension type: All    ADD FILTER    Associations view

Extension	Added to	Level	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv.
<input type="checkbox"/> +1 408-459-6404 (Added by ... (mobile))	SJCC Charte...	Ad group	Approved	3	18	16.67%	\$1.40	\$4.19	
Callout extension									
<input type="checkbox"/> Orientations starting now	SJCC Charte...	Campaign	Approved	0	0	—	—	\$0.00	
<input type="checkbox"/> Call Natali to sign up!	SJCC Charte...	Campaign	Disapproved Punctuation and symbols	0	0	—	—	\$0.00	
Total: Call extensions				3	18	16.67%	\$1.40	\$4.19	

WEB BASED ANALYTICS



Document Title:

Author:   
(i) Semicolons or commas can be used to separate multiple values

Author Title:

Description:

Rating: ☆☆☆☆☆

Description Writer:

Keywords:   
(i) Semicolons or commas can be used to separate multiple values

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Copyright Status:

Copyright Notice:

Copyright Info URL:

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Creation Date: <Multiple Values>  
Modification Date: <Multiple Values>  
Application: <Multiple Values>  
Format: <Multiple Values>

Preferences    Template Fo...    Cancel    OK

Author Title:

Description:

Rating: ☆☆☆☆☆

Description Writer:

Keywords:   
(i) Semicolons or commas can be used to separate multiple values

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Copyright Info URL:

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Creation Date: May 21, 2019 at 12:49:12 PM  
Modification Date: May 21, 2019 at 12:49:12 PM  
Application: Adobe Photoshop CC 2019 (Macintosh)  
Format: application/vnd.adobe.photoshop

# PHOTO SEO