

CONTENT ANALYSIS

The ALZHEIMER'S ASSOCIATION

www.alz.org



The Alzheimer's Association (ALZ) helps raise awareness for the fatal disease in an effort to end it by "accelerating global research, driving risk reduction and early detection, and maximizing quality care and support."

The organization offers a 24/7 helpline, local resources, support programs, education programs, early-stage social engagement programs, online tools, and safety. Its audience includes caregivers, people living with dementia & their families, care professionals & researchers, Alzheimer's advocates, and the general public. The offerings of ALZ help to support those with Alzheimer's or any form of dementia and their families and to get them the help and care they need.

I performed an in-depth analysis of the ALZ website. I studied Search Engine Optimization (SEO) Analytics, Accessibility, Content, Writing, and Architecture of the website. In this report, you will find the full process and the results of my analysis, complete with overviews, details, and images to support my findings.

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SEO ANALYTICS

Introduction

In an effort to enhance the ALZ website's traffic and performance and create the most optimal user experience possible, I took a close look at Search Engine Optimization (SEO). With the help of a professional website analyzing program, Screaming Frog, I was able to conduct a full audit of the makeup of our website. This program is known as an SEO spider that essentially "crawls" around the entire website and collects data. I focused specifically on page titles, metadata, headers, and image alt tags.

Page Titles

I started my content audit by examining the different page titles throughout the ALZ website. There are lots of different versions of the same URLs within the site, as shown in the image below. There are titles in English along with Spanish and other various languages. While the titles are the same for each version of a URL, the titles for each individual URL are all different.

Address	Occurrences	Title 1
https://www.alz.org/	1	Alzheimer's Association Alzheimer's Disease & Dementia Help
https://www.alz.org/get-involved-now/our-partners-sponsors/giving-societies	1	Partners & Sponsors Alzheimer's Association
https://www.alz.org/news/2022/alzheimers-association-names-dr-joanne-pike-ceo	1	News Alzheimer's Association
https://www.alz.org/events/event_search?etid=2&cid=0	1	Events Alzheimer's Association
https://www.alz.org/alzheimers-dementia/10-steps	1	10 Steps to Approach Memory Concerns in Others alz.org
https://www.alz.org/alzheimers-dementia/what-is-alzheimers/brain_tour	1	Inside the Brain - Brain Basics Alzheimer's Association
https://www.alz.org/alzheimers-dementia/memory-loss-concerns	1	What Causes Memory Loss? Symptoms Assessment alz.org
https://www.alz.org/?form=alz_donate	1	Alzheimer's Association Alzheimer's Disease & Dementia Help
https://www.alz.org/alzheimers-dementia/what-is-alzheimers/causes-and-risk-factors	1	What Causes Alzheimer's Disease? Alzheimer's Association
https://www.alz.org/about	1	About the Alzheimer's Association Alzheimer's Association
https://www.alz.org/alzheimers-dementia/research_progress/earlier-diagnosis	1	Earlier Diagnosis Alzheimer's Association
https://www.alz.org/alzheimers-dementia/research_progress	1	Dementia Research and Progress Alzheimer's Association
https://www.alz.org/about/transparency	1	Our Commitment to Transparency Alzheimer's Association
https://www.alz.org/alzheimers-dementia/coronavirus-covid-19-vaccine	1	Coronavirus (COVID-19) Vaccine Alzheimer's Association
https://www.alz.org/alzheimers-dementia/research_progress/clinical-trials	1	Clinical Trials for Alzheimer's & Dementia Alzheimer's Association
https://www.alz.org/get_involved	1	Get Involved Alzheimer's Association
https://www.alz.org/events	1	Events Alzheimer's Association
https://www.alz.org/news	1	News Alzheimer's Association
https://www.alz.org/research/for_researchers/partnerships	1	Partnerships Alzheimer's Association
https://www.alz.org/professionals	1	Alzheimer's & Dementia Professionals Alzheimer's Association
https://www.alz.org/alzheimers-dementia/coronavirus-covid-19	1	Coronavirus (COVID-19) Alzheimer's and Dementia alz.org
https://www.alz.org/events/nadam	1	November Is National Family Caregivers Month Alzheimer's Association
https://www.alz.org/?lang=es-MX	1	Demencia y Alzheimer Español Alzheimer's Association
https://www.alz.org/local_resources/find_your_local_chapter	1	Find Your Local Chapter Alzheimer's Association
https://www.alz.org/help-support	1	Alzheimer's Help & Support Alzheimer's Association
https://www.alz.org/alzheimers-dementia/what-is-alzheimers	1	What is Alzheimer's Disease? Symptoms & Causes alz.org
https://www.alz.org/alzheimers-dementia/10_signs	1	Memory Loss & 10 Early Signs of Alzheimer's alz.org
https://www.alz.org/help-support/caregiving/safety	1	Alzheimer's & Dementia Safety Alzheimer's Association
https://www.alz.org/events/nadam?form=alz_donate	1	November Is National Family Caregivers Month Alzheimer's Association

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The titles vary in length, some as little as 2 characters to as many as 151 characters. While all titles are different lengths, most of them are clear and descriptive. One particular title that stood out to me personally is, “My First Memory of Teamwork: A Former NFL Player Walks to End Alzheimer’s for His Grandfather”. This is a great example of a strong headline that is clear enough for readers to understand the main idea without giving too much information away, thus making them want to read more.

On the other hand, a title like this one, “Alzheimer's Association statement on florbetapir PET amyloid imaging” is a bit confusing. While some people who understand the disease deeply may know what the topic is about, the average person would not know too much about florbetapir PET amyloid imaging. Therefore, this would be an example of a more cryptic page title.

Meta Descriptions

Next, I reviewed the metadata of the website. Each individual URL contains the same text (there are multiple versions of one URL) for its meta description. But every different URL has different text. The longest meta description came to 561 characters, with the shortest one being only 4 characters long.

Overall, the meta descriptions are clearly written with nothing too cryptic. Everything is described concisely and descriptively. An example of a meta description that stood out to me the most was, “For some dementia researchers, the motivation to end Alzheimer’s disease isn’t just professional — it’s personal.” It gave a clear picture of the subject without being overly wordy.

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Header Elements

The ALZ website has a variety of different headers. Some of them utilized HTML elements on the H1 and H2 components. An example of a great header element that is visually appealing and clearly describes the page can be found below:



A more subpar version can be seen below in this H1 header for the National Active and Retired Federal Employees (NARFE) Association . This is not an unappealing header, but the acronym is cryptic because it's unclear what it stands for.



Now, if we look at the H2 version of that same header, it is more descriptive and easier to understand. However, it is less pleasing to the eye.



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Image Alt Tags

When going through the image data for the ALZ website, I found that only 33% contain image alt tags. The following show examples of images with descriptive alt tags that are accurately written to describe the images they go to.



Alt tags: TJF flower graphic



Alt tags: left right brain left body

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ACCESSIBILITY

When something has web accessibility, it means that it accommodates for all web viewers, including those with disabilities. Digitally accessible websites, tools, and technologies are designed and developed so that people who may be vision or hearing impaired can use them, as well as those having temporary disabilities which can range from Wi-Fi issues to screen viewing difficulty due to bright or dark atmospheres. Having a website with good accessibility is optimal for a successful organization. I used a program called [WAVE Web Accessibility Evaluation Tool](#) to determine the accessibility of the ALZ website. It detected total of 16 errors which are explained below.

Alternative Text

WAVE was able to identify one linked image that is missing alternative text. Images that are the only thing within a link must have descriptive alternative text. If an image is in a link that has no text and the image does not provide alternative text, a screen reader has no content to present to the user regarding the function of the link.

Empty Links

The program was able to detect 9 empty links. If a link contains no text, the function or purpose of the link will not be presented to the user. This can lead to confusion for keyboard and screen reader users.

Missing Form Label

WAVE found 6 missing form control labels on the ALZ website. If a form control does not have a properly associated text label, the function or purpose of that form control may not be presented to screen reader users. Form labels also provide visible descriptions and larger clickable targets for form controls. Lack of this makes a website less optimal.

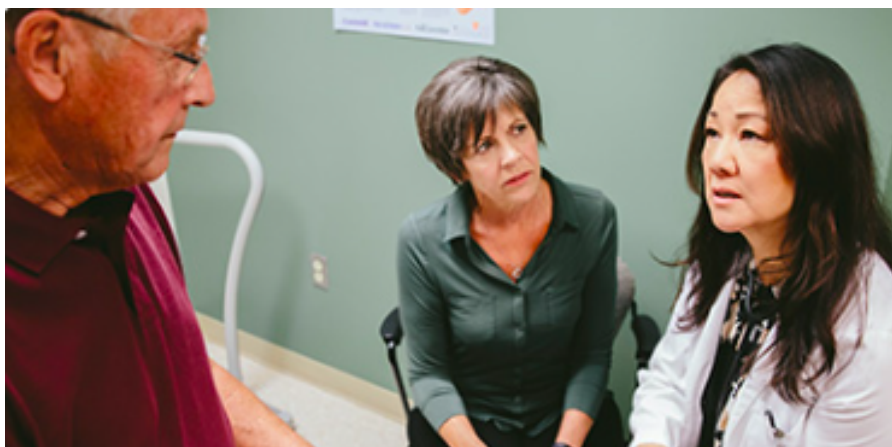
Contrast

The last error in the ALZ website is contrast. WAVE detected low contrast between text and background colors. Adequate contrast of text is necessary for all users, especially those with restricted vision. It can be difficult for them to distinguish colors, images, and text.

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The content on the website accurately reflects the purpose and mission of The Alzheimer's Association. The website is visually pleasing, clean, and professional. It features imagery of Alzheimer's patients and their families, as well as guest speakers, celebrity supporters, and other advocates for the organization. The site also incorporates graphics and designs (examples of these can be found above in the Image Alt Tags section).

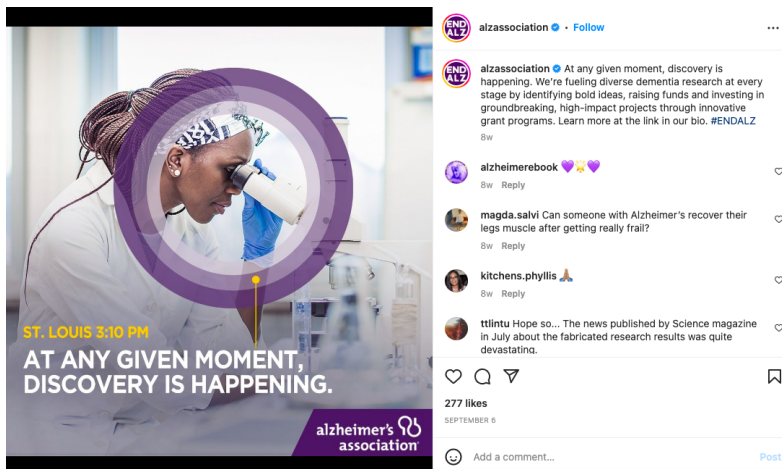


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Content Distribution

In addition to its website, the Alzheimer's Association is also active on social media. The account is quite active on Instagram with posts varying from every day to every other day, and often more than one post per day. The organization has the support of numerous celebrities and partners with other brands and organizations. ALZ currently has 107K Instagram followers. ALZ also has an active Twitter presence where a lot of the same content is posted as Instagram. The organization also retweets content from supporters as well as encourages engagement from users. ALZ has 167K Twitter followers. The organization's social content is very professional and consistent, and it portrays the same theme and image as the website. A few examples are shown below.



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WRITING

In terms of the actual context of the content, it is written quite well. Many aspects of the disease are very technical and scientific, but overall, the content is written in a way that people can understand with only a few more complex headlines and descriptions.

Distributing information with clarity and in layman's terms are very important aspects to have for any type of organization, but especially for one that is focused on a type of disease or health issue. The ALZ website ensures that information is clear, concise, and transparent so that their audience can understand with one constant "voice" that remains throughout the site. More detailed and technical information can be found within the descriptions but everything is clearly defined in a way that the audience can understand.

What causes Alzheimer's?

Experts agree that in the vast majority of cases, Alzheimer's, like other common chronic conditions, probably develops as a result of complex interactions among multiple factors, including age, genetics, environment, lifestyle and coexisting medical conditions. Although some risk factors — such as age or genes — cannot be changed, other [risk factors](#) — such as high blood pressure and lack of exercise — usually can be changed to help reduce risk. Research in these areas may lead to new ways to detect those at highest risk.

Care planning and coordination: Caregivers for people living with dementia often provide intimate and personal care for a long period. Nationwide BRFSS Caregiver data shows that dementia caregiving is often lengthy and time-intensive:

- 31.1% of dementia caregivers provide 20 or more hours of care per week on average.
- Over half (53.7%) of dementia caregivers have been providing care for 2 years or more.

Proper care planning includes the caregiver and how they can be supported. Comprehensive care coordination can improve the care a person with dementia receives and ease some of the burden on caregivers.

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ARCHITECTURE

Lastly, I took a look at the actual setup, layout, and architecture of the ALZ website. Having a consistent flow and theme throughout a website is crucial, as well as making sure everything is organized and easy to find, especially the main menu. The ALZ site makes everything easily accessible and simple to navigate through. It is very user-friendly.

It is also very important that websites are easy to navigate on all devices including mobile phones. The ALZ site is very mobile-friendly. The mobile version mirrors the computer version exactly, with just a few minor tweaks to make it easily accessible on a phone.

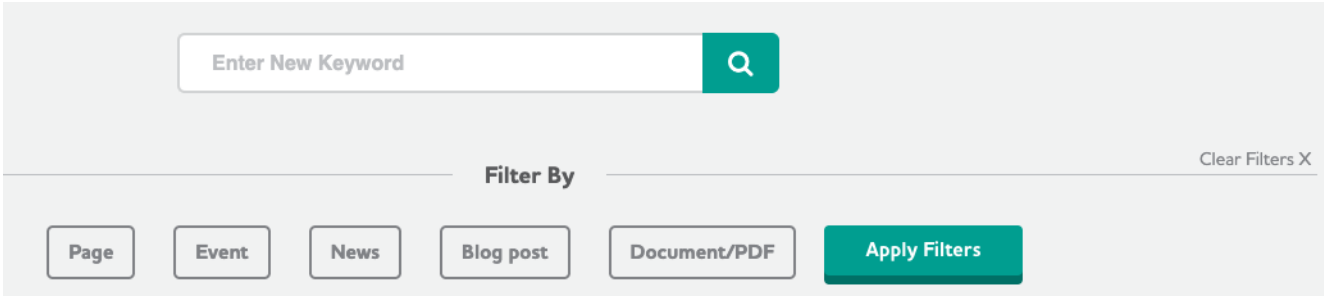
As I continued to go through the website, I found breadcrumb navigation and additional waypoints to access different areas of the site. Breadcrumbs are a second mode of navigation that help users easily understand the relation between their location on a page and higher level pages. The ALZ site exhibits this clear navigation throughout their site.

Example:



[Home](#) > [Professionals](#) > [Public Health](#) > [Topics](#) > Data, Assessment, and Analysis

It is also very helpful when websites contain a functional Search option. The ALZ website's Search function works well and prompts users to input search terms that can help navigate them towards specific areas of the site. It even has filters that users can apply to help narrow down their search and find exactly what they are looking for.



Enter New Keyword

Filter By Clear Filters X

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FINAL THOUGHTS

After performing this analysis and diving deeply into the ins and outs of the ALZ website, I have determined that it is a highly functional, accessible, and informative website. Its design and content are optimal to driving traffic to the website with users of different backgrounds, languages, and interests. It is visually appealing with descriptive images and headers and it is easy to navigate from any device.

Thank you for taking the time to read this report on my in-depth content analysis and findings.