



Elrha Website Discovery Report



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User Research

Background

Working with key stakeholders across Elrha, we facilitated a series of workshops to define User Personas across the main audience types of the Elrha website, including their main reasons for visiting the website, behaviours and frustrations.

This was followed by User Journey workshops, mapping out how each of these audiences might interact with the website, defining a series of assumptions and questions to take to users.

Following this work, we collated feedback from users in the following ways:

- 17 x interviews (1-to-1, c. 45 min):
 - 9 x R2HC grantees (potential & existing)
 - 4 x HIF grantees (potential & existing)
 - 1 x practitioner (not including grantees who are practitioners)
 - 2 x job applicants
 - 2 x donors / funders
- 17 x survey responses:
 - 9 x Elrha staff
 - 3 x R2HC grantees (potential & existing)
 - 2 x HIF grantees (potential & existing)
 - 1 x media
 - 2 x trustees

Limitations

With any user research, it is important to highlight potential limitations and considerations to take into account when reviewing the feedback:

- **Low response rate on surveys from some audience groups**

This means there is limited data and any insights from those audience types would require further validation.

- **Grantees' positive relationship with Elrha**

It was clear across the interviews how much grantees value their partnership with Elrha and the support you provide. While we do not have reason to believe this impacted their feedback, as a number of opportunities were raised, we did want to highlight this as a point of consideration.

- **Lack of input from those with accessibility needs**

None of the respondents stated particular needs around accessibility, meaning we were unable to gain insights into the most useful tools. However, this report includes an accessibility audit.

Recommendations

Taking into account these limitations, for any future website design we'd recommend:

- **Early recruitment of users:** For usability testing around any new website designs, an early recruitment campaign for users will be essential.
- **Live feedback:** Having a small widget on the right side of the website could be a useful way to enable live users to provide feedback you can integrate into future designs.
- **Live testing:** There are new tools (e.g. Hotjar or Waze) that provide great features for running usability tasks on live sites. This could be a better way to collect insights without relying on surveys.

Areas of Strength

A big risk with any website redesign is removing areas that currently work well. Below we have highlighted a few key areas to protect and/or develop further.

Visual identity

Overall users are positive about how the website looks in terms of colours and graphics and recognise a strong, professional Elrha brand.

"Nice accessibility, good colours"

"I quite like the simple design and colour scheme"

However, the accessibility audit (outlined later in this document) has highlighted important considerations around your use of colours. This was supported by one user who highlighted issues around small text and use of dark colours.

Clear information on the funding call page and smooth application process

Grantees find the information they need on the funding call page, with particular appreciation of the "snapshot". The most important pieces of information for potential grantees are:

1. Deadline & timeline
2. Eligibility criteria
3. How to apply
4. Example of what type of projects Elrha funds (**requires improvement**)

There also did not appear to be significant issues in the application process. For most, going to the application portal did not cause issues, and they appreciated the opportunity to save their progress.

"Compared to many other funding organisations that I've applied for, Elrha was actually one of the more pleasant experiences. Some of the other funders, maybe you have to work with a 100 page document. So actually, the experience was fairly pleasant."

Despite the positive feedback, there are still some opportunities for improvement:

- Downloadable documents are important and appreciated. However, some would prefer a different format to PDF → grantees regularly collaborate as a team on the application and so require a format (e.g. online document) which is easier to share, edit and work on together.
- One grantee found the application portal being clearly different to the Elrha website stressful.

Newsletters

There is a big reliance on the newsletters to stay up to date on Elrha. Grantees assume that all funding calls will be included on the newsletter, so would rely on this as opposed to checking the website. A Practitioner similarly relied on the newsletter to see the latest publications that might assist with their work. This means you have a powerful discovery tool, enabling people to get direct access to content that appeals to them.

However, it might also indicate an over-reliance, and perhaps more intuitive in-website navigation (outlined in the opportunities below) would change the audience's perception.

“I'm on their email list so I use that to hear about research calls instead of going to the website”

There wasn't a clear understanding from any interviewee as to which newsletters they were signed up to. They were generally perceived as an Elrha newsletter.

Webinars have useful multiple functions

Webinars were highlighted as a really useful way to better understand a funding call, and there is an appreciation for the webinars to be available live and as a recording. Similarly for job applicants, these can be a good way to better understand Elrha and the sorts of people who work there.

"I remember they had informational webinars and I did watch one of those live and one on a recording – I liked those”

“The webinar was super helpful - in 30 minutes this clearly lays out everything and gives context”

Key Opportunities

Review the website's language

Spending time on a content strategy for the website, defining who you are talking to at any point on the website and what the subsequent tone should be, presents a big opportunity to ensure you properly engage the audiences that come to your website.

Catering for multiple audience types → While there was minimal criticism of the language on the website by grantees or practitioners, it was regularly raised by other audience types.

“Slightly too academic, not entirely accessible, highbrow”

“It could be softened a bit as those who haven't worked in innovation might find the language a bit intimidating.”

“Language looks like it's talking to Humanitarian and Research professionals mainly.”

Being clearer on which parts of the website are for which audiences, and facilitating better triaging to direct them to these pages, could help tone and layout. For grantees, their primary user journey is directly to funding calls (either via the Funding & Support page or direct through newsletter). Similarly for practitioners, it is to publications. This might mean the landing page, for example, can be less technical and story-focused to guide others looking to understand more about Elrha.

“It reminds me a bit of our own site in that it's trying to do a lot of things for a lot of different audiences!”

Explaining what Elrha does → It is not immediately clear to users (of all audience types) what Elrha does. Creating a clearer narrative at key entry points across the website (e.g. homepage, funding & support, tools & research) could help with this.

“I wasn't really sure where to look, what the definitions are.”

“Despite the experience level, all of us joke at Elrha about how we don't really understand what Elrha does from the website.”

A big opportunity to also help with this (outlined in more detail below), is to prioritise the display of projects and stories around your grantees (existing and previous).

Conveying the unique offering of Elrha → All grantees are hugely positive about their relationship with Elrha and see it as a unique funder in the way it actively supports the grantee. Flexibility in particular was repeatedly highlighted. However, this was only realised by grantees once they started working with you. Getting across your values of how you work with funders could make it more attractive to grantees as well as better conveying who Elrha is and what it does (covered further down).

“Discovered the flexibility when we got the grant, but I really appreciate it, along with this transparency. It would have been nicer to know this flexibility earlier on. The application was a big headache because we know the context is so volatile so maybe nicer if it is made clear it is understood that the context can change”

Recommendations

Recommendation	Priority
Define a clear content strategy that can cater to your different audience types	Must
Clarify Elrha's purpose and activities on the homepage and key entry pages	Must
Improve the website's language to be more accessible and less intimidating to non-academic audiences	Must
Prioritise the display of projects and stories around grantees to demonstrate what Elrha is and does	Must
Include testimonials from grantees at key points on the website (e.g. funding call, project pages)	Should
Develop a better triaging system (in navigation menu and/or entry pages) to direct audience types to the more relevant pages	Should
Tailor the tone and layout of specific sections of the website to best suit the primary user journeys of each audience	Should
Highlight Elrha's values and approach to working with grantees on funding calls	Should
Update the landing page to be more story-focused and less technical	Could
Provide clear definitions and explanations for technical terms and concepts	Could
An overhaul of the website structure, as focus should be on improving language and user journeys within the existing framework	Won't

Improve website structure and navigation to achieve user goals

Across all audience types there is general confusion in how to use the website to find content.

“The problem is then that you have to go through multiple links to find what you’re looking for”

“There’s no clear journey to take you through how everything is connected - everything is very siloed... In my position trying to get into the industry I need some direction at the beginning before even the themes.”

“I like the Focus Areas as this gets into interesting areas. However, it’s weird this is hidden behind the top level. It’s confusing - there’s all these ways to navigate their work. There is Focus Areas, What We Fund etc. Then there’s Tools & Research which I guess is showing what comes out of their work as well? It feels like all of this could be reorganised.”

“I generally rely on the search function rather than navigating to the areas I need because the paths are very long. I think external users might struggle to find information unless it's linked from a newsletter or email.”

“The navigation menu is not always very clear and it takes several tries to find the information I need”

We would recommend mapping out User Journeys to visualise how each audience will reach their goals, using this to then inform an update / overhaul of the site structure. Setting up a Co-Design Group with key stakeholders will be important to inform and validate these journeys in the design phase.

There are also many opportunities in the website to provide internal linking to make exploration easier where you otherwise seem to hit dead-ends. For example, on Project pages, including related Projects and interlinking details such as Region, Organisation and Area of Work.

With a clear site structure, you can also establish a robust internal linking strategy so specific CMS content types automatically link to useful related content, making navigation more intuitive.

Reliance on search feature

This often leads people to using the search functionality, which causes further frustrations, such as it not being intelligent enough and being inconsistent with when it does and doesn’t return results. In the end, users end up leaving the website to try and find content via Google search.

“The search function is not good at all , for example if you type in World Vision, and you'd get everything that's world and vision, not the two together, If you put World Vision CFS, which is child friendly spaces then you can get the results.”

“The search function does not rank results by relevance - so for example if I search for 'Value for Money', I get both the Value for Money report (which has a 100% relevance) and other documents or job descriptions that only mention Value for Money in passing”

It is important to note that some users have highlighted that the search feature has improved.

“Its been much easier since the search function has improved.”

Assuming the search feature remains a primary tool for users, we would recommend technical research into intelligent search technologies you can implement in the website design. Such work could be integrated with a chat widget feature, highlighted by two users as a more preferred way to find information.

Mixed response to filters

Filters on the website were raised by a number of different audiences. Overall they appear to be a used feature for discovering content.

“I like the filters! They are really helpful - it's really useful to see what is going on in the region.... When I searched for my blog though I couldn't find it! It wasn't showing up with the filter.”

However, making them more visible would improve user experience.

“Filter function not immediately evident.”

There were also issues around the quality of the filter options.

“It could be useful to have the same consistent filters. One of the sections has less filters and I wasn't clear why?”

“The filters don't align with my understanding of areas of work in Elrha.”

We would recommend reviewing the purpose of filters on each page, and if this is the primary way you wish audiences to find content, then improving discoverability and making them more intuitive is important.

Recommendation	Priority
Map out User Journeys for each audience type to visualise how they reach their goals, and use this to inform an update or overhaul of the site structure	Must
Develop a clear site structure	Must
Update navigation menu to be clearer	Must
Implement a linking strategy to link related content to help exploration and reduce dead-ends	Must
Improve search functionality (potentially using a new technology)	Must
Ensure early recruitment of audiences for usability testing for any website redesign	Must
Update CMS pages/templates to automatically link related content to reduce admin / human error	Should
Update design of filters to improve discoverability	Should
Review each filter to ensure options are relevant and understandable	Should
Make Focus Areas / Areas of Work more prominent	Should
Recruit a co-design group of staff to validate updated User Journeys and language	Should
Chat widget to help users find content across the website and contact information	Could
A complete redesign of the website's visual appearance, as the focus should be on improving the structure, navigation, and functionality to better support user goals	Won't

Increase focus and discoverability of projects and grantees

Finding Projects and Grantees were two areas most often highlighted by users as content they most wanted to see, but also had the most difficulty finding. This was a challenge for both existing and potential grantees, as well as Elrha staff and funders.

“Finding other projects that were sponsored by Elrha was also very hard. “

"I wanted some examples of previous work they had funded but it was difficult to know where to look. I know now the information is there but it seems trial and error.”

By improving website organisation to showcase your projects and grantees, this may also improve users' ability to understand what Elrha does and demonstrate the impact you deliver.

"Everything apart from the areas and what you're funding feels very Elrha focused - how we think about stuff etc. I'm more interested in seeing it in action."

Project page is really positive for potential and existing grantees

All grantees were positive for their project page, often using this as the primary way to explain their project to stakeholders and the wider public.

"Yes. It is great to have a study page. It gives us something we can promote. We can point it to people. The problem is it's hard for them to find it! We have to send them a link!"

A number of grantees said they also try to view other projects to help better understand what Elrha funds and to help them put together their proposal.

"Yes. It can provide some guidance on the sort of things they fund."

However, project pages should be easy to find and tell the whole story

No one was clear on how to find projects, even their own one. This proves an admin issue for both existing grantees and Elrha staff, and an obstacle for potential grantees and funders.

It's really hard to find the project page - I need to find the project title in the application then go to search.

I can see the knowledge that comes out of their programmes as I can see this in the research and tools, but I can't really see what they've done.

It is important that they don't just cover an initial outline of the project. Grantees, practitioners and funders want to see updates on how the project has developed, impact delivered and how the money is being used.

Defining a consistent layout so users know what to expect on these pages (even if there are no updates yet to show) and can follow the story of a project would really help.

"At the moment it's more about what the proposal is, but in our case that was written 7 years ago! Since then a lot has been achieved. There's a resource section but it would be nice to see more of a story - what was proposed, what has been done so far - not just in

the resource tab. This would be useful for my own project but it would be really interesting to see how other projects have progressed.”

“It would be good to see the actual impact of the money spent.”

Projects and Grantees

Design work needs to be considered in how to present both projects and grantees, interlinking them on the website in an intuitive way. There is a strong desire for simply ‘Our Grantees’ type pages - even as one of the primary buckets you see when first landing on the website -, focusing more on ‘who you fund’ rather than just ‘what you fund’.

“What we fund” is vague - you can’t predict current and past projects will be there. Use Our Grantees as the entry point - that’s what I’m interested in. Then use the themes to filter around areas. The main umbrellas are the current and past grantees.”

"In Our Work it could be good to link to 'our grantees' - something that separates it. It is more tangible than these huge areas of work.”

“It would be good as a promotion platform if our communities were based on the website. It would be great to learn about other community work.”

Recommendations

Recommendation	Priority
Create a dedicated "Our Grantees" section as one of the primary navigation points on the website	Must
Make Projects more discoverable and easy to find	Must
Make Grantees more discoverable and easy to find	Must
Update Project page to provide a more consistent layout so users know this is where they can view story, updates, impact and how money is used	Should
Make it easier for users to see projects that have updates	Should
Interlink project and grantee pages so allow users to navigate between related content	Should
Change What We Fund to Who We Fund	Should

Enable users to click to stay updated with specific projects	Could
Update Project pages to be more story-led	Could

Provide a clear Funding experience (for grantees and funders)

Reorganisation of the Funding journey in particular could provide a number of benefits for understanding Elrha, finding projects and seeing how you can partner. Currently information around funding is spread across the website. For example, the first place a number of users go is the “Funding & Support” page. However, to find an example of what you fund, a user needs to open the Our Work dropdown and go to What We Fund.

“What we fund was quite hard to find. I always find Our Work an odd no man’s land, especially when they are as broad as this. I often don’t look at that.”

Improve communication around upcoming funding calls, especially when there aren’t any.

The absence of upcoming funding calls on the website can be confusing for users, as they are unsure whether there are no upcoming opportunities or if the information is simply missing.

“I would have liked to see more info about upcoming funding opportunities. There is nothing on the website.”

“There’s no open funding opportunities so what’s the point? What’s happening? Is there anything else coming up?”

Providing an outline of how funding works, and typically when funding opportunities come up, as well as a drive to sign up to the newsletter, would all ensure the page feels alive and maintain engagement.

Including the date of previous calls could also help reinforce the regularity of funding opportunities.

Use previous calls to showcase projects and grantees

Currently previous calls don’t appear to change, having the same content as when open. However, they provide a natural point to help users discover what Elrha has funded and the impact of your work.

For successful grantees of the call, this can be a useful way for them to see who else had been funded with them, allowing for potential collaboration (outlined in more detail below). And for others in the sector, it is a way to explore the knowledge generated by Elrha through these calls.

“It feels there’s a great opportunity that even if you are there for money you can find content that could be useful for you - I wonder if people see this.”

Provide an entrypoint for potential funders

For funders it wasn't clear where on the website they were meant to go. There is no invitation to explore collaboration on the typical pages funders look at e.g. Our Donors, Funding Calls, Contact Us.

"Are there opportunities to partner? Most funders do a bad job of explaining how other funders can get involved. This is weird because surely you want people to piggyback off your work!"

"It's not clear where information for funders is. I would expect this to be in the funding & support section.... To me it doesn't look like they want further funding. "

The work that Elrha funds provides a clear story for funders as to what Elrha does and what they would be funding.

"Previous calls, I like this - showing the amount, when it was closed - this lets me know what I would get for funding something."

Considering messages to this audience at key points in their journey on the website is critical.

There is also the opportunity here to use the calls (with related articles) to provide high-level messages that funders can understand and share.

"I want high level messages - headlines that I could be responding to - challenging / encouraging my practice."

"Typically people respond to peer recommendations so getting things that people can champion would be useful - does Elrha give leaders in philanthropy easy access to this sort of stuff?"

Recommendations

Recommendation	Priority
Reorganize the Funding journey to consolidate all relevant information in one place, making it easier for users to understand how funding works and find opportunities	Must
Improve interlinking between funding pages to help users find relevant information	Must

Improve the experience and communication when there are no funding calls, including an outline of how funding works, and encouragement to sign up for the newsletter	Must
Update previous funding calls to include projects and grantees that were funded	Must
Provide messaging for donors/funders on key pages for their journey (funding calls, donors, contact us), inviting collaboration	Must
Update previous funding calls to include knowledge/resources created	Should
Update calls to include high-level messages/articles that funders can understand and share with networks	Could
Include the dates of previous funding calls to reinforce the regularity of funding opportunities	Could
Provide case studies or success stories from previous funding calls to demonstrate the impact of Elrha's work	Could

Facilitate collaboration and partnerships

As outlined above, it is hard for users to see what organisations have been funded by Elrha. Grantees expressed a desire to not only see grantees but also be able to get in touch with them.

“Sometimes we use the website to look for collaboration contacts.”

“It would be useful to provide a way that you could contact the other funded projects”

This could be via sharing an email address (grantees were happy for their details to be shared) or through a contact form (which you could set up to then forward the message directly to the grantee, to protect email address while avoiding increased admin).

While perhaps something the website might not be able to facilitate, grantees were also keen on ways to more informally connect with other grantees on their calls to share practices.

“It would be great to have a community of practice where we could connect that way - something that is less formal than what they currently do.”

Enable funders to connect

For potential funders, being able to connect directly to senior members of Elrha was seen as critical for how they might engage with the organisation.

“The problem with contact us is that it’s amorphous. It needs to be more tailored for a funder... I need it to be someone senior - someone who would research me and understand what I’m interested in.”

“I don’t want to go through a contact form. Senior people wouldn’t do that... I like the transparency of just having an email address. It makes things more welcoming and accessible. If you have a commitment to shifting the power surely anyone should be able to get in touch.”

Recommendations

Recommendation	Priority
Create a dedicated "Our Grantees" section as one of the primary navigation points on the website	Must

Make Grantees more discoverable and easy to find	Must
Update previous funding calls to include projects and grantees that were funded	Must
Provide a means for users to contact grantees via their grantee page (email or contact form)	Should
Provide a clear contact method for funders to reach out to senior members of staff	Should
Set up a "Community of Practice" forum for grantees to connect and share experiences	Could

Defining what is for grantees and what is for the public

The majority of grantees did not know about the R2HC and HIF Support sections. It also did not appear common to go to the website once they had funding. The main reasons to go to the website were:

- See upcoming funding calls
- Research blogs to help them in writing their own
- Find a resource

There appears to be two main reasons for grantees not using the website:

- Direct contact with Elrha staff to provide what they need
- A lack of clarity as to what they would go to the website for and what is there

Define what is for existing grantees and what is for the public

The current R2HC and HIF support sections cater to a mix of those applying for grants and those who already have them. There is also no explanation of what HIF or R2HC mean for potential grantees. Reorganising this to better triage your users based on their need, might help provide a clearer sense of who these pages are for.

"It could be useful to have a section on tools. I know there's one on resources and tools but I could see my research brief under this section. Tools are tangible things so it shouldn't be lumped in with the research brief. You should have tools for grantees and resources for the public."

Explore a Members platform

Overall grantees felt very supported - they generally kept hold of the onboarding resource pack and would use their direct contact with Elrha staff to get anything they didn't have.

However, it was raised that the number of documents can be overwhelming. There were also pain-points around keeping track of what you need to do and around submitting updates.

"It was very overloading! It was a lot of documents. We're academics not trained in managing projects so it would be good to have this staged - if the grantees are introduced to the documents one by one to make it more digestible, especially for academics."

One suggestion was to provide a Members platform, which could provide a number of benefits:

- Break down the process of onboarding, as grantees track their progress

- Provide a clear space on the website where they can access content
- Enable grantees to submit documents and updates directly for review

“Would love a portal with a log in with some sort of checklist so we can slowly go through... It would be much easier if there was a user interface for each project. So we could do reporting, see the comments from Elrha, see the project etc”

“It would be interesting to add some functionality to update the study page directly on the website rather than going through email. There are things that can be changed on our page but we have to go through email, have a meeting, so sometimes we decide it’s not worth the effort.”

“I want to see a login for grantees with all details in one place”

Recommendations

Recommendation	Priority
Reorganise R2HC and HIF content from the support sections to make it easier to find and navigate for existing grantees vs public or potential grantees	Must
Include advice for potential grantees in the funding calls itself	Must
Provide explanations of what HIF and R2HC mean	Should
Provide a separate section on website to store and keep updated all resources for existing grantees	Should
Update Tools & Research to purely be tools for the public (e.g. remove R2HC reporting templates)	Should
Develop a "Members" or "Grantee Portal" platform that allows existing grantees to access content	Could
Enable grantees to track progress online to manage grantee requirements (e.g. onboarding)	Could
Enable grantees to submit documents and updates directly for review	Could

Languages

No user strongly expressed that the website needed to be in other languages, but generally it was seen as a positive to make Elrha more inclusive as a sharer of knowledge. Where Elrha did provide translations, it was noticed and appreciated.

One exception was a community-based grantee (i.e. a partner that worked with numerous communities through the grant), where being able to share Elrha's coverage of their work would be hugely positive but not possible due to language obstacles.

“Being able to see their work online would make our community partners really proud of the work they do - the fact Elrha are in UK, the fact that the work of a small Indonesian village is shared in the UK would make them really happy. The biggest obstacle is the language.”

Users didn't seem to trust browser tools such as Google Translate, so would prefer to see a more in-built Elrha translation tool. Considering you already provide disclaimers on translations using an AI programme, providing a tailored translation journey that uses an AI-assisted translation tool with a disclaimer could be a simple yet effective way to increase reach.

Recommendations

Recommendation	Priority
Integrate an automated translation tool for users to switch language	Could
Include disclaimer about the use of translation to manage expectations and ensure transparency	Could
Prioritise translating key content, such as project showcases and impact stories, into languages relevant to Elrha's community-based grantees and their local partners	Could
Provide a feedback mechanism for users to report any issues or inaccuracies with the translations, allowing Elrha to continuously improve the quality of the translated content	Could
Manual translations of the entire website into multiple languages, as this would require significant resources and not be feasible given the complexity and volume of content	Won't

Human-centred stories are important

Along with better showcasing grantees and projects to demonstrate what Elrha does, testimonials and quotes were highlighted as a useful tool, particularly by funders. This can also be a good way to get across the unique offering of Elrha to grantees, around flexibility and support.

“They need testimonials on the impact of their projects. There’s lots on their focus, their work etc. Everything is all about them. There’s nothing from the beneficiary (either the researcher or who is impacted by the project).”

“Testimonials are very important for illustrating a principle by giving people a story.”

These can also show the culture of Elrha to potential job applicants

Understanding who you might be working with was raised as an important consideration for job applicants, as a way to get to know the general culture of Elrha.

“The majority of my team work from home so knowing that people are nice is important if you’re going to be alone a lot. In the office you can have little conversations so you know you’ll get to know people.”

“I had no understanding of what an Innovation Manager might look like.”

Use of Videos

Another way to get across this human-aspect could be through other content mediums. Videos were raised by different audience types as a way to quickly consume and understand information.

Recommendations

Recommendation	Priority
Include testimonials and quotes from grantees, project beneficiaries, and other stakeholders to demonstrate the impact of Elrha's work	Must
Incorporate human-centred stories and profiles of Elrha team members to give potential job applicants a better understanding of the organisation's culture and the people they might be working with	Should

Use / showcase more any existing videos you have (e.g. webinars)	Could
Integrate more video content (e.g. short interviews with grantees)	Could
Create a dedicated "Impact Stories" section on the website that showcases the human-centred stories and testimonials, making them easy for users to find and engage with	Could

Landscaping

Overall users seemed to struggle to suggest comparative websites to Elrha, citing the unique organisation that Elrha is. Below we have provided a list of websites raised for positive and negative reasons.

Positive inspiration

- [The Gates Foundation](#) → this was the website mentioned the most.
 - Simple headline and straight into a video
 - Stories of good people doing great things
 - Foundation Facts are good
 - Overall the website is easier - it's a lot cleaner
- [Nesta](#)
 - 2-min video is good
 - "Help me innovate" provides a really useful guide
 - Good playbooks with case studies
- [Wellcome Trust](#)
 - *No reasons provided*
- [Humanitarian Practice Network of the ODI](#)
 - *No reasons provided*
- [Alnap](#)
 - *No reasons provided*
- **Websites highlighted due to good application experiences**
 - [IDRC](#)
 - Straightforward application process
 - Makes it easy to access assistance
 - [American Psychological Association](#)
 - It had the grant call and that directed you to the application portal embedded in the website - this was nice as it doesn't take you to another website but instead embeds it in

Negative inspiration

- [NIHR](#) → mentioned by two users as a negative experience. No specific reasons provided for why.

Hotjar Analysis

We have implemented Hotjar over the past 3 months to capture future live insights of user behaviour and sentiment.

Survey

The popover survey generated 198 responses. The average rating is **3.76 out of 5** based on the numeric ratings provided. This suggests the overall sentiment is somewhat positive.

There are no overtly negative comments. The lowest ratings of 1-2 do not provide any additional negative context.

Sentiment breakdown:

- 46% Love
- 28% Like
- 15% Neutral
- 4% Dislike
- 8% Hate

Key suggestions to make the website more useful:

- Easier navigation to find projects
- More diverse case studies
- Updated and timely sexual and reproductive health policy, strategy and implementation
- Share as much research experience as possible as well as possible ways upcoming NGOs in WASH sector can get support for what they do
- Coverage of intersectional research issues beyond themes and sectors
- Clearer identification of research outputs - perhaps a conventional bibliography
- Improve issues with cookie management
 - "It did not allow me to subscribe because of my cookie settings"
 - "I don't like being forced to choose the cookies you want me to choose."

Heatmaps & Focus Areas

Over the past 3 months, tracking has enabled us to compile a series of screenshots of key pages on the Elrha website to view user behaviour, such as scrolling and where users click.

- **Landing Page**
 - Only 50% scroll to latest updates
 - 25% get to Focus Areas
 - Despite “Find Out More” being the only button above the folder (other than the menu) it generates 0.54% of clicks
 - Vast majority of clicks above the fold
 - *Technical note -> Elrha spotted 91 console errors on this page, indicating there may be some bugs to resolve on this page*
- **What We Fund**
 - Most popular filters based on clicks on the page are Areas of Work (9%), Programmes (6%), Organisations (4%)
- **Tools & Research**
 - Only 25% scroll down far enough to see Areas of Work
 - Areas of Work is the most popular filter (4% of clicks)
 - 30% clicks generated by scrolling the Featured Resources carousel
- **HIF Programme Page**
 - Most popular tabs are Our Focus Areas (7%) and Funding Opportunities (6%)
 - 35% drop-off at this point
- **R2HC Programme Page**
 - Even split between the tabs with What We Fund slightly more popular (6% vs 4%)
 - 26% drop-off at this point
 - *Technical note -> Elrha spotted 85 console errors on this page, indicating there may be some bugs to resolve on this page*
- **News & Blogs**
 - 50% get to third row
 - First blog post always draws the most clicks
 - Even split between tabs
- **Work For Us**
 - 52% clicks on Jobs & Opportunities
 - 50% scroll to Want to know more section
- **Job Listing**
 - 25% scroll down to reach Explore Elrha
 - 0.5% clicks on Elrha Strategy & Values resource
- **About Us**
 - Only 25% get to the Explore About Us but it is then a section that gets clicks by those who see it

Content & SEO

Summary

This is a more detailed audit with tabs providing:

- SEO + Content Audit with issues highlighted and prioritised
- Overall recommendations prioritised
- Page level recommendations
- Breakdown of the errors we'd highlighted (e.g. all orphan pages, all incorrect internal links etc)

[Elrha – High level SEO and Content Audit](#)

Key Recommendations

High Priority

If there was one issue to fix without a website redesign, we would recommend fixing point one.

1. **Poor Internal Horizontal and Vertical Linking**

Strong linking between pages is important to ensure search engine spiders have easy access to all content. Search engines cannot crawl the pages behind the 'Load More' button on the News & Blog or Tools & Research section as it's generated by a Javascript event that search engines cannot action.

- a. Fix Load More functionality to use individual crawlable anchor links. The rel="next" / "prev" attribute should be set up with a self-referencing rel="canonical" link

2. **Orphan pages**

Orphaned pages are URLs without any internal links pointing to them. These types of pages tend not to be indexed as search engines are unable to find them.

- a. Redirect expire content (e.g. job listings) to relevant content
- b. Blog pages cut off due to issues with Load More (outlined above)

3. **Minimal Body Content**

Each page should have between 250-300 words of textual content. Elrha has less on-site content than all key competitors and low amounts of content on key landing pages.

- a. Expand on website content on key landing pages
- b. Publish regular content

4. **Page Load Speed Issues (Mobile)**

To the major search engines, page load speed is a factor of determining the quality of a website (outline in tech audit)

5. Valuable Content within Documents

Search engines are able to crawl and index PDF/Word files however they do not enjoy high visibility within search engine results.

- a. There is some valuable content that is within PDFs. All content should ideally be available in HTML.

Medium Priority

1. Website Contains Broken Links

A number of Internal links point to URLs which 404 or 301 redirect to the end URL. If a search engine spider encounters a large quantity of broken links then this may negatively impact upon performance.

- a. Internal links should be updated to the correct end URL.

2. Canonical Tags

The rel-canonical tag is used to combat duplication. Pagination is not set up correctly in the What We Fund and the Funded Projects sections

- a. Give each page its own canonical URL

3. Unclear Site Architecture

A number of top organic landing pages are on a subdomain. Using subdomains is not an optimal method from an SEO perspective.

- a. Ideally the microsite should be in the subfolder e.g. <https://www.elrha.org/higuide/>

4. Inconsistent Headings use

A number of pages have multiple H1 tags which will cause SEO confusion

- a. Fix use of headings across the website

5. Page Titles

Title tags are one of the most important on-page factors for SEO. Currently they are unoptimised (e.g. Home - Elrha) and also can be too long (over 50% of URLs have titles longer than 60 characters).

- a. Fix page titles
- b. Introduce character limits in your CMS for title field

6. Meta Description

c.50% of pages are missing meta descriptions

- a. Write meta description for all pages
- b. Utilise CMS tools to help write meta descriptions for you

Technical review

Performance

Despite performing adequately overall for desktop visitors, the website currently fails Google's Core Web Vitals Assessment.

- **Desktop**



- **Mobile**



Core Web Vitals are metrics considered crucial for measuring and improving the user experience of a website. By optimising these Core Web Vitals, websites can enhance user experience, improve search engine rankings, and ultimately increase user satisfaction.

Recommendations

- When redesigning, ensure a desktop and mobile approach to see how content can be structured and optimised
- Optimise the initial loading of the page
- Optimise how images are served
- Reduce Javascript execution time

Carbon footprint

Website Carbon Calculator allows for some testing of websites to estimate its carbon footprint and benchmark this against the global average.

[Read more about their rating system here](#)



Here is an overview of rating for a series of main pages and content types on the Elrha website:

- Homepage → F-rating
- News article → C-rating
- Funding call → C-rating
- Tools & Research → F-rating
- What we fund → D-rating

For any website redesign, it is increasingly important to have a plan for how you will consider the carbon footprint. This will include plans around pagespeed, site optimisation and your hosting provider.

Top-level Technical Recommendations

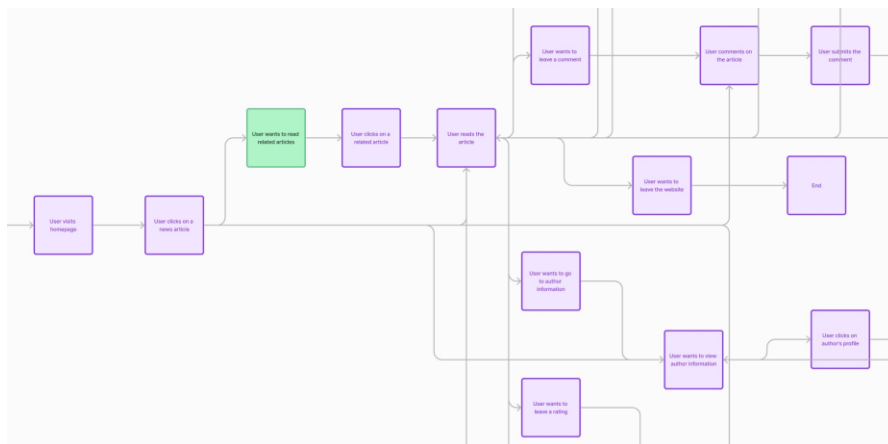
Based on our understanding of your current tech stack and reviewing insights gathered from the user research, we have provided some key areas it would be worth considering from a technical perspective around any future web redesign.

Build a Sitemap and internal linking strategy (Must)

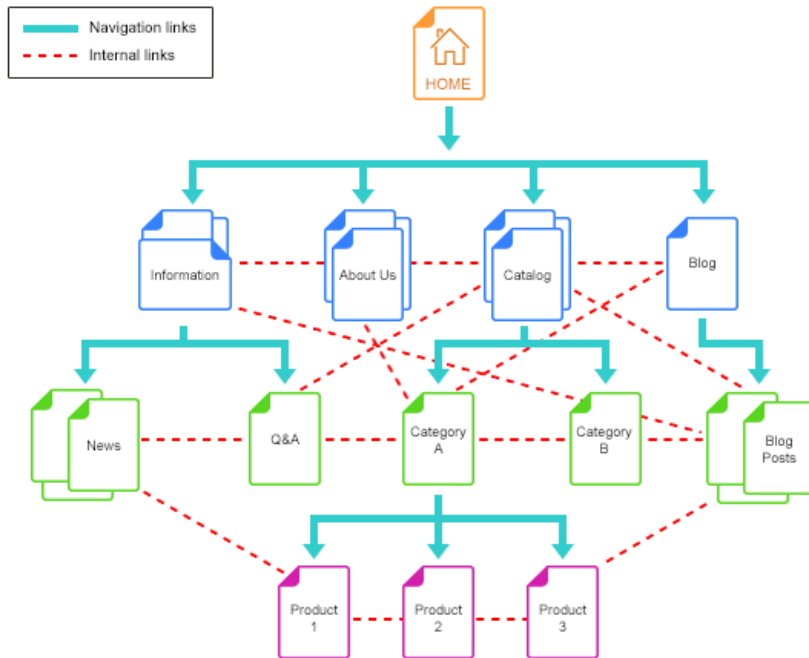
Discovering content within the website has been highlighted as a key pain-point for users. Staff have also noted challenges with managing grantee pages, as duplication sometimes occurs when grantees are funded by multiple projects.

To address these issues, we recommend the following approach:

1. (Build on existing journey work) Define new user journeys, visualising the steps to enable each user to achieve their goals in the easiest way, including the pages they visit and actions they take.



2. Identify the key pages for users to achieve their goals
3. Develop a clear, comprehensive sitemap that:
 - o Defines a logical hierarchy and nomenclature for site content
 - o Avoids duplicate pages by maintaining a single, canonical page for each key entity (e.g., grantees)
 - o Allows for sustainable growth of the site over time by defining a scalable structure and taxonomy
4. Implement a robust internal linking strategy, including:
 - o Automated linking between related pages (e.g., linking grantee pages to relevant project pages)
 - o Context-appropriate links using clear, descriptive anchor text
 - o Judicious use of links to avoid overwhelming users



This will improve the user experience by making content easier to discover and navigate and have benefits for search engine optimization (SEO) by providing clear signals about the relationships between pages.

Create templates in your CMS (Should)

Currently there are no limitations in place for the way content is designed. While this flexibility is powerful it can also lead to issues that have been highlighted in our stakeholder research, including:

- Inconsistent content creation (e.g. use of headings, image sizes, SEO)
- Compounding errors → staff would either duplicate a previous project page or have it open so they can copy. This informal approach can lead to an error in one page becoming the unofficial default template for future pages.

In many instances it is useful to have specific CMS templates with specific fields and in-built validation. This will provide a guided experience for staff and ensure consistent design. Certain CMS platforms can still allow specific staff to edit the template if they wish - ensuring you still have full control.

Develop intelligent search functionality (Should)

Considering the extensive resources and content available through the website, it is likely search will always be a required tool for users. As part of any website redesign we would recommend integrating a technical spike into Search tools to overcome current frustrations. This would involve moving beyond the default Wordpress search currently being used.

An alternative option would be to review how else your existing search tool can be improved with your current digital partner.

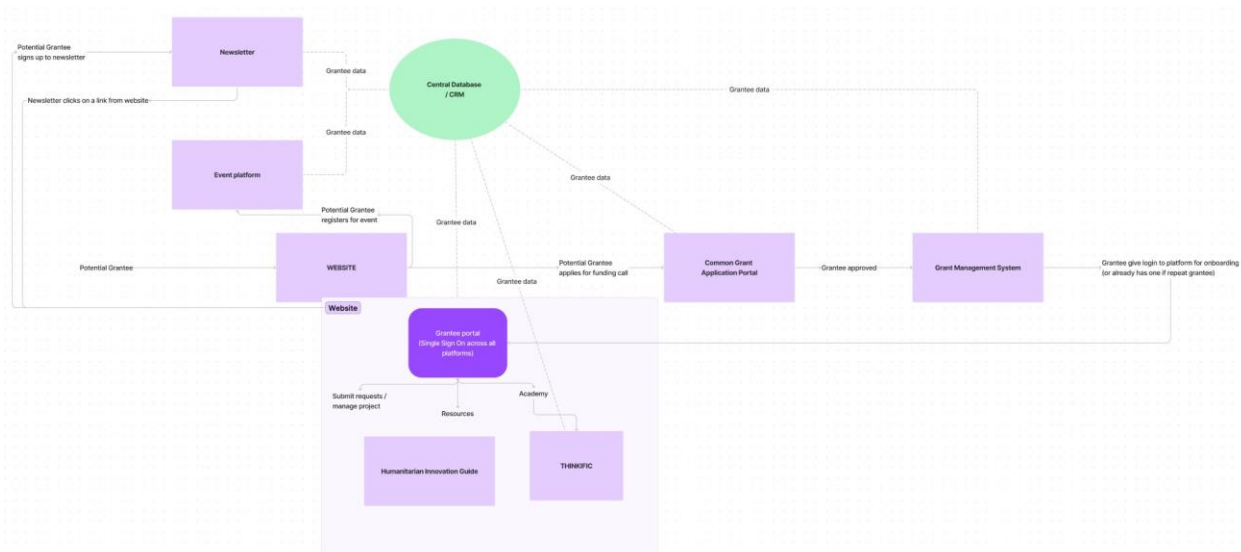
Review your CRM strategy and Digital Ecosystem (Could)

This recommendation falls slightly outside of purely the website, however, we have noticed a couple of potential opportunities in how you are using platforms, which overlap with the website:

- **Inconsistent use of CiviCRM** - it is used for mailing (although this may be migrated) and otherwise stakeholder data is managed through spreadsheets
- **Overlapping data** - stakeholder data is scattered across various systems including Thinkific, spreadsheets, CiviCRM, application portal etc
- **Lack of integrations** - The website is the primary face of the organisation but isn't fully integrated with backend systems

In redesigning the website (especially if exploring a login section), it could be useful to also spend technical planning to carry out:

- **CRM Strategy review** - evaluate the CRM's ability to serve as a central hub for interactions and data management, and identify opportunities for integration
- **Platform Purpose mapping** - define the role of each platform and how they integrate with each other as part of a user's overall journey with your organisation
- **Integration framework and data centralization** - set up middleware / use APIs to connect your platforms with the aim to centralize data and reduce admin



Consider the right CMS for your organisation (Could)

Looking at the technical answers and use of plugins, it is clear that your digital partner has built a robust website. Wordpress is still the leading Content Management System in the world and by being open-source it enables organisations to add functionality to their site through plug-ins.

However, if you are seeking website redesign quotes, it could be a useful time to explore other modern CMS alternatives. Using a more closed system, such as Webflow, can have a number of benefits, such as:

- Automatic security updates
- In-built SEO optimisation
- No reliance on plug-ins
- Website speed

This can reduce SLA hours required for updates, providing more time to focus on improvements.

Webflow is a useful middle ground between Wordpress vs tools like Squarespace, where you still have full control but it streamlines certain processes.

It is also important to note that - while there is lots of information - from what we can see there isn't complex custom functionality in the tool.

Current WordPress Implementation

- Pros:
 - Extensive Plugin Ecosystem: WordPress offers a vast range of plugins, allowing for extensive functionality and customization.
 - Community Support: Being open-source, WordPress has a large community for support and development.
 - Flexibility: WordPress is highly customizable for a variety of use cases.
- Cons:
 - Maintenance: Regular updates and management of plugins and themes are necessary to ensure security and functionality.
 - Performance: With an increase in plugins and customizations, the website can experience slowdowns.
 - Security: Being open-source and widely used, WordPress is a common target for security threats, requiring constant vigilance and updates.

Potential Shift to Modern CMS (e.g., Webflow)

- Pros:
 - Automatic Security Updates: Reduces the administrative burden and risk of security vulnerabilities.

- In-built SEO Optimization: Streamlines the process of optimising web pages for search engines.
- No Reliance on Plugins: Decreases potential points of failure and compatibility issues.
- Website Speed: A closed system is more automatically optimised for performance, potentially offering a faster user experience.
- Cons:
 - Customization Limitations: While user-friendly, other CMS tools may not offer the same level of deep customization as open-source alternatives.
 - Community and Support: The community around closed systems is typically smaller, which can impact the availability of free resources and peer support.

Recommendation for brief

By outlining the current technical stack and key updates / pain-points you wish to address, you can seek quotes from agencies outlining a redesign or new website build.

Ensure a clear Data Migration plan (Must)

If you do change your Content Management System it is paramount to include a clear data migration plan in your potential website redesign. This should include both technical and SEO leads.

Accessibility audit

This Design and Technical Accessibility audit aims to provide an analysis of current accessibility issues on the existing website.

This report is grounded in the principles of the Web Content Accessibility Guidelines (WCAG), an internationally recognized set of recommendations for improving web accessibility. By adhering to these guidelines, we aim to ensure that our digital content is perceivable, operable, understandable, and robust for all users, regardless of their abilities or disabilities.

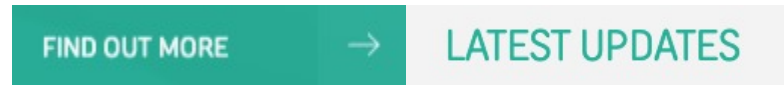
The findings and recommendations outlined in this report are based on a thorough analysis of the Elrha website, using tools like WebAIM's Wave, browser stack, and aXe Developer tool. With the focus on what to improve, rather than listing every finding. As part of the investigation, we targeted key pages on the website to identify the most common issues that will persist across the website.

Summary

It is good to mention that the analysis shows that there are no critical issues, but rather some serious, minor issues. However, this still means not adhering to WCAG AA standard, which we would set as the industry standard - with a desire for AAA conformance to be fully inclusive.

Two in particular we consider most important when considering a future website redesign:

Colour Contrast



This colour combination is a prominent part of the current website design and is used for important components, such as buttons and titles. However, it fails AA and AAA standards. This is the same for the light blue.

Any future design will require reviewing the design system, either creating an accessible variation of the colour, or using it more for accents.

Headings

For websites there is an expected hierarchy of content. Properly structured headings (H1 to H6) are essential for creating a coherent structure that is navigable and understandable, especially for those using assistive technologies. The current website has inconsistent use of headers throughout.

Even if fixed in a new design, this problem often can emerge in posts and pages where content editors are given large flexibility in the layout. Placing restrictions on what content types staff can use will help future proof your website.

Further Details

The most common issues fall under 3 main categories: Color, Alt- area and Parsing. We have classified these issues into two main categories:

1. **Category 1:** Issues concerning the readability by screen readers and search engines readability.
2. **Category 2:** Issues related to visual accessibility.

Category 1

1. WCAG 4.1.1 - Duplicate IDs: (Level A)

- **Issue type 1:** 'Duplicate-id'
- **Issue type 2:** 'Duplicate-id-active'
- **Description:** There are some issues with having duplicate IDs in the web content. Duplicate IDs can cause issues, particularly for screen readers and other assistive technologies, leading to confusion or incorrect navigation
- **How to fix:** Use the full report document to check the identified IDs, and change them so that each ID is unique within a page. All IDs are meant to be singular identifiers; no two elements should share the same ID. If the ID is used in JavaScript or linked with [label](#) elements for form controls (in the case of 'Duplicate-id-active'), make sure to update these references to match the new, unique IDs. This ensures that scripts and form labels still function correctly after the IDs have been changed.

2. WCAG 4.1.2, WCAG 2.4.4 - (Name, Role, Value) & (Link Purpose): (Level A)

- **Issue type 1:** 'Empty links'
- **Description:** This issue pertains to the use of non-descriptive or unclear link text. Having meaningful and descriptive link text is crucial for both web accessibility and search engine optimization (SEO). For accessibility, it helps users those using screen readers, to understand the purpose and destination of the links. For SEO, descriptive link text aids search engines in comprehending the content and context of linked pages, which can influence how a website is indexed and ranked.
- **How to fix:** Remove the empty link or provide text within the link that describes the functionality and/or target of that link.
- **Issue Type 2: Nonscript element**
- **Description:** Content within `<noscript>` is presented if JavaScript is disabled. Because nearly all users (including users of screen readers and other assistive technologies) have JavaScript enabled, `<noscript>` cannot be used to provide an accessible version of inaccessible scripted content.
- **How to fix:** Ensure that scripted content is accessible. The `<noscript>` content will be presented to very few users but must be accessible if used.

3. WCAG 1.3.1: Info and Relationships (Level A)

- **Issue Type 1:** Empty form label
- **Description:** The empty form label fails to convey the necessary relationship and information about the form control it is associated with, making it difficult or impossible for some users, particularly those using assistive technologies like screen readers, to understand the purpose of the form control.
- **How to fix:** Ensure that the form label contains text that describes the function of the associated form control. Labels are not required for image, submit, reset, button, or hidden form controls. If a label is not necessary visually, a descriptive title attribute may be added to the form control.
- **Issue Type 2:** A heading level is skipped.
- **Description:** When a heading level is skipped (for example, going directly from an H1 to an H3, bypassing H2), it disrupts the logical structure and hierarchy of the content. This can be confusing for users who rely on headings to understand the organization of the page and to navigate through the content. Properly structured headings (H1 to H6) are essential for creating a coherent structure that is navigable and understandable, especially for those using assistive technologies.
- **How to fix:** Restructure the document headings to ensure that heading levels are not skipped for all the pages.

4. WCAG 1.1.1: Non-text Content (Level A)

- **Issue type:** Null or empty alternative text
- **Description:** This states that all non-text content that is presented to the user has a text alternative that serves the equivalent purpose, except for certain situations. This includes images, which should have appropriate alternative text to convey the same information or function as the image itself.
- **How to fix:** Ensure that the image does not convey content or that the content of the image is conveyed in nearby text (e.g., a caption).

5. WCAG 2.1.1 Keyboard (Level A)

- **Issue type: ARIA Tabindex**
- **Description:** Tabindex can facilitate keyboard navigation for interactive elements. A Tabindex attribute value of 0 places an item into the keyboard navigation order (i.e., you can navigate to it using the Tab key). A value of less than 0 (typically -1) removes an element from the keyboard flow (you cannot Tab to it), but allows it to receive programmatic focus (e.g., via scripting).

- **How to fix:** Ensure that Tabindex is being used correctly by navigating and interacting with the elements using only the keyboard. Positive Tabindex values specify a distinct tab order and should typically be avoided.

6. WCAG 2.4.4: Link Purpose (Level A)

- **Issue type:** Redundant link
- **Description:** When adjacent links go to the same location (such as a linked product image and an adjacent linked product name that go to the same product page) this results in additional navigation and repetition for keyboard and screen reader users.
- **How to fix:** If possible, combine the redundant links into one link and remove any redundant text or alternative text (for example, if a product image and product name are in the same link, the image can usually be given alt="").

Category 2

1. WCAG 1.4.3 - Color Contrast: (Level AA)

- **Issue type:** 'Color-contrast'
- **Description:** Adequate contrast of text is necessary for all users, especially users with low vision. So we should be ensuring sufficient contrast between text (or images of text) and its background. The high count indicates a prevalent issue with text visibility, which is crucial for users with visual impairments.
- **How to fix:** Increase the contrast between the foreground (text) color and the background color. Right now text is present that has a contrast ratio less than 4.5:1, or large text (larger than 18 point or 14 point bold) has a contrast ratio less than 3:1. WCAG requires that page elements have both foreground AND background colors defined (or inherited) that provide sufficient contrast. When text is presented over a background image, the text must have a background color defined (typically in CSS) that provides adequate text contrast when the background image is disabled or unavailable

2. WCAG 1.4.4 - Resize Text: (Level AA)

- **Issue type:** Small Text Usage:
- **Description:** This guideline for text, that it should be resizable without assistive technology up to 200 percent without loss of content or functionality Text which is very small is difficult to read, particularly for those with low vision.
- **How to fix:** increase the text to a more readable size.

Recommended Tools

As well as ensuring your website follows best accessibility practices, we would recommend any website redesign to consider further accessibility tools as part of technical design and planning.

Many off-the-shelf solutions exist, such as [ReachDeck](#), although further testing should be done on its impact on user experience for others.

A leaner option is to include an accessibility page with advice on how to use assistive tools and a way for users to get in touch if they have particular needs.

The screenshot shows a web page titled "Accessibility" with a navigation bar at the top containing a search icon, a magnifying glass, "+ Increase text size", an accessibility icon, and the word "Accessibility". On the right side of the navigation bar, there is a language selector for "English".

Accessibility

Accessibility on this website is guided by government standards and the Web Content Accessibility Guidelines WCAG are widely accepted as the international standard for accessibility on the web.

Whilst we aim to make this website accessible to all users and achieve a conformance level 'AAA' we continually work with stakeholders to ensure that conformance level 'A' is adhered to as a minimum.

Tip! If you experience any accessibility issue on this site or have any comment, please [contact us](#).

Tip! There are many accessibility features on devices, which can be found on links such as [Apple accessibility features](#) and [Android accessibility](#).

Add colour overlay

- Blue
- Green
- Yellow
- Red

Adjust Text Size

+ Increase text size

Tip! There are many accessibility features on devices, which can be found on links such as

Change font

Select...

Internet Explorer

Go to "View" on the menu bar - Select text size / zoom

Firefox

Go to "View" on the menu bar - Select text size / zoom. Alternatively hold down the "Ctrl" button on your keyboard and press the plus (+) key to increase text size. To reduce the latter hold down the "Ctrl" button and press the minus (-) key. Please note that the above settings may differ depending on the browser version.

Text To Speech

Many computers and mobile devices today have built in text-to-speech software. Here are guides for each of the major browsers and devices:

Chrome

[Click here to download Google Speak](#) and select the Add to Chrome button

Windows Edge

Open the Edge browser and then click on Read Aloud Option or on your keyboard press Ctrl + Shift + U

Android Apps

[Click here to download Read Aloud](#) for Android phones or tablets

Apple

[Click here to download Voice Aloud Reader for Apple devices](#). Choose your device when you download. Or go to your Apple App store and search Voice Aloud Reader