

Good Trouble Coalition SEO Analysis

Introduction

Good Trouble Coalition is a nonprofit healthcare advocacy group based in Indianapolis, Indiana. The goal of their [website](#) is to draw donations and provide information about their mission. They also have a podcast, Hoosier Health Matters, which is advertised on their website, as well as merchandise.

For this report, I will analyze each of the five most popular pages on the website, in order of popularity (see Figure 1 below), and suggest changes based on SEO analysis data.

PAGE TITLE AND S...	VIEWS	
Home page Good Tr...	92	-
Podcast Good Trou...	58	-
Direct Action Opport...	42	-
Board of Directors ...	36	-
Educate Empower A...	33	-
About Good Trouble...	23	-
Donate and Join Go...	21	-

Last 28 days ▾ [View pages and s...](#) →

Figure 1: Google Analytics 4 Page View Snapshot (Last 28 Days)

The first step in determining the strength of the website's SEO is to perform a Google search. For this search, since the organization is called "Good Trouble Coalition", the search term is "good trouble coalition".

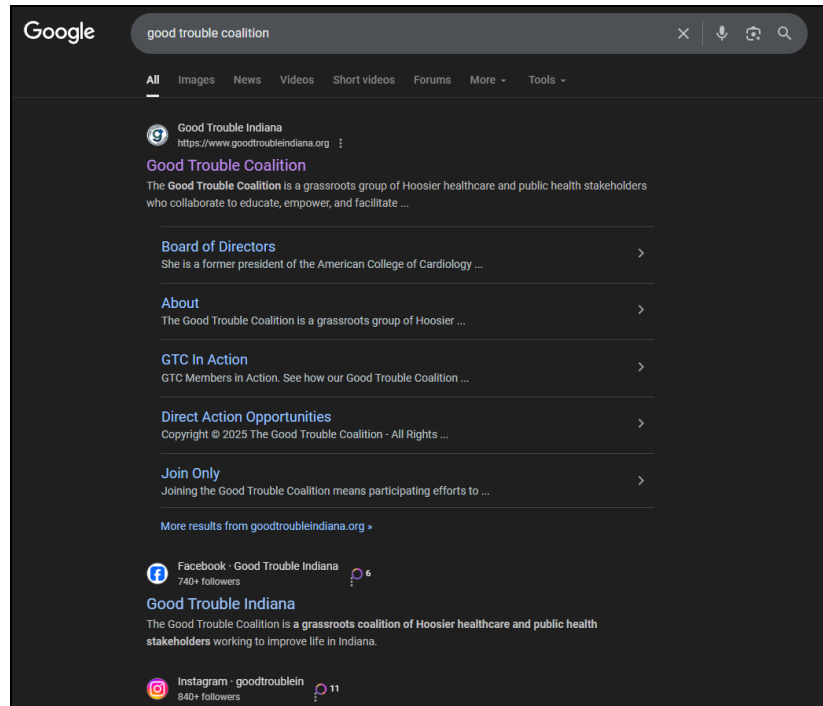


Figure 2: Google Chrome Search Engine Results Page

As seen in Figure 1, the entire first page of search results is related to Good Trouble, with the website's homepage occupying the top spot. This is a good start; it means that Google is indexing their content, and they have some level of authority.

Homepage SEO Analysis



Figure 3: Good Trouble Coalition Homepage

Next, I will analyze the Good Trouble Coalition [website homepage](#), which is the most trafficked page on the entire website.

SEO elements:

Page title: Home Page | Good Trouble Indiana

Metadescription: MISSING

Google-generated Metadescription: **The Good Trouble Coalition** is a grassroots group of Hoosier healthcare and public health stakeholders who collaborate to educate, empower, and facilitate...

Alt-tags: 10/11 images are tagged

Keywords: Undefined, not loaded into the first paragraph enough

Keywords on the page seem to be “Hoosier”, “Health”, “Healthcare”, “Advocacy”, and “Policy”. This is unclear, however, as I do not think that the organization is making these keywords as frequent or close to the top of the page as they should be.

Overall, Good Trouble Coalition is lacking key aspects of good practice SEO and has some improvements to make. They are missing one alt-tag, their metadescription is undeclared and pulled by Google, and their keywords are undefined and not loaded into the first paragraph enough.

Suggested Improvements to Homepage

1. Including keywords in the title is the most important part of how Google finds and ranks your website. Including keywords in a better page title will improve SEO and make the mission of the brand clearer from the search engine results page.

Suggested page title examples:

Good Trouble Indiana | Grassroots Healthcare Advocacy

Good Trouble Indiana | Hoosier Healthcare Advocacy

Good Trouble Indiana | Political Healthcare Advocacy

2. Define keywords and load them into the first paragraph. This is the next most important part of the page that Google reads to rank your website in search. Adding a paragraph of text above the “mission” and “vision” sections may be helpful so that you can load keywords without altering mission and vision statements.

3. Include an alt-tag for the one missing image. Google crawls your images for alt-tags to better understand the anatomy of your website — Google only reads text, so if these are not included, then it will not know what your images are. Including alt-tags gives more information to Google.

4. Define a metadescription — don’t leave it to Google. Google does not take the metadescription into account when ranking, but it draws clicks if done well. It also makes your page look much more professional and intentional.

Suggested metadescription example:

Indiana healthcare advocacy for equity and policy change. Join the Good Trouble Coalition to make patient-centered care a reality.

Podcast Page SEO Analysis

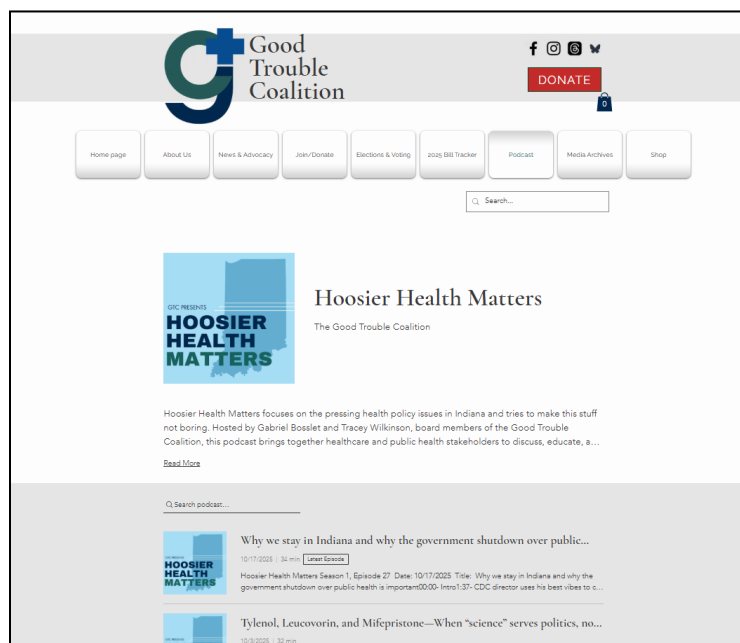


Figure 4: Hoosier Health Matters Podcast Page

The [Hoosier Health Matters Podcast](#) is produced by the Good Trouble Coalition and can be found on their website. It is their second most-visited page after the homepage (see figure 1).

SEO elements:

Page title: Hoosier Health Matters | Podcasts

Metadescription: MISSING

Google-generated Metadescription: **Good Trouble** Coalition · Published Op Eds · GTC releases brief of amicus curiae 09.2 · GTC condemns Texas SC decision · GTC condemns **Indiana** SC decision 06.23.

Alt-tags: 6/6 images are tagged

Keywords: Undefined, not loaded into the first paragraph enough

Keywords are “Hoosier”, “Health”, “Good Trouble Coalition”, and “Podcast”. Again, these are not fully optimized and should be repeated more frequently.

Once again, general SEO best practice is lacking. Alt tags are perfect, but keywords are undefined, metadescription is undefined, and the page title can once again be improved.

Suggested Improvements to Podcast Page

1. Including keywords in the title will improve SEO and make the mission of the brand clearer from the search engine results page.

Suggested page title examples:

Hoosier Health Matters Podcast | Indiana Health Policy & Equity

Hoosier Health Matters Podcast | Indiana Healthcare & Public Policy

Hoosier Health Matters | Advancing Health Equity in Indiana

The page title is the most important text in terms of SEO, so changing this would be greatly beneficial.

2. Define keywords and load them into the first paragraph. “Podcast”, “Indiana”, “Advocacy”, “Health”, and other terms should be more frequently used consistently throughout the page.

3. Define a metadescription. The one right now is awful — it gives the searcher nothing, and looks completely unprofessional.

Suggested metadescription example:

Hoosier Health Matters explores Indiana health policy, public health, and health equity through expert interviews and real-world conversations.

Direct Action Opportunities SEO Analysis

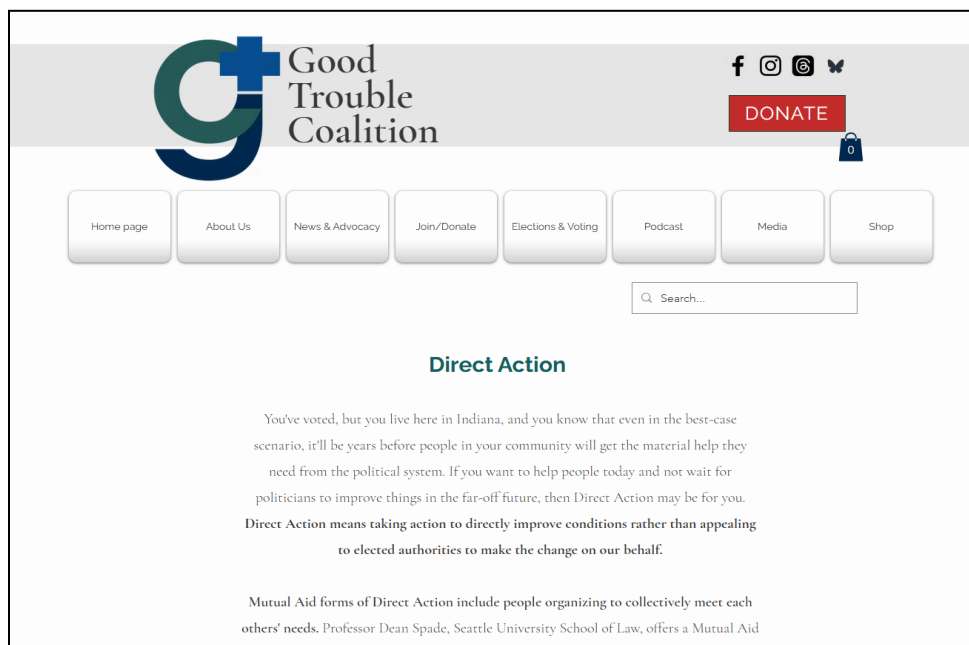


Figure 5: Direct Action Opportunities SEO Analysis

The [direct action opportunities page](#) is meant to point Hoosiers toward immediate action they can take to improve far-off policy issues. The page also mentions mutual aid forms of direct action.

SEO elements:

Page title: Direct Action Opportunities | Good Trouble Indiana

Metadescription: MISSING

Google-generated Metadescription: Direct Action means **taking action to directly improve conditions** rather than appealing to elected authorities to make the change on our behalf.

Alt-tags: 0/7 images are tagged

Keywords: Undefined, but present in text

Keywords are “direct action opportunity”, “today”, and “Indiana”. Sufficient in paragraph, loaded toward the top.

General SEO best practices are lacking. Alt tags are needed, keywords are undefined, the metadescription is undefined, and the page title can be improved.

Suggested Improvements to Direct Action Opportunities Page

1. Including keywords in the title will improve SEO and make the mission of the brand clearer from the search engine results page.

Suggested page title examples:

Direct Action Opportunities | Take Action Now

Direct Action Opportunities | Improve Hoosier Lives Today

Direct Action Opportunities | Organize, Volunteer & Advocate

As mentioned above, the page title is the most important text in terms of SEO, so changing this would be greatly beneficial.

2. Define a metadescription.

Suggested metadescription example:

Get involved in direct action with Good Trouble Indiana. Find volunteer events, advocacy opportunities, and grassroots organizing near you.

Board of Directors SEO Analysis



Figure 5: Direct Action Opportunities SEO Analysis

The [board of directors page](#) is meant to familiarize Good Trouble’s member base with the leaders of the organization. In terms of SEO, this page is unique in that it functions more as a page for people already interested in the organization, and less as a page to draw potential members in.

SEO elements:

Page title: Board of Directors | Good Trouble Indiana

Metadescription: MISSING

Google-generated Metadescription: Meet The GTC Board. **Mary Norine Walsh, MD President.** Dr. Walsh is a cardiologist in Indianapolis. She received her medical degree from the University of ...

Alt-tags: 0/20 images are tagged

Keywords: Undefined

Keywords should include “Good Trouble Coalition”, “Board”, and “Board of Directors”. A short paragraph introduction to the board could be beneficial to include these keywords.

General SEO best practices are lacking. The title works, but alt tags are needed, keywords are undefined, and the metadescription is undefined.

Suggested Improvements to Board of Directors Page

1. Define a metadescription.

Suggested metadescription example:

Meet the leadership behind the Good Trouble Coalition — a grassroots group of Indiana healthcare and public-health experts working for patient-centered care, equity, and science-driven policy.

2. Add a short introduction paragraph at the top of the page to boost keywords.

Suggested paragraph example:

The Good Trouble Coalition's Board of Directors brings together leading Indiana physicians, public-health experts, ethicists, and community advocates dedicated to advancing health equity and evidence-based healthcare policy. Our diverse leadership team works to protect patient rights, promote accessible care, and champion science-driven solutions for healthier Hoosier communities.

Educate Empower Advocate SEO Analysis

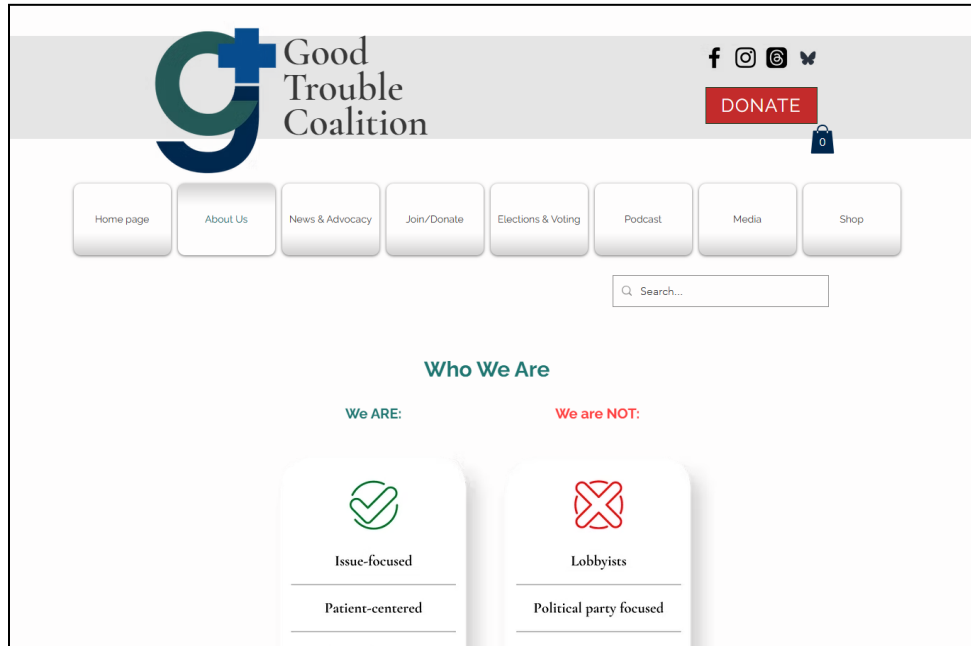


Figure 5: Direct Action Opportunities SEO Analysis

The [educate empower advocate page](#) of the Good Trouble Website acts as an about page for the organization.

SEO elements:

Page title: Educate Empower Advocate | Good Trouble Indiana

Metadescription: About the Good Trouble Coalition.

Alt-tags: 9/10 images are tagged

Keywords: Undefined

Keywords are all words listed in chart/graphics.

General SEO improvements can be made.

Suggested Improvements to Educate Empower Advocate Page

1. Improve page title

The “| Good Trouble Indiana” section of the title is wasted text. Load keywords into the title.

Suggested title changes:

Educate, Empower, Advocate: Advancing Health Equity in Indiana

Healthcare Advocacy in Indiana: Educate, Empower, Take Action

Empowering Communities: Health Education and Advocacy in Indiana

2. Improve metadescription. Make it more compelling.

Suggested metadescription example:

Raising awareness of healthcare-policy issues in Indiana, empowering communities with data and engagement, and advocating for health equity through voter resources and member-led action.

Conclusion

The Good Trouble Coalition website is well-designed, easy to navigate, and easily found in search results. That being said, adopting SEO best practices could increase web traffic and make the site more professional, ultimately leading to increased membership.

From here, I suggest making the changes outlined above and extrapolating these changes to other pages on the website. Generally, improving page titles and metadescriptions are the easiest and most efficient place to start.